Healthy Longevity Marketing Phrases

Summary of Powered by Masterpiece:

**Powered by Masterpiece** represents the engine behind the scenes. Masterpiece provides the framework and tools that support your community’s lifestyle and vision. This includes a state-of-the-art process of lifestyle growth. Residents are given the opportunity to navigate their own courses with the confidence that everything necessary to be successful is readily available. Through proven methods, content, measurement tools, and training and coaching, Masterpiece partners are able to provide a suite of resources that are vital to delivering lifestyle promises to residents and team members. Delivered by you, powered by Masterpiece, and based on the latest research and healthy longevity data, this framework will support lifestyle growth for all involved.

The Masterpiece Message promotes:

* A mission to inspire and cultivate individual growth, resilience and purposeful longevity for community residents.
* A laser focus on actualized potential and sustained vitality at every stage of life.
* Believing that we grow because of aging, not despite it.
* Growth. Whole person wellness includes growth in the foundational areas of focus that include Physical Health, Intellectual Vitality, Social Engagement, Peace & Fulfillment, Personal Attributes and Movement & Motion.
* Older adults charting their own course to healthy longevity through a personalized, research-based, tech-enabled method that supports their efforts.
* A rich holistic lifestyle for each resident, with regular movement, continued learning, strong social connections and meaningful purpose.
* Setting goals based on what’s important to you and tracking your progress.
* Healthy Longevity for all and creating an environment that encourages all residents and team members to succeed in their personalized paths to health longevity, regardless of age!
* Research-backed tools that support you on your journey to health longevity and vitality.