

ZerModus™

PRESS RELEASE

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Everyday Human: A calming product for personal growth, wellness, recovery and cognitive self-care.

FOR IMMEDIATE RELEASE

DALLAS, TEXAS JUNE 10, 2019 According to Mental Health America, as of 2015, over 44 million American adults are reported having mental health conditions. And 9.8 million of those adults are reported having serious suicidal thoughts. That's not including youth and the people who haven't been lucky enough to receive professional help to get a diagnosis.

People experiencing depression, stress, and/or anxiety need more affordable resources to help them recover and embrace a more empowering and fulfilling state of mind. ZerModus Founder, Elizabeth Fischer, shares *"Our first product was the Everyday Visionary, and that was designed for goal-oriented people who are on their A-game, so-to-speak. The Everyday Human is for that same person, but for when they are going through a more challenging phase of life, and need to focus on setting intentions rather than setting goals."*

Fischer adds *"I wanted this planner to be something people could use regardless of what they are recovering from or going through. Whether it be cancer, a physical injury, addiction, eating disorder, trauma/PTSD, being new parents, or coming out into the LGBTQ community. Being an Everyday Human is about wanting to truly grow through your life experiences, instead of just going through them and compartmentalizing those painful emotions in an unhealthy way."*



The Everyday Human is a 12-week dateless daily planner made in America and designed for personal growth for those focused on wellness and cognitive self-care. It is currently sold in two colors, Pink and Slate Blue for \$34. The Everyday Human is currently available online at zermodus.com (with Priority 1-3 Day Shipping) and on Amazon Prime in July and soon in-stores with retailers across the country.

The Everyday Human planner was originally designed as a recovery planner when Fischer was going through a challenging period in her life several years ago. And then more recently, while building the brand for ZerModus, she hit burnout. That was the wakeup call that this product wasn't a thing of the past and is now more relevant than ever with the growing wellness trends peaking their head in almost every industry.

The idea is that Everyday Human planner becomes a part of the morning routine and is a calming act of cognitive self-care. Elements of the daily layout in the planner include sleep tracking, meditation reminders, emotional check-in, setting intentions, affirmations, the best and worst of the day, and space for the day's tasks/meetings/medications and anything else relevant to that day.

ZerModus is actively seeking to partner with other mission-driven brands and collaborate to help share the impact this product can make in people's everyday lives.

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About ZerModus

At ZerModus, our mission is to empower people. We empower customers with dateless daily planners that help people design their state of mind for successful outcomes. By focusing on the medium of high quality paper goods, we enable people to capture tangible moments of growth, achievement and memories that they'll hold onto and look back for years to come. ZerModus is 100% female-owned and are based in Dallas, Texas. Please visit zermodus.com to learn more.

External References:

<https://www.mentalhealthamerica.net/issues/state-mental-health-america>

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