

HOLNESS™

BY HARLEY *of* LONDON



Membership Brochure

A Pathway to Wholeness, Designed
for Every Individual



Welcome to HOLNESS™

HOLNESS™ by HARLEY OF LONDON is not a program. It is a **living ecosystem** designed to improve the human condition.

Our mission is to help individuals feel:

- **Seen**
- **Grounded**
- **Connected**
- **Whole**

HOLNESS™ grows like nature grows — decentralised, adaptive, expressive, and self-propagating. Your membership is an invitation to step into a movement built *for people*, shaped *by people*, and carried *through people*.

Our Philosophy

As our founder expresses:

“A movement only becomes real when millions can see themselves inside it. HOLNESS™ must be a mirror, not a mould.”

HOLNESS™ reflects your traits, needs, personality, and aspirations. It adapts to you — not the other way around.

THE HOLNESS™ MEMBERSHIP TIERS

1. HOLNESS™ ESSENTIAL

The Entry to Wholeness

A gentle, accessible introduction to the HOLNESS™ ecosystem.

You receive:

- Access to the HOLNESS™ digital community
- Monthly Ambassador led wellbeing sessions
- Foundational HOLNESS™ content
- MyCare 360 basic tools (tracking, assessments, insights)
- Ability to earn HARLEY WELLNESS DOLLARS
- Select partner benefits
- Monthly themes & community challenges

Perfect for: Students, young professionals, and individuals beginning their wellbeing journey.



2. HOLNESS™ PLUS

The Lifestyle Membership

A deeper, more integrated wellbeing experience.

You receive everything in ESSENTIAL, plus:

- Priority access to Ambassador experiences
- Full HOLNESS™ Marketplace access
- Enhanced MyCare 360 personalised pathways
- Expanded partner benefits across wellness, fitness, and lifestyle
- Premium content & guided practices
- Monthly workshops & community circles
- Higher Wellness Dollar earning potential

Perfect for: Working professionals and wellness focused individuals seeking structure and community.



3. HOLNESS™ ELITE

The Deep Practice of Wholeness

A transformative, high touch membership for those committed to long term growth.

You receive everything in PLUS, plus:

- Exclusive quarterly HOLNESS™ experiences
- Limited 1:1 sessions with certified partners
- Early access to new programs & tools
- Premium partner privileges
- HOLNESS™ Leadership Circle access
- Priority onboarding & support
- Physical HOLNESS™ premium badge
- Highest Wellness Dollar earning tier

Perfect for: Leaders, creators, entrepreneurs, and deep practitioners of wellbeing.





Long Term Benefits of HOLNESS™ Membership

HOLNESS™ creates compounding improvements across health, wellness, and lifestyle.

Health Improvements

- Better sleep
- Improved cardiovascular health
- Reduced stress symptoms
- Lower lifestyle related risks
- Enhanced immunity
- Higher daily energy

Powered by: MyCare 360 insights, partner services, structured pathways.

Wellness Improvements

- Emotional stability
- Stronger self awareness
- Reduced anxiety
- Greater resilience
- A deeper sense of identity
- Real community belonging

Powered by: Ambassadors, community circles, guided practices.

Lifestyle Improvements

- Healthier routines
- Better work life balance
- Mindful decision making
- Improved relationships
- Access to a national wellbeing network
- A lifestyle anchored in wholeness

Powered by: Marketplace, partners, curated experiences.

The Circular Wellbeing Economy

HOLNESS™ operates as a self reinforcing ecosystem:

1. You engage
2. You earn HARLEY WELLNESS DOLLARS
3. You redeem with partners
4. You improve your wellbeing
5. You engage more
6. The ecosystem grows

This creates a closed loop wellbeing economy that benefits everyone.

MyCare 360: Your Personal Health Infrastructure

MyCare 360 provides:

- Health tracking
- Wellbeing assessments
- Personalised pathways
- Preventive insights
- Digital care tools
- Rewards integration

It makes your wellbeing measurable, evidence based, and personalised.

Your Personalised HOLNESS™ Concierges

Liora Vey & Aarav

To make your journey deeply personal, **HOLNESS™** introduces two concierge personas:

Liora Vey — Emotional & Lifestyle Concierge

Warm. Intuitive. Reflective.

Supports your inner world:

- Emotional patterns
- Grounding practices
- Lifestyle rituals
- Identity & self expression
- Curated content
- Gentle, intuitive guidance

Aarav — Health & Performance Concierge

Structured. Insightful. Evidence based.

Supports your outer world:

- Health tracking
- Personalised pathways
- Habit formation
- Partner recommendations
- Structured progress

Together, they create a 360° personalised experience.

Liora = emotional wellbeing, Aarav = physical wellbeing. Together = wholeness.

Why HOLNESS™ Matters

Because you deserve:

- A space where your well-being is taken seriously
- A community that reflects your identity
- A lifestyle that supports your growth
- A movement that evolves with you

HOLNESS™ is not an idea. It is an ecosystem of the global human condition — a world we are building together.

