

## General Information:

Founded: 2004  
URL: <https://elifestyle.ca>  
Contact: Leah Epstein Armstrong  
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## Offerings

- Family Meal Plans
- Fitness Challenges
- Workout Plans
- Yoga
- Meditations
- Mindfulness Practices
- Mental Health
- Wellness Focused Videos
- eBooks

## Leaders:

Leah Epstein Armstrong – CEO  
Robb Armstrong – President

## Our clients:

IBM  
Coca-Cola  
Molson  
BMO  
Astra Zeneca  
JW Marriott  
Taboo  
Muskoka Bay Club  
Cleveland's House  
Xerox  
Paperlinx  
KMH  
Treadmill Factory  
Matrix Fitness  
Foremost Fitness  
Stak Fitness  
Fitness Depot  
Edelman  
CompuCom  
HollisWealth  
Penmore

## Awards and Recognitions:

Winner of Readers' Choice Awards  
2 years running:

- Best Fitness Instructor
- Best Personal Trainer
- Best Weight Control Service

### Media Mentions:

- Ottawa Sun
- Breakfast Television
- Fashion Magazine
- Additional publications

eLifestyle is an employee and family digital wellness subscription platform. For as low as \$3 per month per employee, we maximize employee engagement, productivity, and retention in a post-pandemic environment by working with Canada's most progressive organizations who strive to provide employees and their families with sustainable e-wellness solutions.

## Opportunity

- Reduce health care costs: P&G reduced health care costs by 29% over a 3-year period
- Reduce sick leave costs: BC Hydro reduced \$1.2 million in lowered sick leave costs annually
- Increase productivity: Canada Life increased productivity by 4% and realized a ROI of \$6.85 per \$1.00 invested
- Reduce grievances: MDS NORDION reduced annual grievances from 50 to 5 over a 6-year period

## Solution:

We educate at a grassroots level by providing an end-to-end full spectrum of comprehensive wellness tools ranging from fitness, nutrition, mental health, and more, to enrich the lives of employees and their families.

This is an actionable solution for leaders that enables them to reach all wellness needs of their employees and families using a diverse range of tools and resources through a yearly online subscription portal that provides deliverables in sync with employers' objectives.

### Services Include:

- **Executives:** We provide personal fitness training and nutrition by working one-on-one with executives onsite. We create a personal fitness and training plan specific to their goals/needs.
- **Organization-wide:** Onsite fitness classes, lunch & learns, corporate wellness challenges, etc.

## Corporate Social Responsibility

We are proud to be building stronger communities by donating 5% of each investment to underprivileged families in your community to help improve their health and wellness programs. Our grassroots level approach ensures positive lifestyle habits become the norm in the family dynamic by engaging parents and children simultaneously, leading to sustainable good health community wide.

## Testimonials:

"As an individual who suffers from a chronic pain disorder, I had been avoiding exercise even though I knew it was what was going to help manage the pain. Up to this point I had minimal physical strength or energy. eLifestyle's assessment of my reluctance coupled with my needs empowered me to take on a program that I was able to realistically embrace. They patiently encouraged, motivated, and observed what my needs were and created a program that strengthened my body and my mindset, and allowed me to finally be able to bring aspects of my chronic disease under control. Now I can give my very best to my work and my employees each day with so much more ease. All of this is attributed to the wonderful philosophy that eLifestyle has on making it work for the individual."

Jill Dundas, COO, Girl Guides of Canada

"After just 12 weeks in eLifestyle's Weight Loss Challenge I'm down 30 pounds! Leah & Robb are the most supportive coaches you could ask for. This entire program, from the amazing food to their dedication and overall wellness philosophy has completely changed my life. I now understand how to be successful on a weight loss program and incorporate it seamlessly into my life. In fact, encouraged by my success I became the company's national wellness champion where I have helped other colleagues step up and change their lives too."

Jaqueline Emes, Branch Manager, Tangerine

"Leah Epstein and her company, eLifestyle, have provided Taboo Resort, Golf and Spa with quality programs. Our guests enjoy the knowledge and direction of the professional trainers who present the programs. As the Recreation Manager, I appreciate the wide variety of program choices that eLifestyle offers... something for everyone, no matter what their fitness level or interests may be."

David J. Hawke, Manager of Parklands and Recreation, Taboo Resort, Golf and Spa