



**LifeSpeak Inc.**

# **2025 Q1 Product Updates and Q2 Roadmap**

# LifeSpeak Inc. 2025 Q1 Product Updates and Q2 Roadmap

## ◆ Wellbeats

Wellness

### NEW IN Q1 (Updates are live)

- Published 40 classes (EN and FR combined)
- Launched 10 new programs, including Healthy Spine Solutions - MSK: Posterior (Back and Neck), Peri-Power Perimenopause

### COMING SOON

- New content including a post-menopause program and financial health videos
- Mental Health Awareness Campaign
- Launch My Health Webinar: Food is Medicine\*\*

## ◆ Torchlight

Parenting &amp; Caregiving

- Launched 14 new and updated written guides, tools & expert Q/As for child and elder caregiving topics
- Expanded advising and concierge services in Canada (FR + EN)
- 6 webinars across child and elder caregiving topics

- AI-Gen video series on Anxiety in Children (EN+FR; 3 videos) and Understanding Dementia (EN+FR ; 4 videos)
- 11 new guides and 6 webinars across child and elder caregiving topics

## ◆ ALAViDA

Substance Use

- 11 new EN CRAFT videos - Navigating substance use with loved ones video series
- "The True Cost of Alcohol" Campaign, with a cost calculator and a True Cost of Alcohol handout

- "Substance Use and Mental Health" Campaign
- 3 new blog posts for April, May, and June

## ◆ LifeSpeak

Mental Health &amp; Resilience

- Published 11 new videos across mental health, weight management, and GLP-1 drugs (EN only)
- 19 new videos across eye health and blue light for adults and kids (EN only)
- 1x Marathon of expert-led web chats\*

- 22 new videos across mental health, weight management, and GLP-1 drugs (FR only)
- 1x Marathon of expert-led web chats. May: Mental Health Marathon\*

# Wellbeats Growth & Innovation

## NEW IN Q1 (Updates are live)

### CLASSES

Published 40 classes (EN and FR combined), including:

- HIIT the legs
- Upper Body Unwind
- Proper Breathing Mechanics
- Peak Performance
- Creating Core Stability

### PROGRAMS

Launched 10 new programs:

- Healthy Spine Solutions - MSK: Posterior (Back and Neck)
- Limitless Strength/Mobilité sans limites - Adaptive Fitness (EN/FR)
- Figuring Out Your Finances
- Peri-Power Perimenopause

### ENGAGEMENT

Marketing Toolkits: Starting Fresh, Heart Health (EN + FR), Nutrition

Nutrition Marketing Campaign

Monthly client newsletters

Launch My Health Webinar: What is Metabolic Health\*\*

## COMING SOON

### PROGRAMS

Financial health program featuring AI-generated videos (EN+FR)

Women's health & fitness programs to support post-menopause

### ENGAGEMENT

Marketing Toolkits: Financial Health (EN + FR), Mental Health Awareness (EN + FR), Physical Wellbeing & Preventive Health

Mental Health Awareness Campaign

Launch My Health Webinar: Food is Medicine\*\*

Monthly newsletters with downloadable flyers (April - June)

## NEW IN Q1 (Updates are live)

### VIDEO + CONTENT

Launched 14 new and updated written guides, tools & expert Q/As for child and elder caregiving topics, including:

- Teens and ADHD - Child (US, CA - EN+FR)
- Chronic Pain Management without Opioids - Elder (CA - EN+FR)

### EXPERT GUIDANCE

Expanded advising and concierge services in Canada (FR + EN)

### LIVE WEBINARS

6 webinars across many child and elder caregiving topics, including:

- Finding Joy in Caregiving: Embracing the Journey of Caring (Elder) - EN+FR
- The Role of GLP-1s in Supporting Weight Loss and the Overall Health of Older Adults and Caregivers Elder - US

## COMING SOON

### VIDEO + CONTENT

AI-Gen Video series on Anxiety in Children (Child) EN+FR - 3 videos

AI-Gen Video series on Understanding Dementia (Elder) EN+FR - 4 videos

11 written guides across child and elder caregiving topics including a guide to freezing eggs

### LIVE WEBINARS

6 new elder and child caregiving webinars, including:

- Trusts 101: A Caregiver's Guide to Understanding Trusts and Their Value in Estate Planning Elder - US
- Caring Through Cancer: Essential Strategies for Family Caregivers Elder - EN+FR
- Supporting Sexual Health and Well-Being for Young People with Disabilities Child - EN/FR CA and US

## NEW IN Q1 (Updates are live)

### CONTENT

3 new blog posts for

- January: The Cost of Alcohol
- February: The Impact of Substance Use on Heart Health
- March: Managing Nutrition & Cravings

“The True Cost of Alcohol” Campaign, with a cost calculator and a True Cost of Alcohol handout

11 new EN CRAFT (Community Reinforcement and Family Training) videos - Navigating substance use with loved ones video series

### ENGAGEMENT

Monthly newsletter with blog posts and expert classes

Quarterly campaign “The Cost of Alcohol” for all clients who have opted-in for the campaign

## COMING SOON

### CONTENT

3 new blog posts for April (Managing Nutrition & Cravings), May (The Hidden Costs of Substance Use), June (How Substance Use Fuels Mental Health Struggles)

“Substance Use and Mental Health” Campaign

### ENGAGEMENT

Monthly newsletter with blog posts and expert classes

NEW IN Q1 (Updates are live)

CONTENT

Published 11 new videos across mental health, weight management, and GLP-1 drugs (EN only)

19 new videos across 2 series on eye health and blue light for adults and kids (EN only)

19 new written blogs

6 new "Breathe" blogs

EXPERT GUIDANCE

6 new webchats to get answers in real-time with world-class experts

1x Marathon of expert-led webchats. Feb: Supporting Your Healthy Weight Journey\*

ENGAGEMENT

Quarterly engagement campaign "Meaningful Growth" (January)

COMING SOON

CONTENT

22 new videos across mental health, weight management, and GLP-1 drugs (FR only - will match 2 existing EN series)

New written blogs

New "Breathe" blogs

EXPERT GUIDANCE

3x EN + 3x FR New webchats to get answers in real-time with world-class experts

1x EN + 1x FR Marathon of expert-led web chats. May: Mental Health Marathon\*

\*Not included in the standard offering, available as an upsell.