Let’s make the healthy choice the easy choice.

What are the benefits of Blue Zones Project?

Blue Zones Project® is a well-being improvement initiative designed to help make healthier choices easier by encouraging changes to communities that lead to healthier options. When individuals and organizations participate, the small changes contribute to huge benefits: lowered healthcare costs, improved productivity, and a higher quality of life.

What is Blue Zones Project®?

What began as a New York Times bestseller by National Geographic Fellow Dan Buettner has evolved into a global movement that’s inspiring people to live longer more active lives. Blue Zones Project offers a unique opportunity for individuals, organizations, and communities to make permanent changes to the environments where they live, work, and play to make healthy choices easier.

Move Naturally:
- Find ways to move more! You’ll burn calories without thinking about it.

80% Rule:
- Eat mindfully and stop when 80% full.

Wine@5:
- If you have a healthy relationship with alcohol, enjoy a glass of wine with good friends each day.

Belong:
- Belong to a faith-based community and attend services regularly to add up to 14 years to your life.

Loved Ones First:
- Invest time with family – and add up to six years to your life.

Purpose:
- Wake up with purpose each day and add up to seven years to your life.

Right Tribe:
- Surround yourself with people who support positive behaviors – and who support you.

Power 9®
LIVE A LONGER, HEALTHIER LIFE BY APPLYING THESE PRINCIPLES INSPIRED BY THE PEOPLE WHO HAVE LIVED THE LONGEST.

Find out more!
- bluezonesproject.com
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- facebook.com/blues zonesproject

A community-wide approach.

We help your workers feel better and more connected to their colleagues, so they’re more productive, miss less work, and have lower healthcare costs.