

# Mos Health

(Logo: *Mōs Health*. Written: *Mos Health* · Spoken: “Mos(t)”)

## The Name

Mōs is a Latin word that means more than just “habit.”

To the Romans, *mōs* described:

- Custom
- Character
- Shared norms
- “The way things are done”

It was never about a single action. It was about patterns repeated long enough to become identity.

*Mōs* was how cultures formed. How values spread. How behavior became automatic.

That’s the idea we’re reviving.

Mos Health is built on the belief that health isn’t a goal you chase, it’s something that emerges when the environment quietly supports better habits, day after day.

## The Opportunity

Most wellness programs were designed for perfect routines: the perfect morning, the perfect diet, the perfect version of you.

But real life doesn’t work that way.

You sprint between meetings. You answer messages at the gym. You take work calls outside the restaurant.

Your days blur, stretch, compress, and collide.

Mos Health exists to rebuild wellness for real humans living full, demanding lives by designing habits that fit naturally into the way life already works.

## Core Belief #1

## ***Environmental Design Beats Willpower***

The Romans understood something modern wellness often forgets:

People don't rise to ideals. They follow norms.

Willpower is inconsistent. Motivation is unreliable. Habits are fragile.

But the environment? The environment is undefeated.

Research shows that smart environmental design can increase healthy choices by 25–47% without requiring discipline.

That's why Mos is built around one simple truth:

If you want people to change their behavior, you don't ask them to try harder. You change what surrounds them.

So we place Mos:

- In kitchens, next to the coffee station, near the water dispenser
- On countertops, where the office swarms
- In homes, near beds and shared routines
- Inside a quiet app: present when helpful, invisible when not

People don't have to remember. They don't have to track. They don't have to be perfect. They just have to show up for their day since the environment makes the right choice effortless.

## **Core Belief #2**

### ***Health Lives in the In-Between***

Health doesn't happen in perfect routines. It happens in the moments between them.

Between meetings.

Between coffee and the first call.

Between lunch and the afternoon dip.

Between stress and recovery.

Between work and home.

These in-between moments are where choices are made—often quickly, often unconsciously. What to eat. Whether to move. Whether to pause or push through.

Mos designs for the transitions, the small windows where real life actually happens.

That's why Mos plugs into the flow of your day:

- Offering food guidance when you're choosing, not after
- Suggesting movement when there's a natural break, not a calendar overhaul
- Helping convert meetings, pauses, and handoffs into moments of care

Nothing forced. Nothing scheduled for perfection. Just timely options, right when they matter.

When health support shows up in the in-between, it stops feeling like another task. It becomes part of how the day naturally unfolds.

That's where habits form.

That's where consistency lives.

That's where health actually happens.

## The Result

### *Wellness That Works, in Real Life*

When the environment is designed well, and support shows up in the moments that matter, something shifts.

Health stops feeling like a task you have to remember. It becomes something that happens as your day unfolds.

Small supports, placed in the right moments, add up.

People feel:

- More steady through the day
- Less depleted by work
- More in control of their energy
- More capable of keeping up with life

Not because they tried harder. But because the system around them did more of the work.

This is health that fits real days where habits form quietly, consistency comes naturally, and momentum builds without effort.

And for employers, something shifts too.

Ambitious teams stop slowly trading health for performance. The gap between drive and what the body can sustain begins to close.

Employers feel it in their teams:

- Energy increases
- Mood lifts

- Focus sharpens
- Recovery quickens
- Engagement rises

Ambition isn't drained.

It's fueled.

That's health, designed into the workday.

## **Mos' Mission**

Mos exists to sustain ambition—by designing health into the workday.

We embed science-backed support into the rhythm of real life—at work and in the moments that matter most.

We don't demand perfection.

We design for momentum so ambition can last.

## **We Stand Against**

- **The Wellness Noise Machine**  
Endless opinions and fast fads. We provide one trusted system.
- **The Start–Stop Cycle**  
Most quit by day 23. We design for day 24—and beyond.
- **The Perfection Trap**  
Streaks and shame. We celebrate continuity.
- **The Separation Myth**  
Work vs. life. One energy system powers both.

## **We Stand For**

- Momentum over mastery
- Clarity over confusion
- Progress over perfection
- Environmental design over willpower
- A habit system plugged into your real life

## **Who We're For**

Mos is built for real humans doing real life:

- The busy striver
- The working parent
- The manager holding meetings, and emotions
- The first-time founder
- The teammate sprinting toward deadlines
- The partner rushing between work and home

If you’re trying to do it all, Mos gives you the momentum to keep going.

## Our Products

| Product           | Purpose                   |
|-------------------|---------------------------|
| Foundation 1 A.M. | Core essentials           |
| Foundation 2 A.M. | Long-term resilience      |
| Foundation 3 P.M. | Restorative, deep sleep   |
| Energy            | Clean, steady energy      |
| Calm              | Stress relief             |
| Immune            | Rapid defense             |
| No Crash          | Steady energy after meals |
| Sharp             | Daily brain support       |

## Tone of Voice

**Warm. Grounded. Encouraging.**

| Pillar      | Meaning                         | Sounds Like   |
|-------------|---------------------------------|---|
| Warm        | A friend who did the research   | “You don’t need perfect mornings just habits that fit your life.” |
| Grounded    | Science-forward, never clinical | “Clinically studied ingredients. Real-life results.”              |
| Encouraging | Progress beats perfection       | “Missed a day? Day four still counts.”                            |

## Visual Language

- **Logo:** Mōs Health (macron over the “o”)
- **Color:** Calm neutrals with grounded warmth
- **Type:** Clear, human, confident
- **Photography:** Real environments not renders: coffee stations, desks, evenings at home
- **Motion:** Flow, rhythm, inhale → exhale, energy moving between work and life

Nothing over-polished. Nothing aspirationally fake.

## The Magic of Mos

Mos isn't about being perfect. It's about what repeats.

Habits don't form because people try harder. They form because the environment makes repetition easy.

Mos designs the moments where habits take root: coffee, meals, meetings, evenings.

Over time, those actions stop feeling like effort.

They become routine.

They become normal.

They become Mos.

And when people feel steady instead of strained, teams feel it too.

Energy stabilizes.

Burnout softens.

Culture shifts.

Not through pressure. Through design.

That's the magic of Mos: Small habits, repeated quietly until ambition no longer burns people out.

It lasts.