



HEALTHIER, LONGER,  
BETTER LIVES

OUR BRAND

OUR PURPOSE

OUR PERSONALITY

OUR TONE OF VOICE

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Spectrum in use

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## OUR TONE OF VOICE AS A MENTOR

Our tone of voice is how we bring our brand and persona to life through words.

It is what guides us to say the right thing in the right moment to demonstrate our qualities as a mentor.

Whether we want to sound optimistic and encouraging or confident and inspiring, our tone of voice is what connects us with our customers as individuals.

