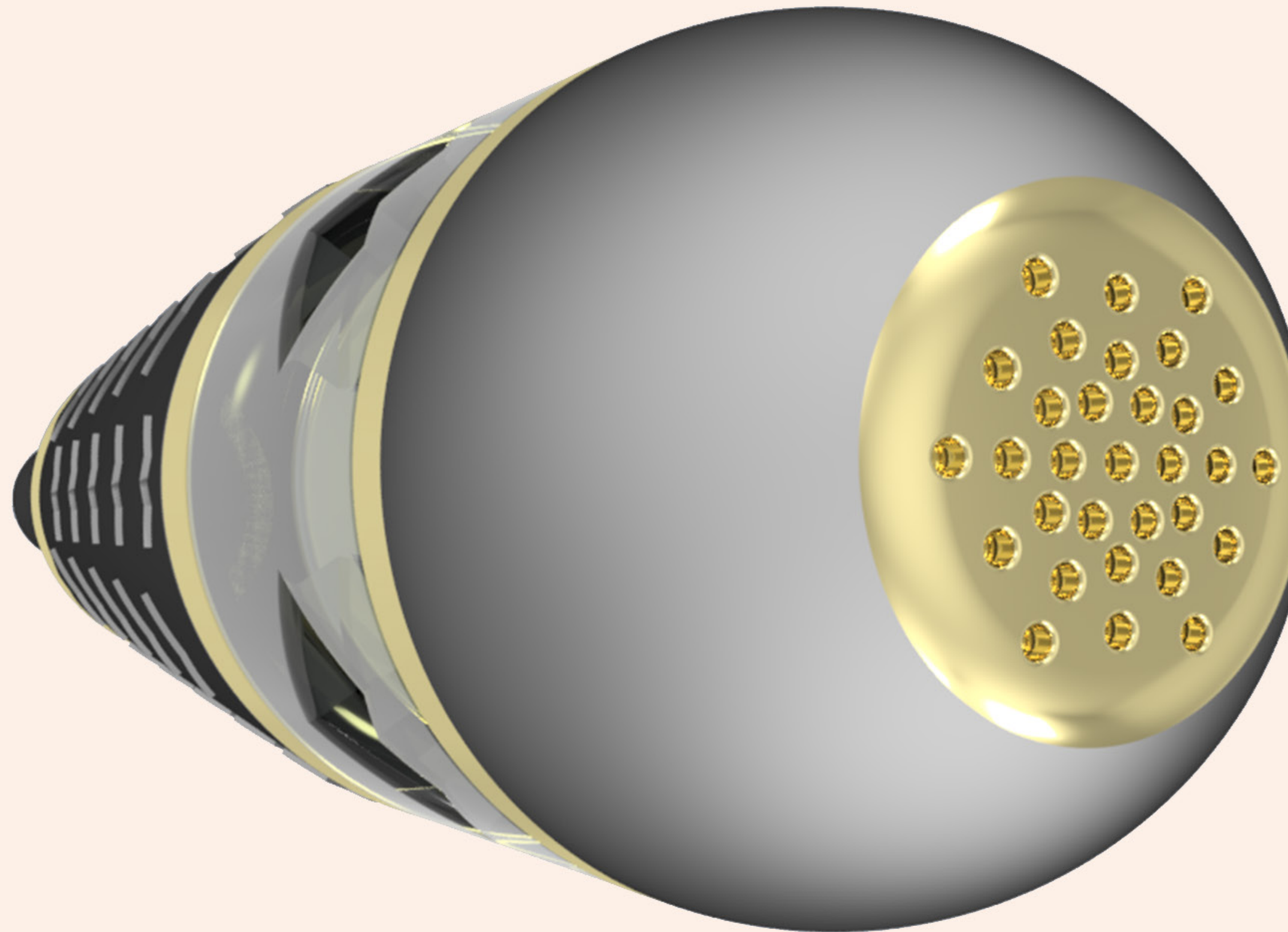


YALI ♥ CVS



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Our mission:

Create a **new product and supporting service** or product range for CVS to solve customer need around **sleep, stress, anxiety, loneliness, and depression.**

Target audience:

Young adults who are forced to **work from home** due to COVID-19

21% of US adults and **49.5%** of US adolescents have a mental illness

Only **46.2%** of these people received mental health services in the past year

Anxiety 31.1%

of US adults experience an anxiety disorder at some time in their lives

Depression 8.4%

of all US adults had a major depressive episode in 2020

Loneliness 61%

of young adults (age 18-25) report feeling lonely frequently or all the time

Insomnia 50%

of adults ages 18 to 24 experience insomnia at least once a month

Why is this happening?

Young adulthood is a critical developmental period filled with significant challenges and new responsibilities

Economic restructuring, advances in information and communication technologies, and changes in the labor market have dramatically changed the landscape of risk and opportunity in young adulthood

Key contributors to poor mental wellbeing:

- difficult life situations
- poor physical health
- lack of connection to others



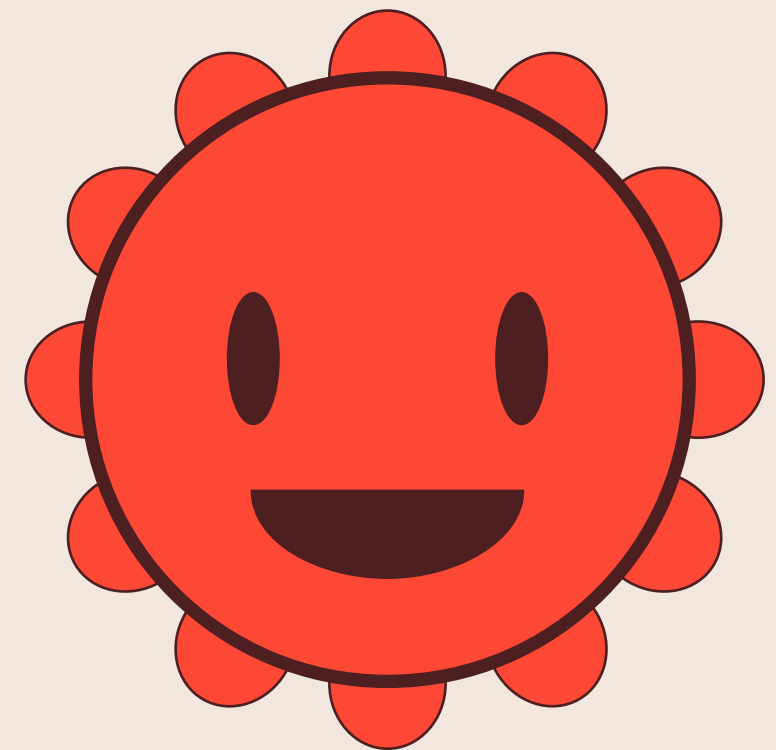
We help people with their health wherever and whenever they need us. And we do it with heart. Because our passion is our purpose:

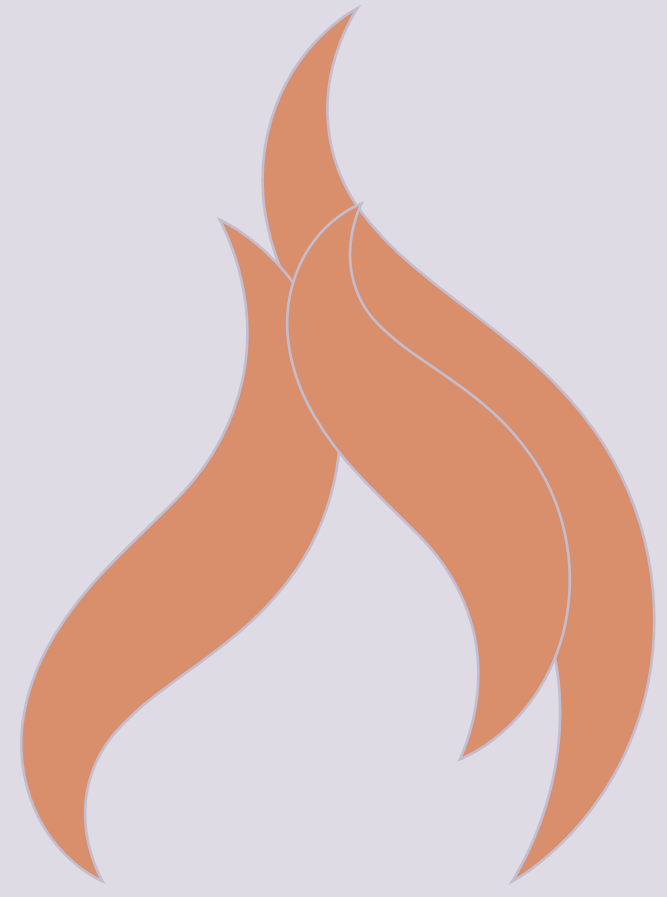
Bringing our heart to every moment of your health

With everything going on in the world today, more and more young adults are required to work from home. Previously, the home was a safty zone to relax and unwind after a long day. Now, these young adults can't escape the stress of their workday, because they never leave.

As a part of CVS, how can we design a product that mitigates the waning mental health of so many young people working from home?

YALI can help boost your mental wellbeing in just minutes by using **circulation enhancing** technologies to unlock the gates for your body to heal itself; **physically and mentally**



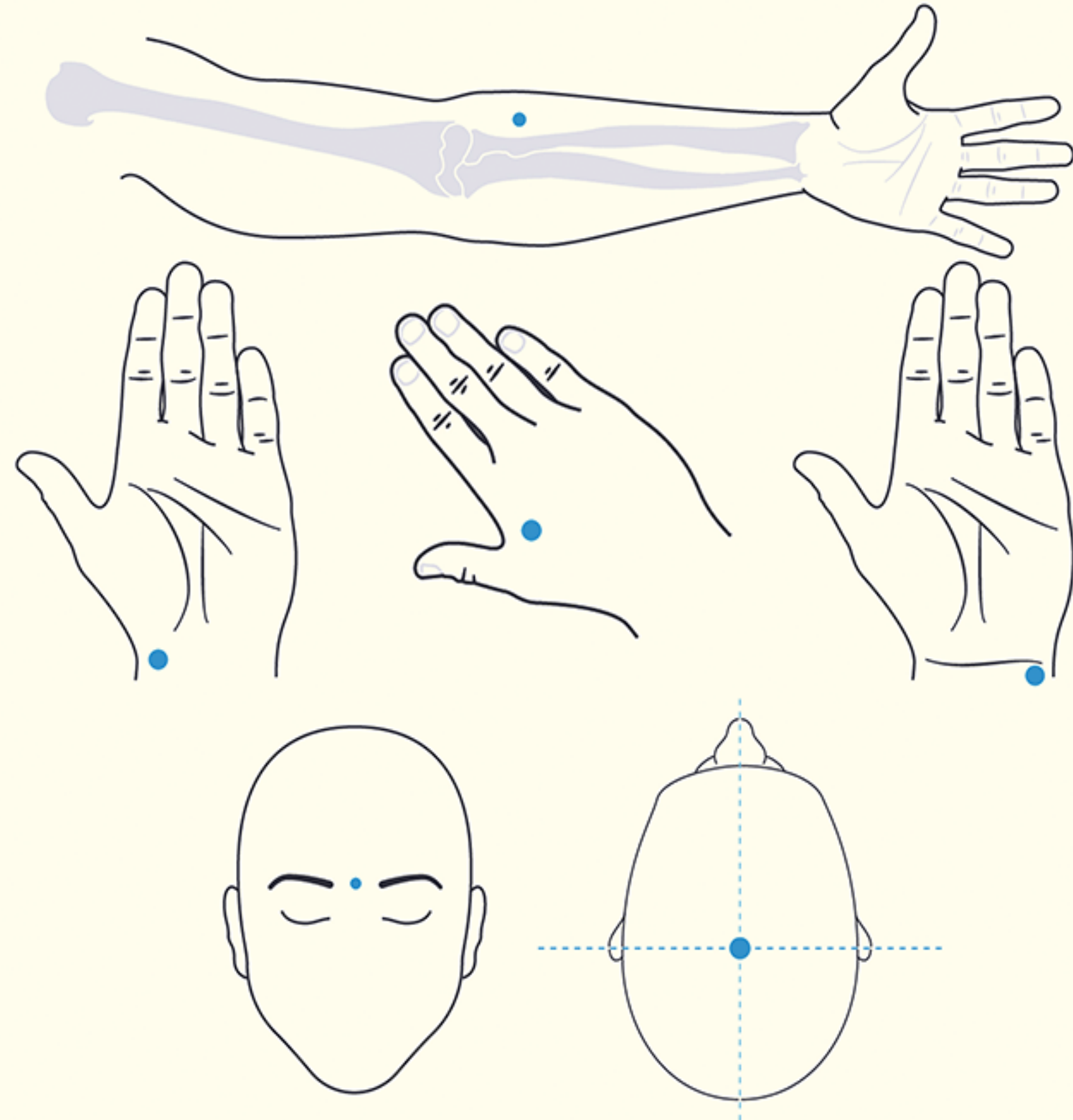


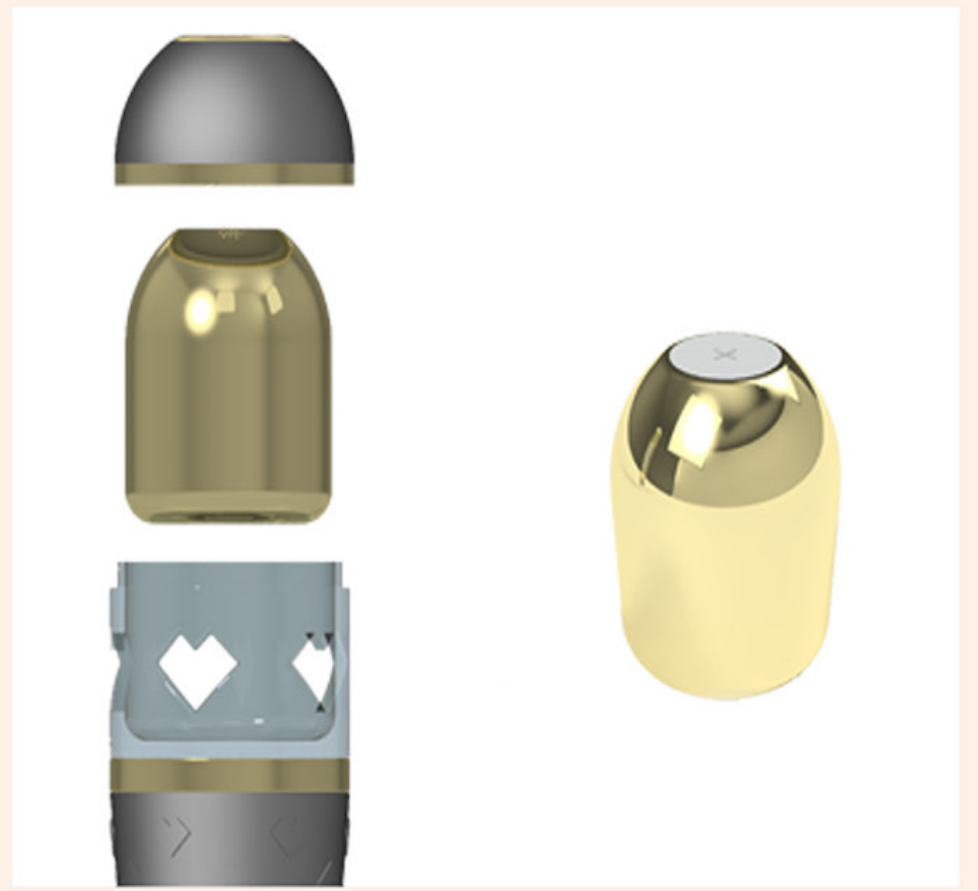
Acupressure points for **anxiety** may offer relief, including areas on the **hands and face**

Accupressure is a form of traditional Chinese medicine that provides temporary relief from anxiety symptoms. It involves **stimulating pressure points in your body** by yourself or by someone else.

Apply pressure in a **circular motion** for approx **5 minutes**

Relieves stress, insomnia, body aches, headaches







CVS in recent years has strived to make their product models more sustainable by “going green” and reducing waste

Diverted 50% of all waste to recycling or reuse

70% reduction in paper use through digital outlets

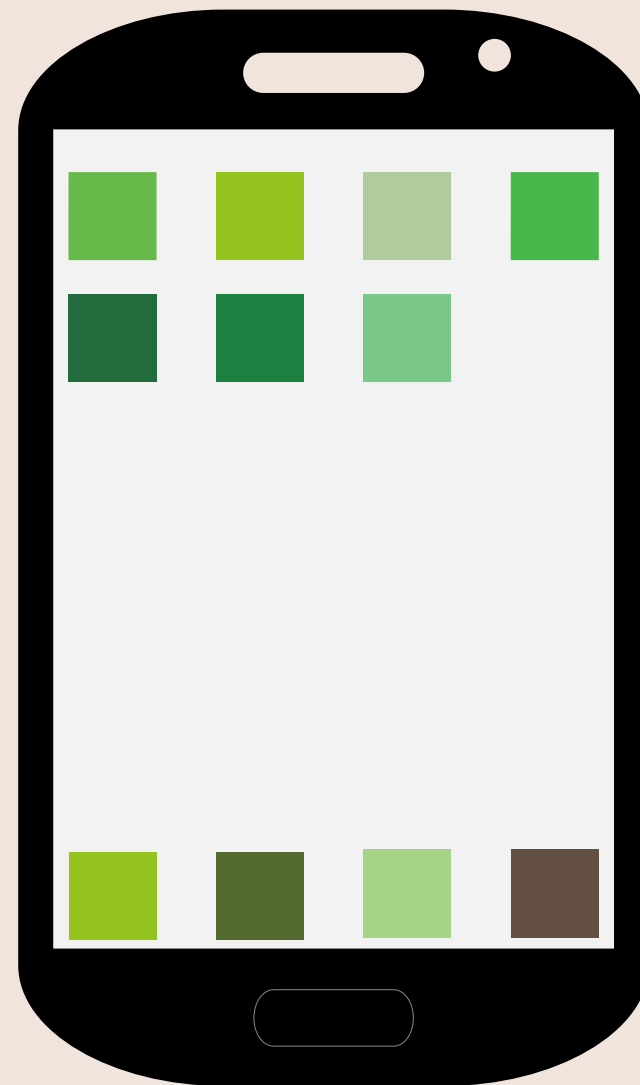
Eliminated 500,000 empty miles through the backhaul program so our trucks never travel without purpose



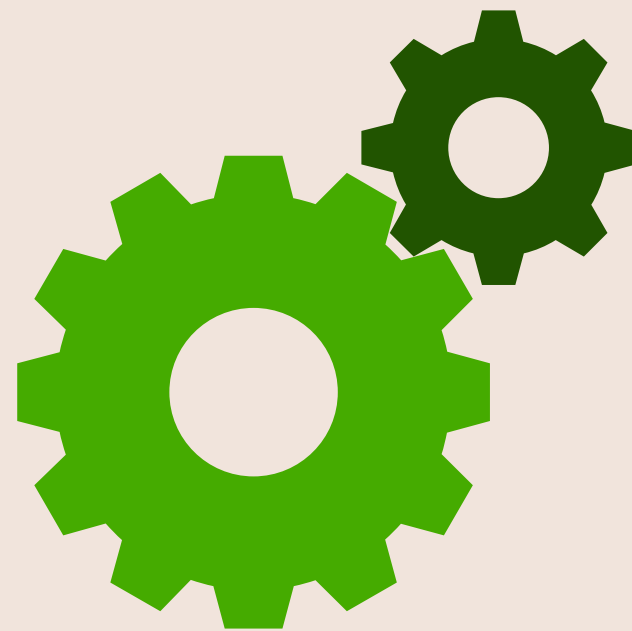
Plant based non-GMO products
Items free from harmful ingredients, dyes and flavors

Receipts are now 20% shorter and 100% recyclable
OR customers can skip the paper receipt, and go digitally

Don't take a bag, or bring your own reusable bag
Recycle prescription bottles



Improving the current position: we believe CVS could use more recycled and repurposed materials to further the “greener” goal. There is ample used-material around the globe that should be utilized more efficiently. These materials are already machined, in essence, and it would take far less energy and money to repurpose materials rather than generating virgin ones.



By using recycled rubber for the body of the design, we can repurpose waste to ensure a greener future.

The refillable application cartridge will also reduce the need for multiple components being produced in the long run.

The instruction guide associated with the product is also paperless as it is in app form. This reduces packaging materials and waste from paper use.

While it is technically a natural material, we understand the production of rubber can be very harmful to the environment, so we are going to use recycled, preexisting, rubber. Recycling rubber uses less energy than creating new synthetic rubber and it reduces the need to harvest more natural rubber.

