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**FOR IMMEDIATE RELEASE**

**Health apps false advertising:  
Promising a lifestyle change but delivering a lifestyle slump**

Health enthusiasts are being taken for a ride when it comes to health and wellbeing apps, promising to help them create a lifestyle but then only delivering on generic fitness, nutrition and occasional sleep advice. “They’re missing critical support and guidance on some of the most important parts of a healthy, balanced lifestyle like social relationship considerations, climate stressors, and specific mental processing tendencies crucial to mental wellness and physical health at home AND at work” asserts Personalised Health Scientist, Matt Riemann.

“There is definitely a shortage of holistic lifestyle information in our medical and mainstream conversations at work and at home.” furthers Riemann. “But that hasn’t stopped many health and wellness apps promoting the ‘lifestyle change’ and delivering a small percentage of what lifestyle actually entails. A healthy lifestyle at work even looks drastically different than healthy habits at home. These health apps fall drastically short on even this differentiation.”

While there are proven sciences behind most health apps; for example a fitness app will be backed by health science, a nutrition app is backed by the study of dietetics, and a mindset app by neuroscience... unfortunately most of what they offer is a blanket style program that’s not personalised to the individual’s stress levels, nor the full lifestyle guidance it promises! The information may be relevant for personal lifestyle, but is it still applicable during office hours? What if your work hours are cut drastically? Will your health app adapt to this new stress? It does with Personalised Health AI-technology.

After seeing the missing links in health apps, Australia’s most advanced corporate wellness and personalised health technology pioneer, ShaeWellness, pulled more than 13 fields of human science and medicine together to provide a wholesome approach to health and wellness. ShaeWellness is now offering this intelligent technology to small businesses completely free to support teams up to 20 individuals to create healthy workplaces throughout Australia as we all stabilise from 2020 in our daily lives. “Australia’s Healthiest Workplace Challenge” is minimising barriers for small-to-medium businesses to effectively support their staff’s physical and mental health for a strong start to 2021.

Pioneers in the world of personalised health for over 20 years, they incorporated a world-first combining the science into one of the most robust algorithms and AI health technology on the planet, which analyses an individual to give them health advice relevant to home life AND work life. The platform can help with 24/7 health support based on each individual’s unique biology and current work and personal lifestyle needs.

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*For more information on Australia’s Healthiest Workplace Challenge 2021, visit:*  
<https://shaewellness.com/australias-healthiest-workplace-challenge/>



*ShaeWellness is the corporate world's first dna-driven, ai-powered Mental Wellbeing & Physical Health epigenetic solution. It delivers complete lifestyle support at work, and at home, for a holistic, user-centric, ecosystem of health. The medically-endorsed, scientifically-validated, evidenced-based ShaeWellness platform uses advanced epigenetic analysis and AI technology to assess and deliver unique user insights and relays customised behaviour change support to each individual user. ShaeWellness technology is currently being used in over 120 countries by medical experts and corporate wellness practitioners alike.*

**Matt Riemann, Health Futurist, Lead Scientist, and President & Founder of ShaeWellness is available for interviews.**

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