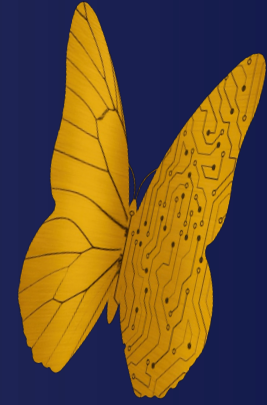


Life  
**Aspirations**  
Model





Aspirations show our personal  
**priorities, dreams** and **values**  
to become our best version.



In our quest to become  
the best version of ourselves,  
we forgot to do  
**what's best for us.**



# Aspiration Moderation

# Life Aspirations

We take care of ourselves to be the *best* version of ourselves



 prevent	 accept	 enjoy	 improve
Solidarity	Kindness	Nothingness	Healing
Caring	Gratitude	Spontaneity	Strength
Safeness	Belonging	Autonomy	Energy
Calmness	Realness	Relationships	Self-development
Clarity	Meaning	Loving	Creativity
Consciousness	Self-worth	Joy	Looking good

Companies and brands  
are increasingly **trying to help**  
customers in the pursuit of  
their Life Aspirations

