

# HEALTH & WELLNESS CO.

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NAMING DECK

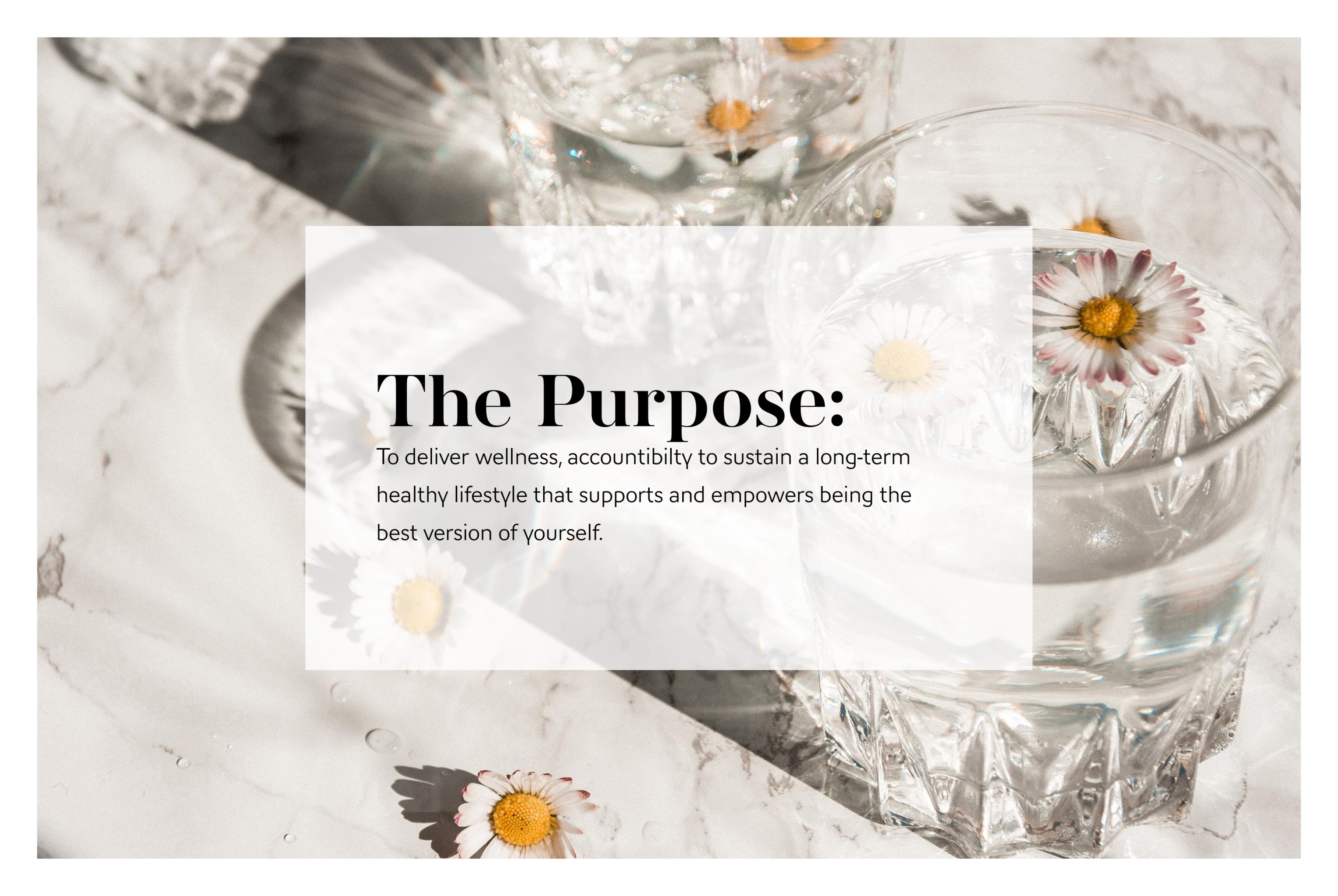
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V.1



A top-down photograph of several whole oranges and a few cinnamon sticks resting on a teal-colored, textured cloth. The oranges are bright orange with some green leaves still attached. The lighting is soft, creating gentle shadows. A semi-transparent white rectangular box is centered over the image, containing the text.

**Bridging the  
gap between  
mental health  
and medicine.**



# The Purpose:

To deliver wellness, accountability to sustain a long-term healthy lifestyle that supports and empowers being the best version of yourself.



# The Promise:

Delivering personalized one-on-one wellness  
accountability through sustainable habit change.



## Health

- + Nutrition
- + Movement
- + Mental/Emotional Wellbeing
- + Sleep

## Wellness

- + Stress Management
- + Recovery
- + Mindset
- + Emotions
- + Purpose
- + Spiritual

## Life

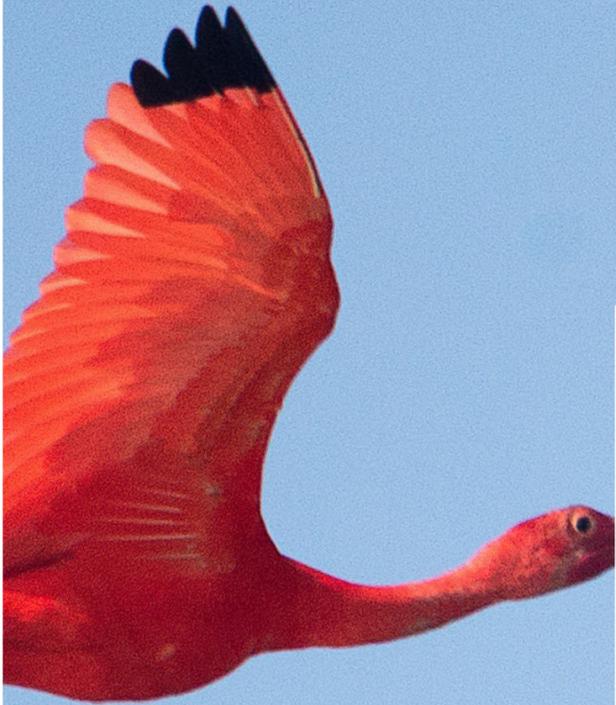
- + Best version of yourself
- + Vision of ideal potential
- + Develop strengths and abilities
- + Improve career, relationships, lives
- + Recognize skills + dreams
- + Create/refocus goals
- + Personal growth
- + Reach fullest potential
- + Overcome challenges

# The Names



# Ibis

Health. Wellness. Life

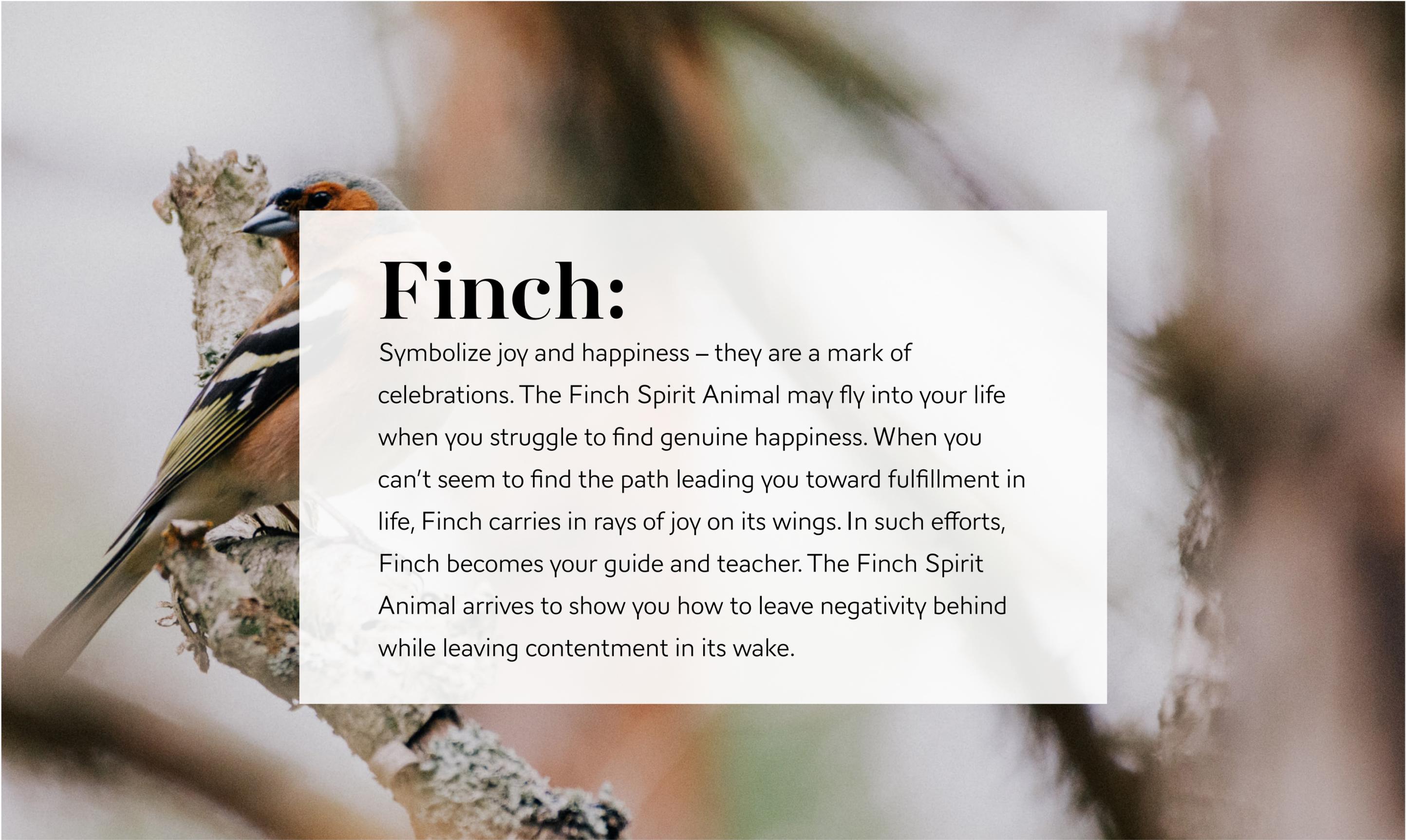


# Ibis:

Symbolizes working together and other forms of teamwork. (rebirth) Additionally, the Ibis encourages positive transitions, moving forward, and remaining flexible. Handle situations with grace, count your blessings, and find treasure in unexpected places. Humble beginnings should never be looked down upon. Feeding an Ibis is an encouragement to learn new things daily and keep your mind fresh.







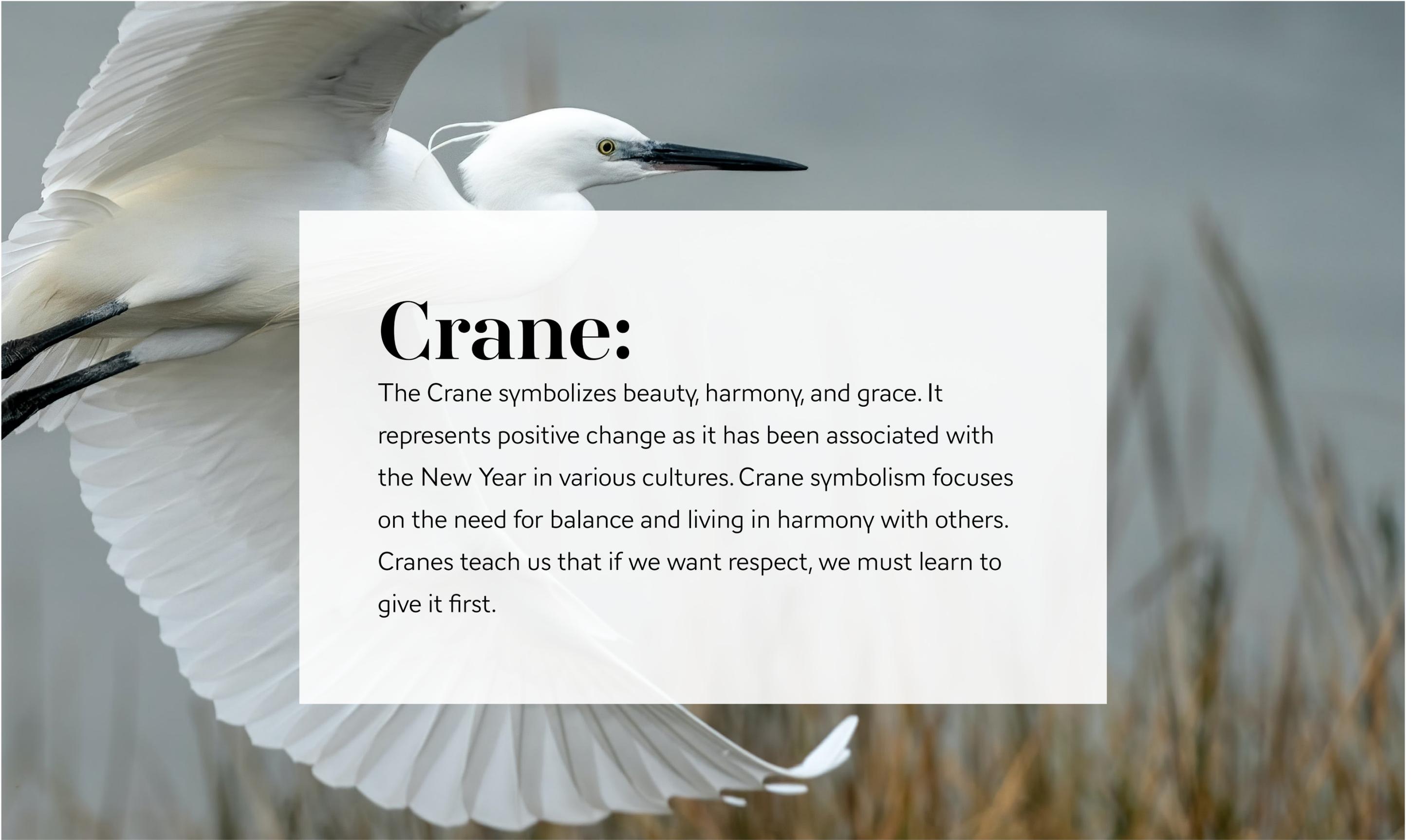
# Finch:

Symbolize joy and happiness – they are a mark of celebrations. The Finch Spirit Animal may fly into your life when you struggle to find genuine happiness. When you can't seem to find the path leading you toward fulfillment in life, Finch carries in rays of joy on its wings. In such efforts, Finch becomes your guide and teacher. The Finch Spirit Animal arrives to show you how to leave negativity behind while leaving contentment in its wake.



# Crane

Health. Wellness. Life



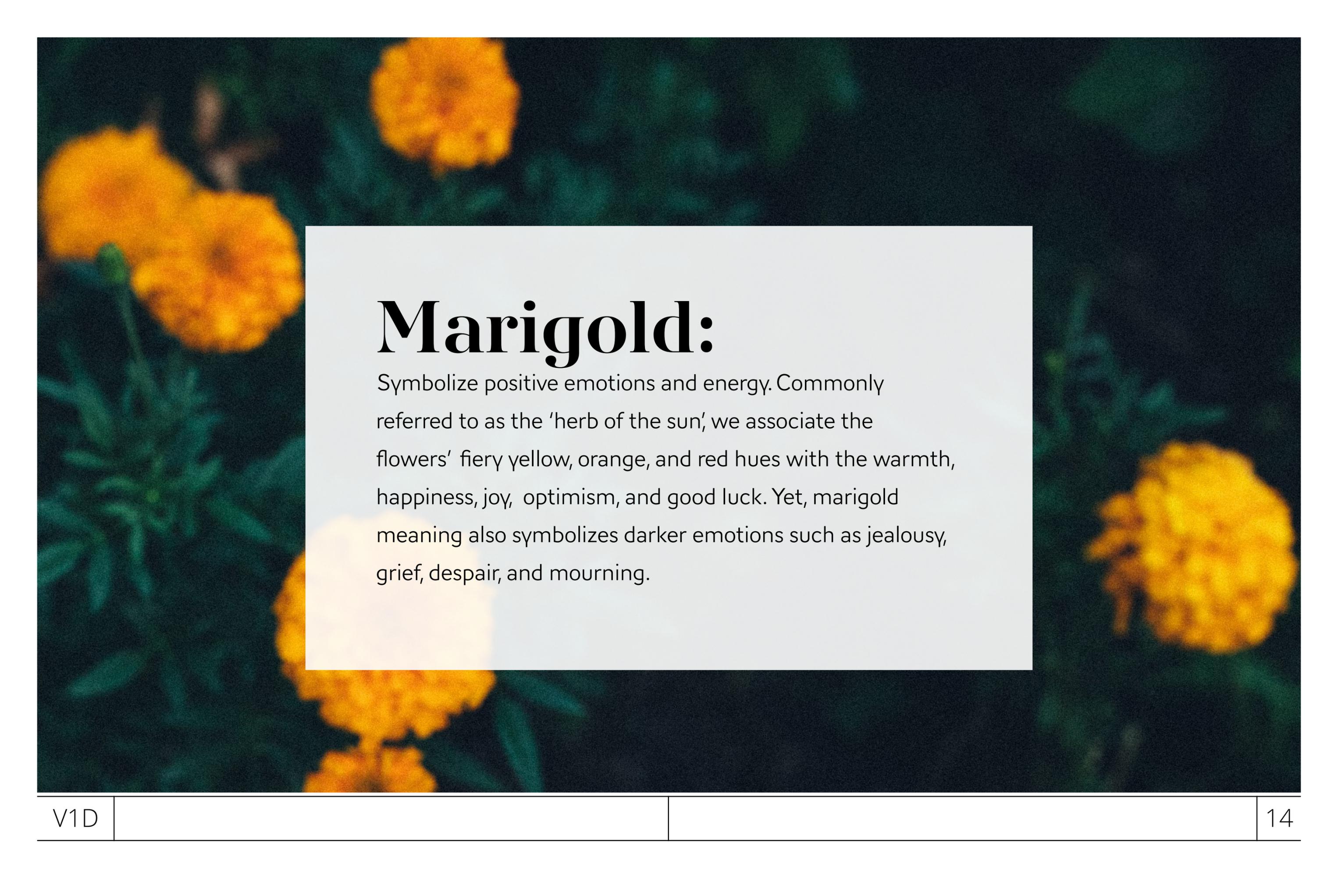
# Crane:

The Crane symbolizes beauty, harmony, and grace. It represents positive change as it has been associated with the New Year in various cultures. Crane symbolism focuses on the need for balance and living in harmony with others. Cranes teach us that if we want respect, we must learn to give it first.



# Marigold

Health. Wellness. Life



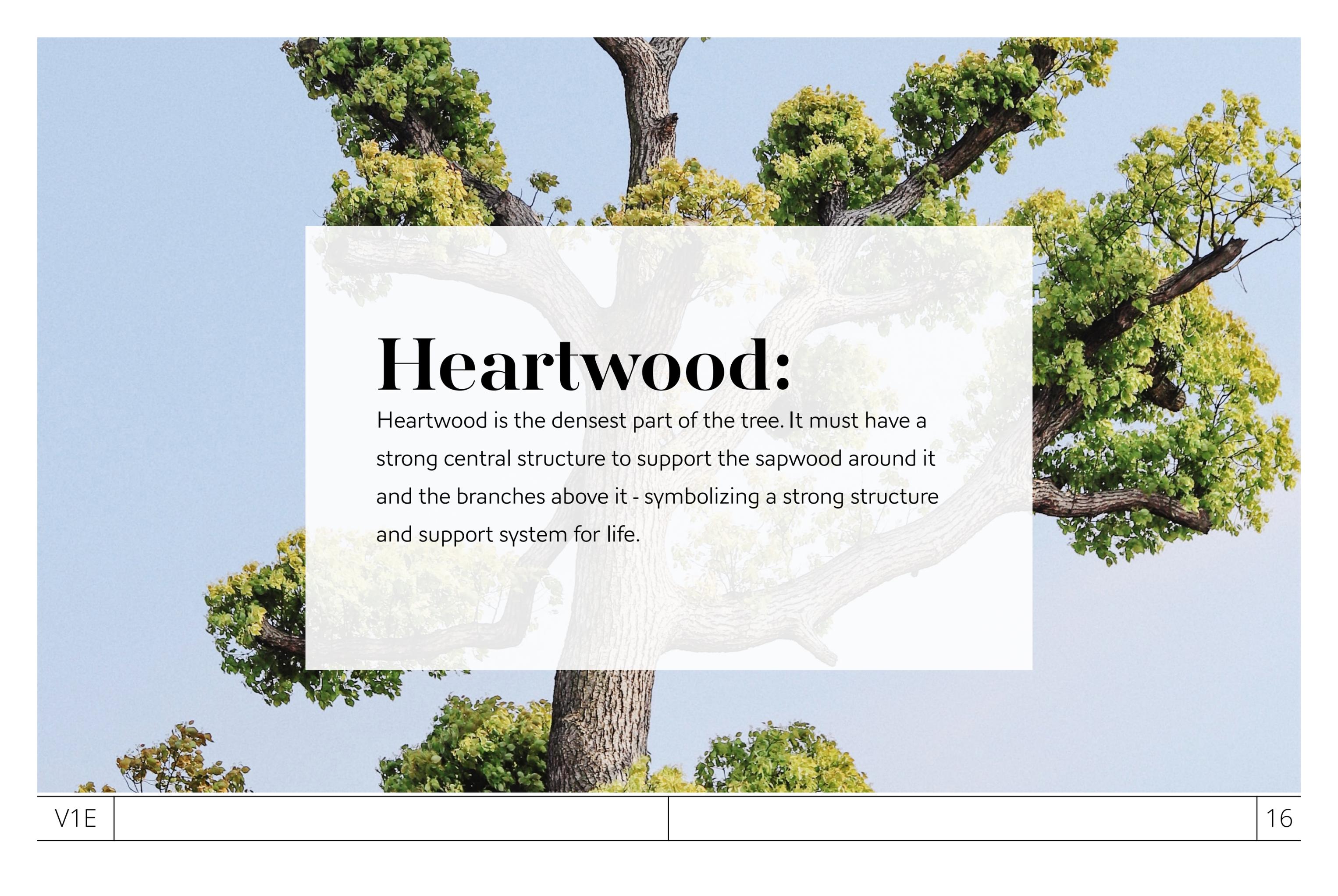
# Marigold:

Symbolize positive emotions and energy. Commonly referred to as the 'herb of the sun', we associate the flowers' fiery yellow, orange, and red hues with the warmth, happiness, joy, optimism, and good luck. Yet, marigold meaning also symbolizes darker emotions such as jealousy, grief, despair, and mourning.



# Heartwood

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# Heartwood:

Heartwood is the densest part of the tree. It must have a strong central structure to support the sapwood around it and the branches above it - symbolizing a strong structure and support system for life.



# Taproot

Health. Wellness. Life



# Taproot:

The taproot is the primary root of a tree. The bloodline, support system and source for all things that flourish and thrive moving forward.

# The Collection

**Asperio**

**Ibis**

**Finch**

**Crane**

**Marigold**

**Heartwood**

**Taproot**

CHEERS!

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SEAN@SEAN-MACLEAN.COM

