



## Inner peace – Outer beauty

The TAMMIRA app exists to help underrepresented and underserved groups like the youth, LGBTQIA+, and women realize, believe, and continuously expand their sense of self-worth and/or advance their economic success.

## BURNED OUT AND DISCOURAGED?

In today’s social media-driven world, it’s easy for all of us – especially teens – to compare ourselves to others, fall prey to meritless products and fads, and worst of all, develop unhealthy habits in an attempt to meet unrealistic societal beauty, body and lifestyle standards.

Providers of all levels are feeling burnt out and overwhelmed, but TAMMIRA wants to **give health providers a voice**: a way to reach young people more effectively and find support among like-minded colleagues.

## REIMAGINE SOCIAL AND MENTAL WELLNESS

TAMMIRA pairs entrepreneurs (Personalizers) with consumers (Learners).

**Personalizers** from all demographics are building their side businesses in affirmative wellness practices.

**Learners** are Gen-Z and Millennial young people seeking personalized and interactive wellness education and discovering custom-tailored health solutions in a safe and supportive virtual environment.

## WHO CAN BE A TAMMIRA PERSONALIZER?

Personalizers come from a diverse pool of experts at every level – from self-taught volunteers to licensed professionals to entrepreneurs with small business start-ups. Personalizers’ businesses include nurse coaches, wellness advisors, meditation coaches, fitness and yoga instructors, hair stylists, make-up artists, skincare consultants and more.

## HOW IT WORKS

TAMMIRA IS helping health professionals work together to support Learners and each other toward a greater good.

Learners can...	Personalizers can...
Easily find and connect with compatible experts	Highlight and monetize their expertise
Find personalized support based on their individual wellness and beauty journeys	Attract, book, and communicate with users in one easy-to-use app anywhere, anytime to meet young people virtually, right where they are
Connect with a trustworthy community of like-minded peers, volunteers and professionals	Host free public live-streamed events and paid private sessions to earn revenue and donations

## CREATING CHANGE, TOGETHER

TAMMIRA first wants to provide a space for healthcare providers to address their own self-care in a community of other health professionals. Once the app has built its strong community of wellness professionals and nurse coaches, these providers can then **pay it forward** and support marginalized groups of young people looking for a safe and comfortable place to connect with other Personalizers and Learners. **You’re invited to the ground floor of this project.**

The TAMMIRA app is growing – and we want health providers to help us build a solid foundation for this platform that aligns with their calling as carers. **Join as a Personalizer** to support other health professionals who want to:

- Get paid for their knowledge
- Connect with a supportive community
- **Be part of a new movement:** To disrupt the current state of mental health in our youth.

This opportunity comes with the possibility for future health coaching and business growth through the TAMMIRA wellness program, funded by healthcare payors and grants.

For more information, or to set up a partnership consultation call, email Staci Dao at [staci@tammira.com](mailto:staci@tammira.com), or schedule a meeting [here](#).

Sources: [inverse.com](#), [Cureus](#), [The U.S. Surgeon General](#), [Frontiers](#)

