

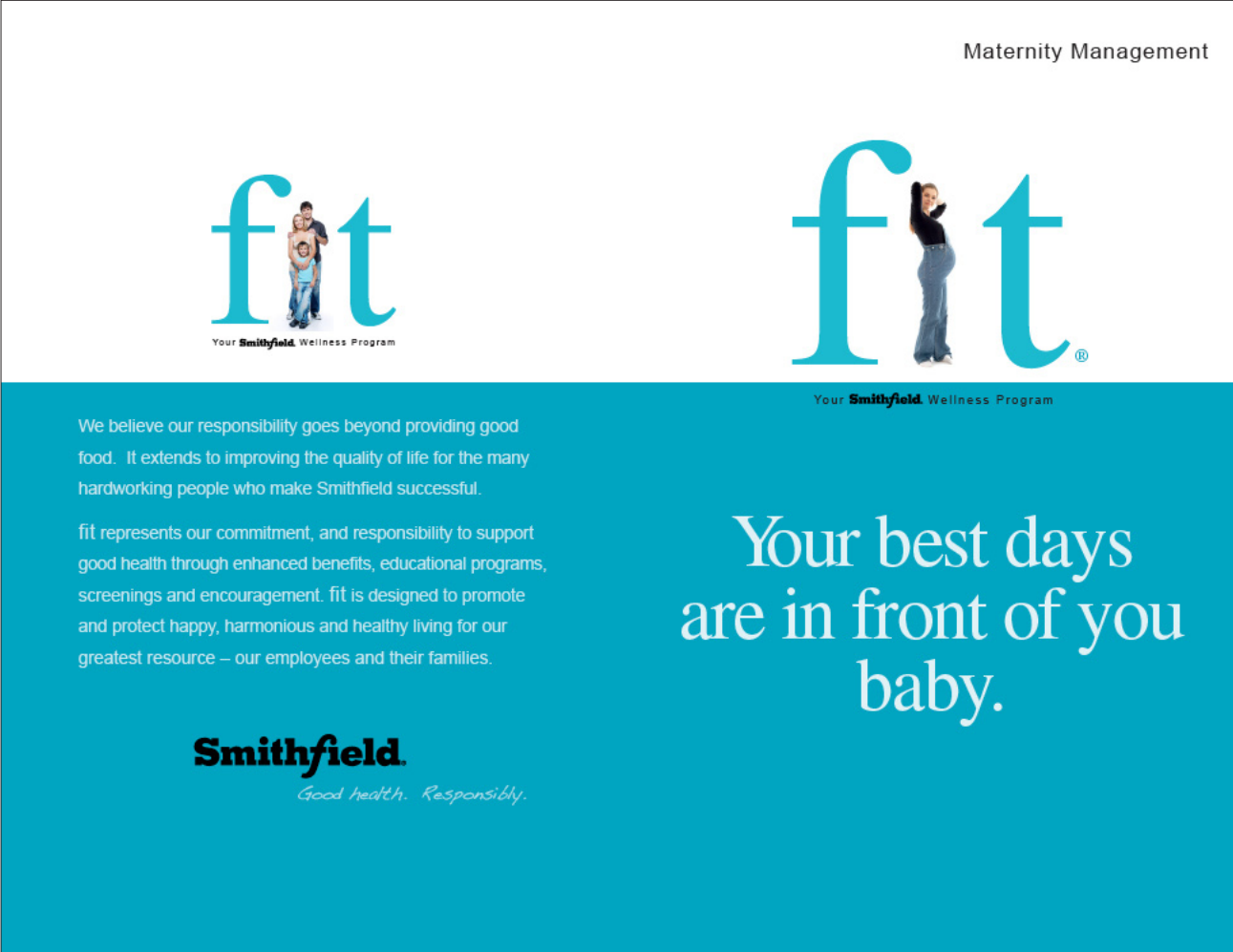
Concept, design, produce and present a re-vamped Wellness Program to Smithfield Foods Inc. (Smithfield, VA.)18,000+ employee base across 7 states.

5"X7" tri-fold brochures, posters and carry the personality onto their corporate website.

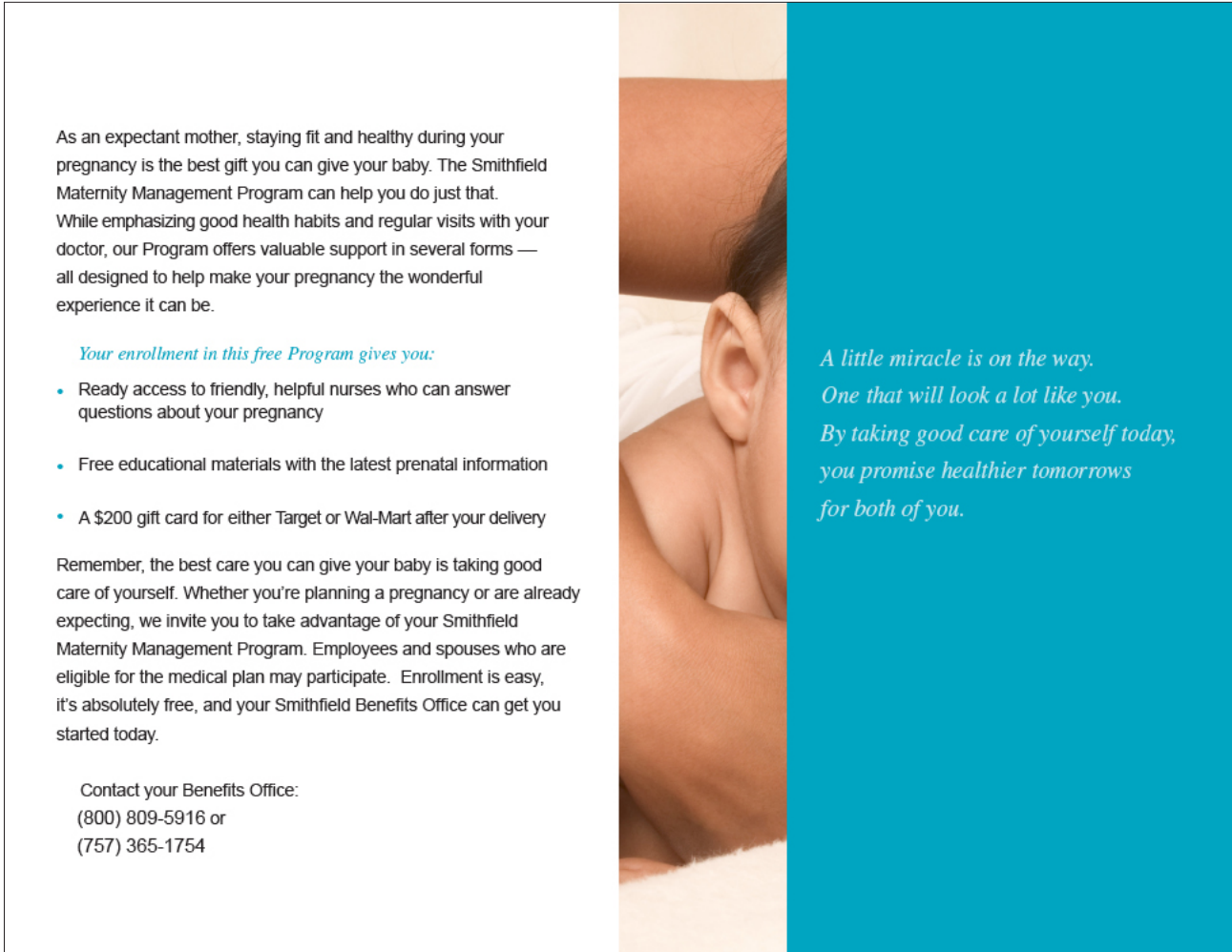
Rollout of 6-four color wellness categories including, Maternity Management, Diabetes Management, Smoking Cessation, Asthma Management, Nutrition Management and Active Lifestyle.



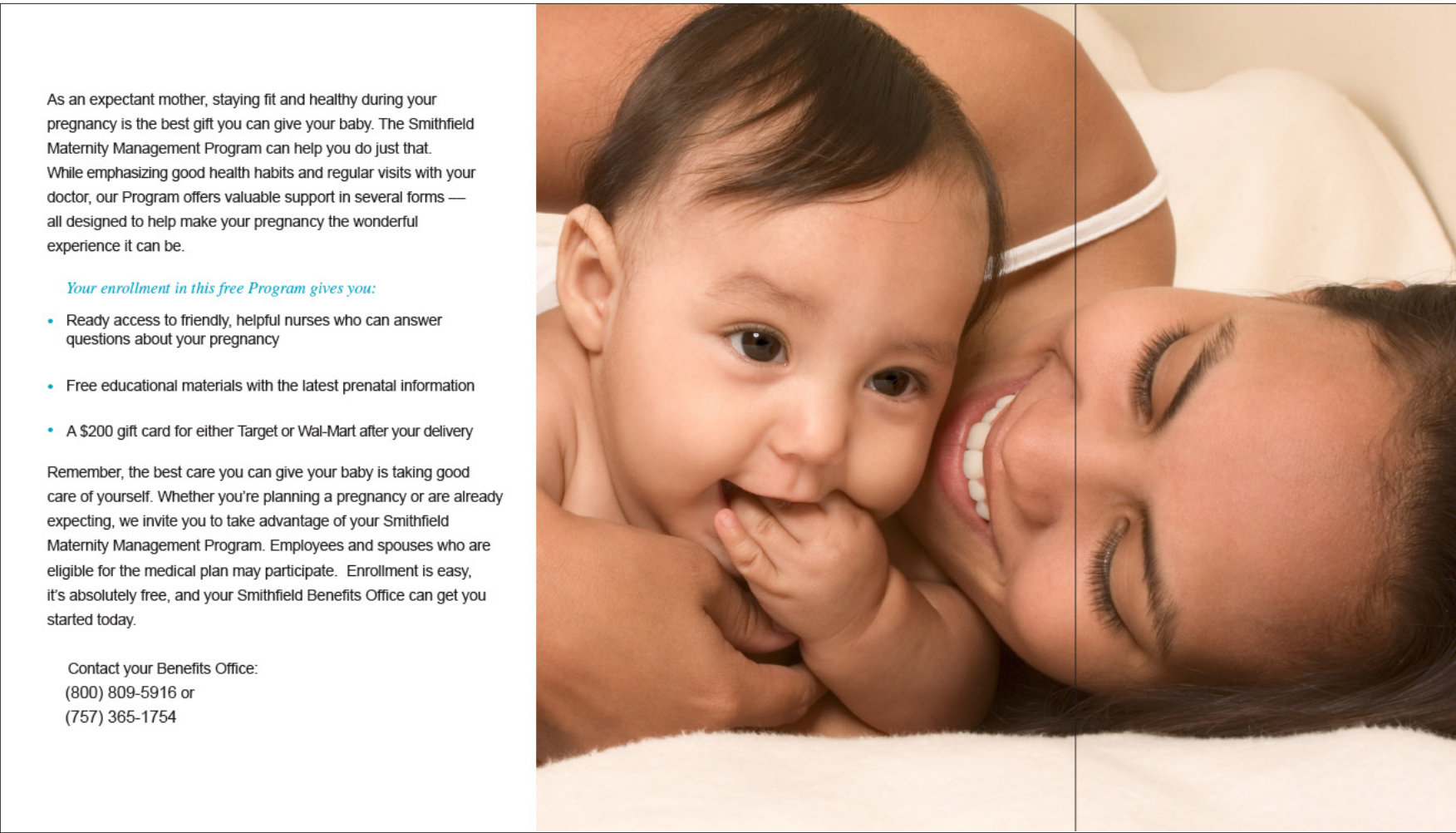
Front Cover



Front and Back Cover



First Inside Spread with fold-in flap



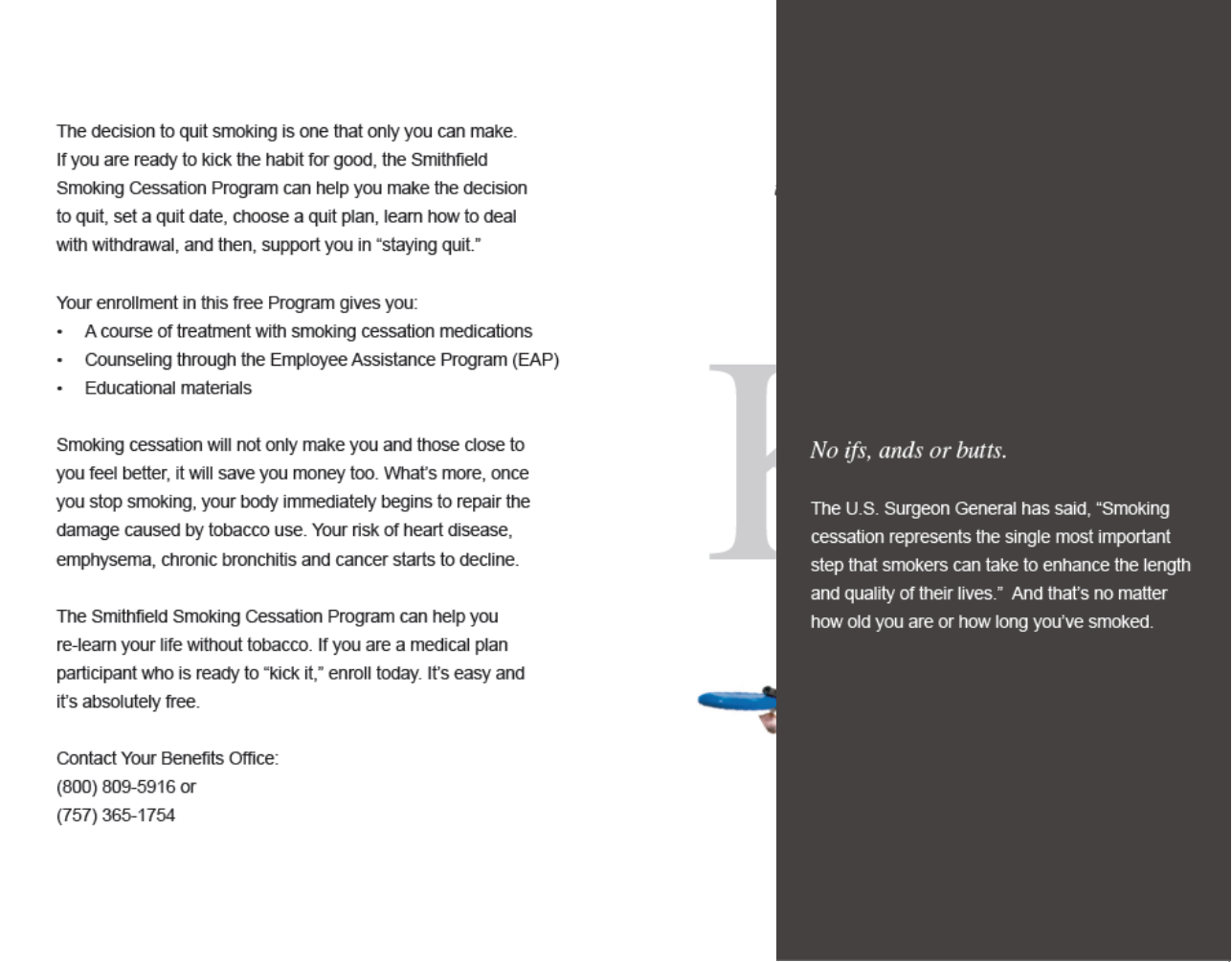
Inside Fully Extended



Front Cover



Front and Back Cover



First Inside Spread with fold-in Flap



Inside with Flap Unfolded

Diabetes Management



Your **Smithfield** Wellness Program

What’s
your number?

Now you now have a partner in the diabetes numbers game. The Smithfield Diabetes Management Program offers a specialized package of enhanced benefits and services designed to help you beat the odds while proactively making your health a priority.

Your enrollment in the free Program gives you:

- Educational materials and a free glucose monitoring device.
- One-on-one guidance with a personal health coach.
- 100% benefits coverage for:
 - Diabetic testing supplies with a prescription.
 - Four annual office visits to your primary care doctor.
 - Four quarterly hemoglobin A1c tests.
 - An annual lipid panel test.
- 90% benefit coverage for diabetic medications obtained through an in-network or mail order pharmacy.
- 85% coinsurance benefit with deductible waived and for annual retinal and foot exams, and nutritional counseling up to \$300.

Take advantage of these benefits and watch your numbers go down. If you are a medical plan participant who has diabetes, enroll in your Smithfield Diabetes Management Program and take control of your numbers the healthy way. Enrollment is easy and it's absolutely free.

Contact your Benefits Office:
(800) 809-5916 or
(757) 365-1754



The answers are at your fingertips.

While diabetes is a complex disease, much of what you can do to manage it is not. In fact, one of the simplest ways to start is to follow your numbers on a regular basis. Carefully self-test your blood glucose levels. Keep an eye on your weight through meal planning and exercise. Control your blood pressure and cholesterol. And see your doctor every three months.

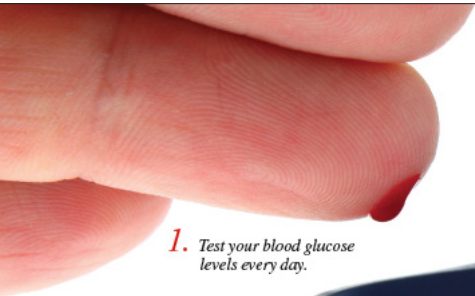
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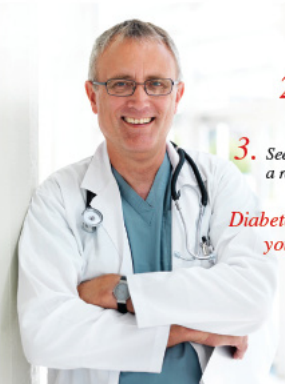
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1. Test your blood glucose levels every day.



2. Watch your weight through diet and exercise.

3. See your doctor on a regular basis.

Diabetes is a numbers game you can win!





Your **Smithfield** Wellness Program

Breathe easier.

Treating and managing your asthma is a matter of understanding its main causes, knowing what triggers your symptoms and having the right treatment plan in place. Each of these steps just got easier with the Smithfield Asthma Program. Our Program can help you prevent asthma attacks by avoiding and controlling triggers and correctly using prescribed medications, while reducing your cost for asthma care and services.

Your enrollment in this free Program gives you:

- Free peak flow meter when prescribed by your doctor
- Lower coinsurance for your quarterly asthma management visits
- Free educational materials

Start breathing easier today by taking advantage of your Smithfield Asthma Program. If you are a medical plan participant who has asthma, enrollment is simple, it's absolutely free, and your Benefits Office can get you started today.

Contact your Benefits Office:
(800) 809-5916 or
(757) 365-1754



FREE PEAK FLOW METER when you enroll in the Smithfield Asthma Program.

Know

There are a number of asthma triggers you may not even be aware of. Enroll in your free Smithfield Asthma Program and learn more today.

Allergies

Don't let allergies to Mother Nature keep you from taking in the fresh air ... and the great outdoors.

Irritants

Irritants like dust mites can make hugging your favorite toys almost unbearable.

A sigh of relief is in sight. For many of us, breathing is one of the most unconscious things we do. But when you have asthma, you are often painstakingly aware of every breath you take. While asthma never goes away, the right treatment can help keep it under control. And that is a real sigh of relief.

Treating and managing your asthma is a matter of understanding its main causes, knowing what triggers your symptoms and having the right treatment plan in place. Each of these steps just got easier with the Smithfield Asthma Program. Our Program can help you prevent asthma attacks by avoiding and controlling triggers and correctly using prescribed medications, while reducing your cost for asthma care and services.

Your enrollment in this free Program gives you:

- Free peak flow meter when prescribed by your doctor
- Lower coinsurance for your quarterly asthma management visits
- Free educational materials

Start breathing easier today by taking advantage of your Smithfield Asthma Program. If you are a medical plan participant who has asthma, enrollment is simple, it's absolutely free, and your Benefits Office can get you started today.

Contact your Benefits Office:
(800) 809-5916 or
(757) 365-1754



FREE PEAK FLOW METER when you enroll in the Smithfield Asthma Program.

Know your asthma triggers.

There are a number of asthma triggers you may not even be aware of. Enroll in your free Smithfield Asthma Program and learn more today.

Allergies

Don't let allergies to Mother Nature keep you from taking in the fresh air ... and the great outdoors.

Irritants

Irritants like dust mites can make hugging your favorite toys almost unbearable.

Medications

Certain medications like aspirin can cause more pain than gain if you have asthma.

Food allergies

Food allergies can be a tough nut to crack, so know what you're susceptible to.

Strenuous exercise

Get to the finish line with air to spare by warming up before prolonged exercise.