



*nue.life*

*brand voice guide*

## our.mission

Nue Life Health's mission is to address the root cause of the suffering of our clients by leveraging emerging digital and medicinal technologies to achieve extraordinary outcomes. We strive to make at-home psychedelic therapy, aftercare, and telehealth accessible for all.

## our.vision

The paradigm of mental health treatment is broken. Nue Life is creating a new one. We aren't bound by the way things have always been done, and this serves our innovation. We believe our integrated, evidence-based approach to whole-person wellness can catalyze meaningful change for our clients and for the future of mental health care.

## our.promise

Wellness isn't a destination; it's a process—and everyone has their own unique road to travel. At Nue Life, we recognize that our clients are individuals, not a set of symptoms or problems to solve. We don't "fix" people—we support them as they make discoveries and choices about their own healing. We're committed to offering safe, effective care using breakthrough solutions, customized to the needs of each client.

## our.values

Nue Life Health was founded on inclusive principles and is driven by an ethical business model. As a public benefit corporation, we've made a firm commitment to measurable social impact as well as financial results.

Our core values include accessibility, racial and gender diversity, and safe, patient-centered paradigms for the treatment of mental health conditions.



## *our.brand*

Nue Life Health, PBC, is a next-generation mental wellness company committed to providing holistic therapy programs in the comfort of patients' homes.

Our team of dedicated physicians and nurses, expert technologists, and compassionate support professionals are committed to delivering responsive, personalized care that addresses the root cause of trauma and “dis-ease.”

# our. *audience*



## NUE LIFE CLIENTS

Our potential and existing clients cope with symptoms of depression, anxiety, trauma, and other mental health conditions every day. Many have tried and failed to find effective mental health treatment. They need quality information about new options that renews hope for positive change, treats them with dignity and compassion, and establishes deep trust in our brand.

Most client-facing content should combine clear, straightforward information with a conversational tone that directly addresses the reader.

Use contractions such as can't or you'll, and speak directly to pain points while emphasizing that the individual chooses their own path forward during healing.

## PARTNER PROVIDERS

Providers seeking to integrate at-home ketamine therapy into their practice place trust in our evidence-based treatments, AI-driven tools, and purpose-driven telemedicine platforms. Provider-facing content should lean towards the authoritative. Use confident language with research citations without sacrificing accessibility, warmth, or clarity.

## OTHER STAKEHOLDERS

These include B2B vendors, investors, and industry specialists.

**Please note:** The brand voice and tone will shift depending on the unique needs of each audience segment. For instance, investors may benefit from future-thinking content, whereas members of the press are focused on data points of what we've already accomplished. We encourage team members to consider these needs carefully and make adjustments to brand voice, tone, and vocabulary accordingly.

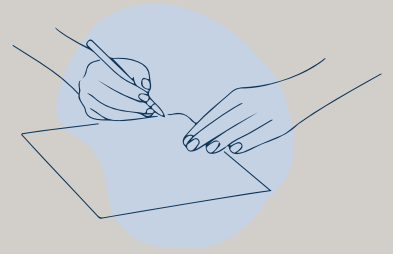
# our.*content*



## NUE LIFE CONTENT STRATEGY GENERALLY FOCUSES ON THESE TOPICS:

- Mental health conditions and experiences
- Ketamine therapy
- Telemedicine
- At-home ketamine therapy
- Whole-person mental health care
- Virtual care
- Psychedelic medicine
- The future of mental health care
- Integrative medicine
- AI for improving treatment outcomes
- Improving mental health treatment delivery
- Safety and accessibility of psychedelic therapy
- Nutrition for mental and physical health
- Healthy lifestyle for all bodies
- The ketamine experience
- The Nue Life Client Journey

# our *brand voice*



## BRAND VOICE STATEMENT

The Nue Life brand voice ensures that clarity, optimism, and care are communicated at every step of the client journey.

## BRAND VOICE STATEMENT

Our brand tone is accessible, strong, and elegant.

The Nue Life **content is:**

- **Informative:** provides straightforward, accurate information about the topic and clearly explains all concepts.
- **Conversational:** often feels like a one-to-one conversation with the audience.
- **Concise:** simple, clear, easy to understand.
- **Practical:** speaks directly to audience pain points and shows that we prioritize being of service.
- **Empathetic and respectful:** treats all mental health topics with empathy; respectfully informs, educates, and presents options to inform readers.

Nue Life content **is not:**

- **Academic:** It informs and educates without sounding intellectual, analytical, or technical.
- **Pedantic or pretentious:** It focuses on clarity rather than flaunting expertise or trying to sound unique; it keeps things precise rather than showing off vocabulary or writing skills.
- **Prescriptive:** It doesn't provide definitive answers, claim to be the best or only treatment, or tell people what they should or shouldn't do.
- **Dismissive of other treatments:** We provide alternative options but never criticize or shame patients or providers for taking or prescribing traditional antidepressants and/or other conventional treatments.

**Please note:** Don't oversell our programs/products and don't sell a specific result. Ketamine therapy or any other program/product isn't a miracle cure or remedy for all symptoms and difficulties. At-home ketamine therapy is effective, but results aren't guaranteed, and each client has a different experience with ketamine therapy and other aspects of our programs.

**Brand voice tips:**

- Show empathy for the reader in the writing
- Use the active voice most of the time
- Use contractions to sound conversational
- When appropriate, use idioms or light humor
- Maximize the use of one-syllable words and minimize longer words
- Avoid using words with three or more syllables
- Break complex or compound sentences into separate, shorter sentences

## SOURCE CITATIONS

When writing about concrete scientific, medical, or historical information, please use peer-reviewed studies and established sources that rely on evidence-based research. When a topic is supported only by anecdotal evidence or when talking about individual experiences, make that clear in the writing.

Please don't reference any studies or results without a citation, including sponsors/academic institutions. Either add a hyperlink or list the source at the end of the content piece.

Use good judgment when including sources about mind-body practices and similar topics. Select well-established sources that note whether or not there's research behind a health or wellness claim.

For detailed guidelines regarding internal and external Nue Life communications and content, please refer to the **Nue Life Writing Style Guide**, the **Nue Life Inclusive Language Guide**, and the **Nue Life gender inclusivity presentation** (please request these from the Nue Life Content Department).

## COMPANY NAME

Nue Life Health or Nue Life (**never NUE or nue.life or Nue.life**)

In general, we use Nue Life Health when the company is introduced as an entity, then Nue Life for the rest of the document or for other usages, such as describing programs or products.

### Examples:

"The leadership team at Nue Life Health is composed of..."

"Nue Life treatment programs include multiple therapeutic modalities"

Italics and full stop (nue.life or nue.life) are **reserved for the logo only**. Do not use them in written content. Branded products such as Nue Reset and Nue Care should use conventional spelling (not nue.reset or nue.care)



## WRITING SAMPLES

The following excerpts from press articles are great examples of our brand voice and optimal brand positioning across various audience perspectives:



### client *perspective*:

Antidepressants didn't help me with my depression. I turned to ketamine therapy instead.

by Chelsea Greenwood, *Insider*

VIEW SAMPLE

What made Nue Life stand out was its app, which coordinates all your care in one place. It walks you through every step of the process, from your initial clinician consult to providing playlists for trips to offering trackers to record your moods.

...Joy infused me, and I started crying and laughing. I felt so secure and loved — part of a greater whole. It was clear that I needed to live within that love to heal... by the end of six sessions, I felt lighter, like the weight on my shoulders wasn't quite as crushing. It was still there, but I could bear it. I felt capable of positive change for the first time in years.

## WHY IT WORKS:

The writing communicates that Nue Life “stands out,” giving a clear description of what the app does that also makes the app sound easy to use and really helpful. It also describes positive feelings that are different from the client’s typical emotions, including a significant change “for the first time in years.”

This piece is a comprehensive overview from the client POV, and it can be especially helpful when excerpted in client-facing marketing materials or in onboarding vendors/collaborators who need to understand our client’s pain points.



## WRITING SAMPLES



### client *perspective*:

How Psychedelics Create Lasting Healing from Trauma—& How to Start Therapy at Home

by Marisa Zocco, *Elephant Journal*

VIEW SAMPLE

New advances in psychedelics show promising results for restorative healing. Nue Life is at the forefront of psychedelic treatment, offering ketamine therapy that can be done in the comfort and safety of our own homes.

It's a fast-acting and effective way to deal and actually heal long-term, and it gets real deep, real meaningful, real fast.

...If you're at all familiar with ketamine therapy, you probably know that typical protocol involves an IV infusion in a medical setting. Nue Life prescribes oral ketamine rapid dissolve tablets to be taken at home alongside the guidance of a full-service therapy app and a "sitter" present for safety and support.

It's that sort of ease and accessibility that allowed Sonam to begin healing in the midst of all her life's chaos.

*It was like being wrapped in an angel's wings with all of the love and warmth and security in the world. I reflect on this moment every time I feel overwhelmed, and it helps bring me back to a place of centeredness."*

~ Sonam Kline, Director of Nue Life Health

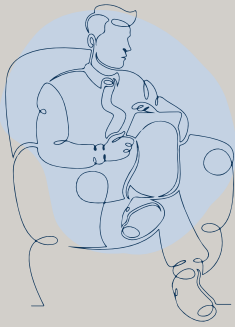
## WHY IT WORKS:

This piece positions Nue Life at "the forefront of psychedelic treatment," succinctly communicating what's involved in the treatment and the potential benefits; a sudden shift to a conversational tone highlights something very different from other treatments, using simple words and repetition ("it gets real deep, real meaningful, real fast").

Finally, the included quote shows common negative cognitions (lack of support, overwhelm, insecurity, and feeling unloved) replaced by a deeply positive experience.

It also features a brief history of psychedelics as well as a reader-friendly overview of the mechanisms at work in ketamine. It communicates technical content in an engaging, contemporary tone that showcases the relevance and uniqueness of our programs.

## WRITING SAMPLES



# providers/*investors*:

The next frontier of psychedelic therapy could be your couch

by David Salazar, ***Fast Company***

Two companies working to bring ketamine therapy to patients with PTSD, depression, and other mental health conditions are teaming up to grow the reach of psychedelic-assisted mental health care.

...[Field Trip] founder Ronan Levy said the partnership with Nue Life—which will allow for remote ketamine treatment in New York, California, Colorado, Florida, Georgia, Massachusetts, Tennessee, Texas, and Washington State—is designed to increase access for patients who might benefit from the therapy.

## WHY IT WORKS:

This excerpt speaks to the current focus on the lack of access to mental health care in the US, and to the benefits of industry partnerships. It piques the reader's interest and imagination by positing the unlimited potential of psychedelic therapy. This piece can be especially effective when needing to communicate the business opportunities that will continue to be generated by our treatment model.

[VIEW SAMPLE](#)

## WRITING SAMPLES



# B2B/investors/*industry leaders*:

The Nue Toolkit for Mental Health Management

by James Joaquin, Co-founder & Managing Director of **Obvious Ventures**

Nue Life is creating a new paradigm for mental wellness — one focused on healing the root cause of suffering, rather than simply masking symptoms. A growing number of studies have shown that the use of ketamine, among other psychedelic compounds, can fill the gaps where antidepressants have historically fallen short given their ability to calm the mind, alleviate pain, and promote the regrowth of lost neural connections.

By marrying sublingual ketamine, digital applications, diagnostic platforms, and biometric devices, Nue Life is cutting broader system costs while improving both patient experiences and their associated health outcomes.

## WHY IT WORKS:

This piece connects Nue Life with a new paradigm supported by research while explaining the drawbacks of the standard approach. It clearly links the elements that Nue Life has leveraged to become a leader in this new paradigm. This piece firmly and unapologetically places us at the vanguard of healthcare technology. It can be especially useful to help communicate what our company will look like in the years to come.

[VIEW SAMPLE](#)

# our *competitive landscape*

## NUE LIFE'S KEY DIFFERENTIATORS

- We offer an effective, breakthrough mental health treatment.
- We use an AI-powered, evidence-based solution leveraging legal psychedelics.
- We use an integrative treatment approach delivered via an advanced mobile companion app.
- Our comprehensive treatment programs include ketamine therapy aftercare, integration groups, and health coaching.
- Our safety protocols, including dosage & sitter photo documentation, are the most robust of any online, at-home ketamine program.
- Our wellness membership provides a personal wellness plan, health coaching, and non-ketamine aftercare (launching September 2022).
- We prioritize individual choice around all aspects of mental and physical wellness.

## MINDBLOOM

Mindbloom is our main competitor in the online, at-home ketamine treatment space.

“Psychedelic medicine is here. Meds, talk therapy, or self-care not quite getting you there? Achieve your breakthrough with clinician-prescribed, guided experiences to help combat anxiety or depression.”

### Targeted differentiators

Mindbloom focuses on the at-home ketamine experiences. Nue Life focuses on aftercare and experience integration. Mindbloom targets the “cool, psychedelically experienced crowd.” Nue Life targets people who struggle with mental health symptoms every day—those who really need a better option.

## COMPASS PATHWAYS + ATAI LIFE SCIENCES

These two companies focus on drug discovery.

### COMPASS:

“COMPASS is a mental health care company dedicated to accelerating patient access to evidence-based innovation in mental health. Our first programme is researching how psilocybin therapy could help people with treatment-resistant depression.”

### Atai:

“We are a biopharmaceutical company that leverages a decentralized platform approach to incubate and accelerate the development of highly effective mental health treatments that address the unmet needs of patients.”

#### Targeted differentiator

Nue Life is not focused on discovering a “better molecule/drug.” We are focused on using the tools that are available today to provide fast, effective, whole-person treatment that enhances care outcomes.

## FIELD TRIP HEALTH

This company is building capital-intensive ketamine clinics and also focuses on drug discovery. Nue Life and Field Trip Health are partners, serving patients with the same goals but who have different needs.

“Experience yourself in a new way. Immersive therapies that combine the latest science with the wisdom of psychedelic medicine to support your healing journey.”

#### Targeted differentiator

Nue Life wants to lower the costs and increase access to transformational ketamine therapy through telemedicine and at-home treatment programs. We are a more affordable and geographically accessible option, while in-person treatment with Field Trip Health is better for individuals with certain complex conditions, such as active suicidal ideation.



The overarching goal of the Nue Life brand voice is to infuse our communications and content with the principles of our mission, promise, and core values. To do so we must set aside preconceived notions about mental health conditions and treatment. We must strive to recenter our words around people, not problems. When speaking for or about Nue Life, we ask our team to remember that our ultimate measure of success is defined by the quality of care we provide and the potential that care holds to help others flourish.

## references

Nue Life Health Writing Style Guide (general guidelines for written content - upon request from the Content team)

Nue Life Inclusive Language Guide (general guidelines for inclusivity across internal and external company communications - upon request from the Content team)

The Nue Life [gender inclusivity presentation](#), created by our Gender Inclusivity Committee