

THE FEEL GOOD MANIFESTO

A MESSAGE TO OUR CUSTOMERS AND COLLEAGUES



WE'RE STARTING A REVOLUTION.

WHERE GROWING OLDER IS ABOUT HAVING CHOICES,
DOING WHAT YOU LOVE, AND FEELING GOOD.

WHERE YOU'RE NOT DEFINED
BY AGE OR ILLNESS.

AND COMPROMISING YOUR LIFESTYLE BECAUSE
OF CURRENT MARKET FAILURE IS UNACCEPTABLE.

WHERE YOU CAN STILL ENJOY FREEDOM
AND EXPRESS YOUR INDIVIDUALITY,
JUST AS YOU HAVE ALWAYS DONE.

BUT WITH THE SECURITY OF KNOWING THERE IS HELP
WHEN YOU NEED IT, AND THE COMFORT OF ALWAYS
HAVING SOMEONE TO TALK TO AND COMPANY TO KEEP.

OUR MISSION IS TO HELP YOU, OUR
CUSTOMER, FEEL GOOD IN YOUR
BODY AND YOUR SOUL EVERY DAY.

AND WHILE WE RECOGNISE FEELING
GOOD IS UNIQUE TO YOU AS YOUR
PERSONALITY, WE WILL DO EVERYTHING
IN OUR POWER TO HELP YOU ACHIEVE
IT – WHATEVER IT MEANS TO YOU.

KEY TO THIS IS
OUR PEOPLE,
OUR FEEL GOOD
ACTIVISTS.

OUR PEOPLE WILL FEEL GOOD ABOUT THEIR JOB,
ENERGISED AND MOTIVATED BY MAKING A DIFFERENCE
TO YOUR LIFE. KNOWING THEIR COLLEAGUES SUPPORT
THEM AND WILL HELP THEM GROW, AND THEY'RE REVERED
AND REWARDED FOR THEIR WORK AND COMMITMENT.

YOU AND OUR COLLEAGUES WILL FORM LASTING
AND MEANINGFUL RELATIONSHIPS WITH
EACH OTHER, AND YOUR COMMUNITY, SO
YOU CAN FEEL GOOD FOR EVER MORE.

Live Happy. Feel Good.