



Visual Appendix

Public Health Awareness Campaigns Graphic Design Services Portfolio

Prepared for RE: RFP 23-16-HEA-01

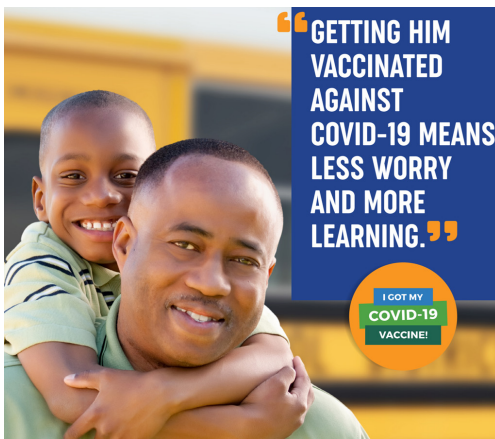
A Marketing Campaign of Cochise County Focusing on COVID-19 Vaccine Equity

Contact: james@initiumhealth.org

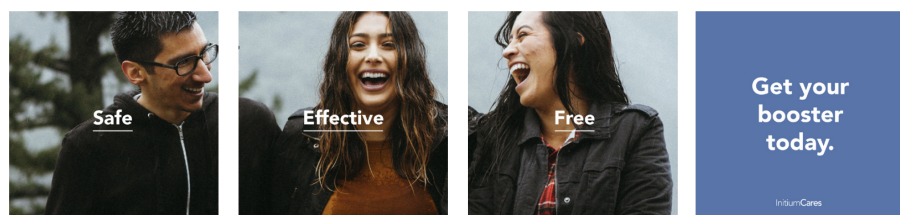
EXPERIENCE: SOCIAL MEDIA

Campaign to Reduce Vaccine Hesitancy in Colorado Latinx Population

An illustration was used to target Hispanic men and women of different skin shades. Social media ads link to vaccines.gov to find a vaccination location, as advertised free.



Additional social media concepts targeted families by showing photos of shared memories, implying to receive the booster is to be there for all the moments life has to offer.





Don't miss out on the moments.

Get your booster today.

InitiumCares

Choose Family

Get your booster today.

InitiumCares

For the new year our social media encouraged personal growth by setting goals and choosing health activities.

Año nuevo nueva

Obtenga su refuerzo hoy.

InitiumCares

New Year, New Me

Get your booster today.

InitiumCares

InitiumCares

Establecer nuevas metas

Obtenga su refuerzo hoy.

InitiumCares

Set New Goals

Get your booster today.

EXPERIENCE: EDUCATIONAL MATERIALS (BI-LINGUAL)

FREE COVID-19 TESTING

PRUEBAS DE COVID-19 GRATUITAS



Julissa Soto, Colorado Access and the State Health Department invite you and your family to get tested for COVID-19, Sundays at Ascension Catholic Parish. Quick and easy PCR nasal swab testing.

Julissa Soto, Colorado Access y el Departamento de Salud del Estado te invitan a que te hagas la prueba para el COVID-19 totalment gratis, cada domingo en la Iglesia de la Ascensión. Prueba PCR rápida y fácil.

Ascension Catholic Parish (Testing Indoors) Iglesia De La Ascensión (Bajo Techo)

14050 Maxmell Pl, Denver, CO 80239

Sundays | Domingos

10:00 AM - 4:00PM



Walk-ins welcome!
¡No necesita una cita!
for more information
Para más información
720-364-0616

InitiumCares

initiumcares.org



Get Vaccinated, Including a Booster Shot if You're Eligible

Vaccines are the best way to end the pandemic and they prevent COVID-19 illness, hospitalization and death. They're safe, effective and free.



Vaccines for kids 5 -11

- Children ages 5 - 11 are now eligible to receive the COVID-19 vaccine.
- While the vaccine formulas are the same; children will receive about 1/2 dose while achieving equal antibody results to adult doses.
- Vaccinating children ages 5 years and older can help keep them in school and help them safely participate in sports, playdates, and other group activities.



Omicron Variant

- Current vaccines are expected to protect against severe illness, hospitalizations, and deaths due to infection with the Omicron variant.
- The emergence of the Omicron variant underscores the importance of vaccination, boosters, and preventive efforts to protect against COVID-19.



Healthy Behaviors

- Authorized COVID-19 vaccines can help protect you, get vaccinated as soon as possible!
- Wear a mask when in close proximity to others or when indoors.
- Avoid poorly ventilated spaces, if gathering indoors keep doors and windows open when possible.
- Maintain a safe distance of 6 feet



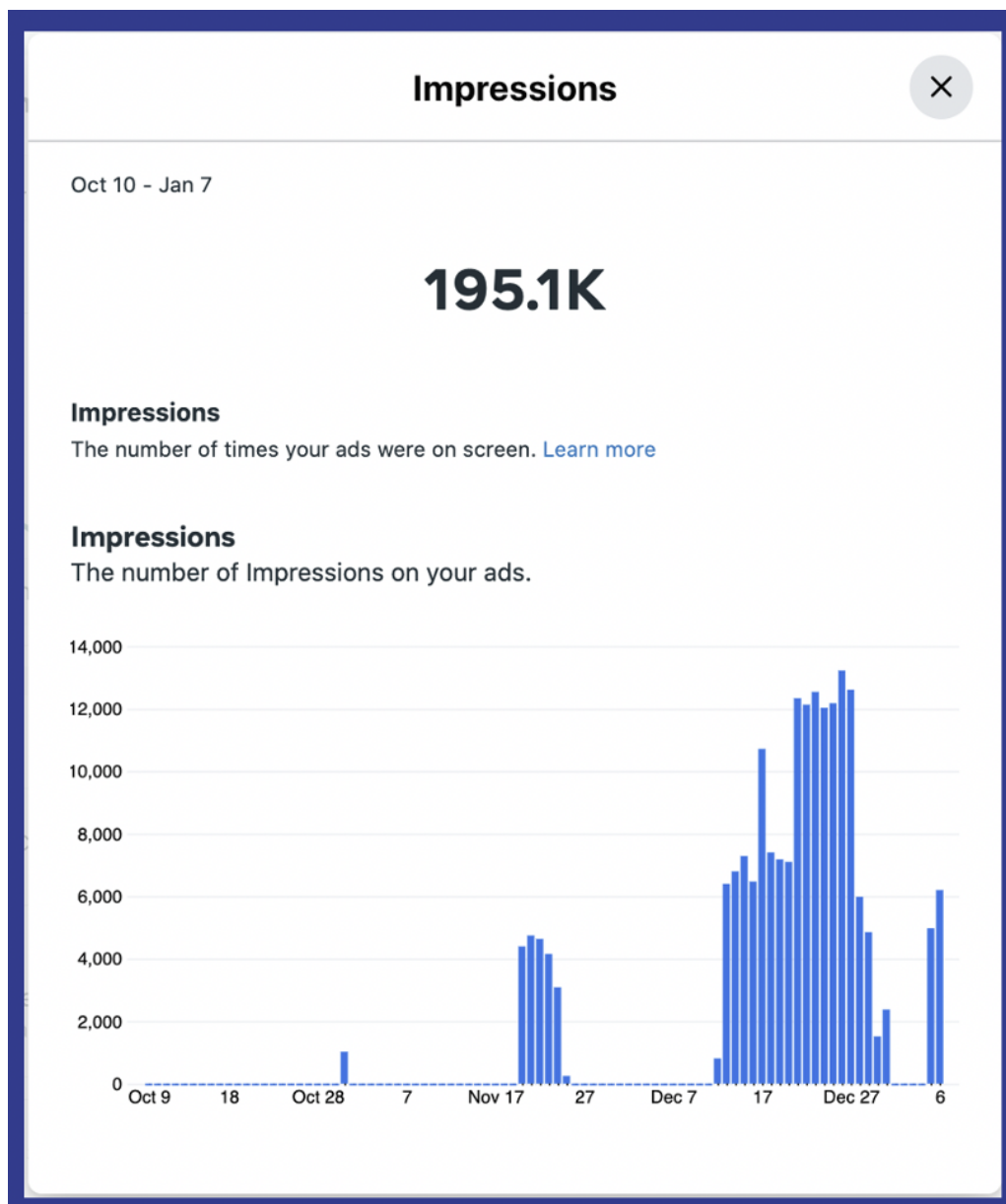
Read more from
[vaccines.gov](https://www.vaccines.gov)



EXPERIENCE: PHASED APPROACH & KPI's

How We Increased Our Engagement with Our Campaign to Reduce Vaccine Hesitancy in Colorado Latinx Population

Phase 1	Phase 2	Phase 3
Build vaccine confidence amongst the general population in Colorado	Alert a high-risk group of those aged 60+ in specific regions about vaccinations through tailored advertisements for this age group Register this priority group for vaccinations	Remind priority group about vaccination appointments and locations



OUR EXPERIENCE: MEDIA CAMPAIGN

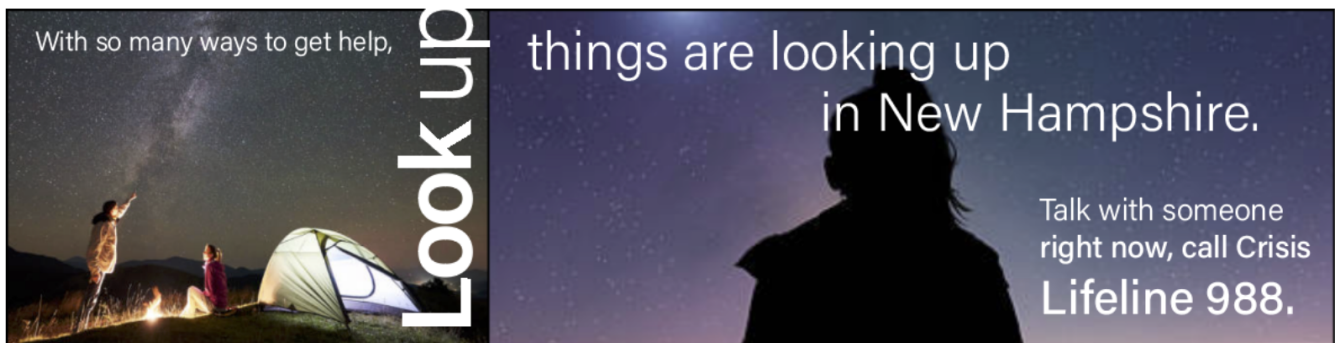
Statewide Behavioral Health Media Campaign Concept for New Hampshire



With so many ways to get help, things are looking up in New Hampshire.

Look Up
More reasons to look up

Call Rapid Response Access Point at 833-710-6477 for a local, in-person responder to come to you.



With so many ways to get help,

Look up

things are looking up in New Hampshire.

Talk with someone right now, call Crisis Lifeline 988.



Look up.
More reasons to look up

It's not just the mountains ...

with so many ways to get help, things are looking up in New Hampshire.

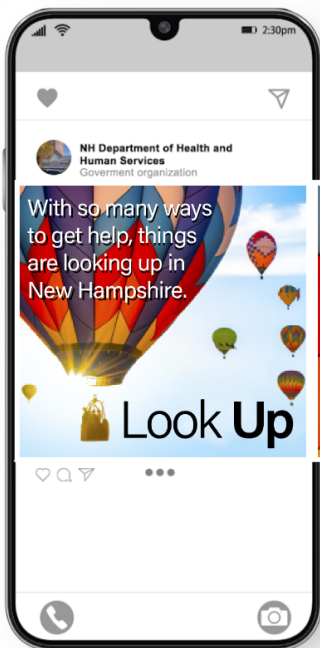
Talk with someone right now, call Crisis Lifeline 988.

Talk with someone
right now, call Crisis
Lifeline 988.

Look up.

More reasons to look up

It's not just the mountains or the stars as seen through our pure air. With so many ways to get help, things are looking up in New Hampshire.

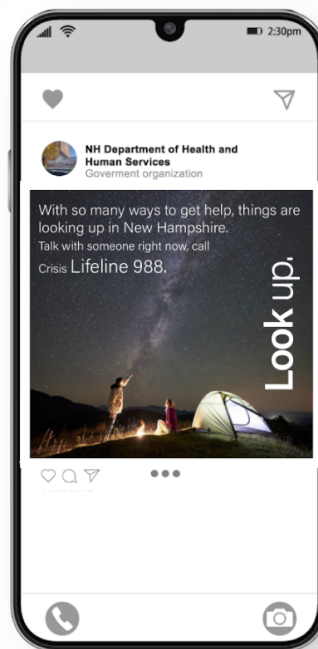


Prefer a local, in-person responder?
Call the Rapid Response Access Point
at 833-710-6477.

Need a place to stay? Call 211 for info
and referrals, including addiction and
recovery resources from The Doorway.

Is danger imminent? Call 911.

Talk with someone right now, call
Crisis Lifeline 988.



Prefer a local, in-person responder?
Call the Rapid Response Access Point
at 833-710-6477.

Need a place to stay? Call 211 for info
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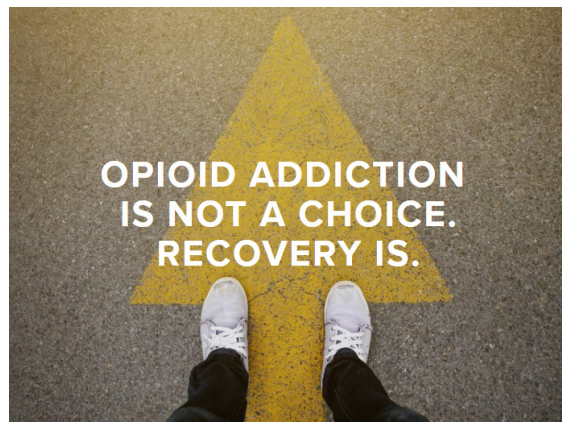
Is danger imminent? Call 911.

OUR EXPERIENCE: VISION BOARDS

Statewide Behavioral Health Media Campaign for New Hampshire

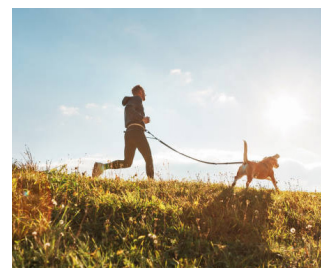
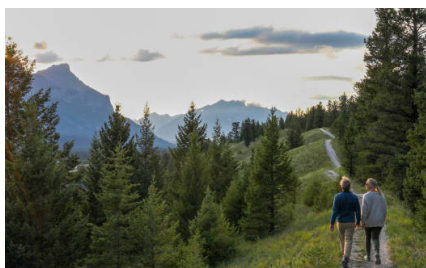
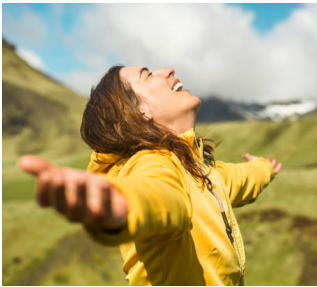
Vision Board 1: Look Out. The Future is Bright.

This vision board is a metaphor for seeking better mental health and the journey of recovery can reveal a brighter future. Understanding barriers to destigmatize asking for help and decrease shame and blame associated with mental health and SUD. Imagery juxtaposing people in motion or at a crossroads — emphasizing the importance of starting to care for oneself. We also will feature the team of care givers who are there to support callers, so they feel they are not alone on the journey. Showing help is available anonymously and in an approachable way.



Vision Board 2: The Best Days Are Yet to Come.

Nature is a powerful element proven to help restore humans experiencing trauma from mental health or SUD. We would develop this concept further to insert all the necessary information on where to seek help — in an aspirational approach. This vision board takes advantage of New York's raw beauty and its gorgeous outdoor playground. Nature is a powerful element proven to help restore humans recovering from SUD. We would develop this concept further to insert all the necessary information on where to seek help — in an aspirational approach.



Vision Board 3: You've got a friend.

Peer support, family support, clinical support, community support. Showcasing humans in close proximity, sharing a moment of joy or sorrow, great hope or achievement is best when it is shared with a friend. This concept poses hotlines as equal help as hugging an old friend and puts an emphasis on touch, close contact — that all humans need.



Anti-Smoking Pregnancy Medicaid Colorado Media Plan

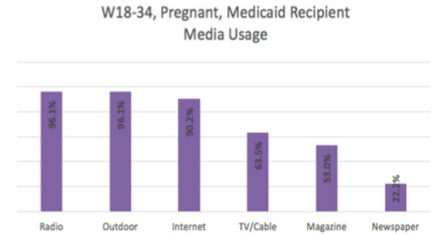
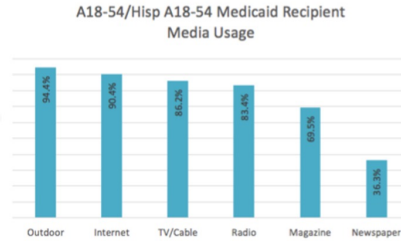
Media Planning/Research

This includes review of the media request, Q&A, media research of the target audience and target geography (qualitative, lifestyle habits, media quintiles, competitive landscape), determining the KPI for the campaign, creating the media plan, plan revisions and submitting the final plan for approval.

Media Execution RFPs will be sent to media outlets and reviewed upon receipt. Negotiations on all submissions will be done in order to achieve cost effective reach to the target audience. Broadcast/insertion orders will be generated based on final negotiations and creative will be trafficked to all partners as necessary.

Media Strategy

Utilize a media mix of online, mobile, out-of-home, and radio to provide maximum reach to the primary and secondary target audiences.



Although TV usage among this audience is slightly higher than radio, statewide TV is cost prohibitive at this time.

Target Audience

Primary

- Adults 18-54 on Medicaid
- Hispanic Adults 18-54 on Medicaid

Secondary

- Women 18-34, pregnant on Medicaid
- Hispanic Women 18-34, pregnant on Medicaid

Media Tactics: Out-of-Home

With limited media options in outlying areas, out-of-home via non-traditional formats is suggested to provide impact and create a local feel in these counties. The following non-traditional OOH tactics have been included:

- Gas Pump
- Doctors' offices
- OB/GYN offices

Exact locations will be built out on activation

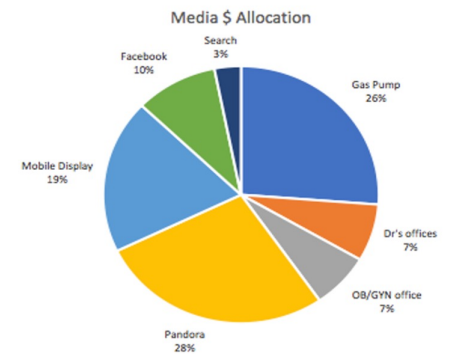
- Locations must opt-in for program participation
- Doctor and OB/GYN offices will be screened to ensure participants accept Medicaid. All locations will be subject to final client approval

Overview

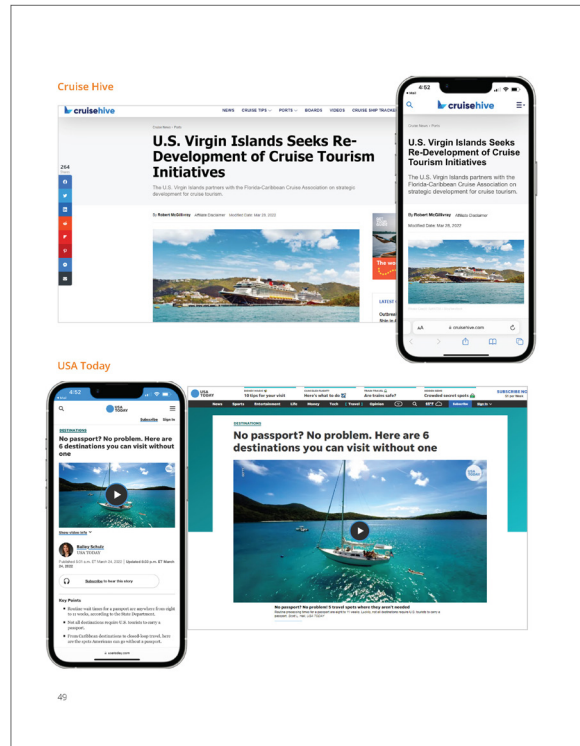
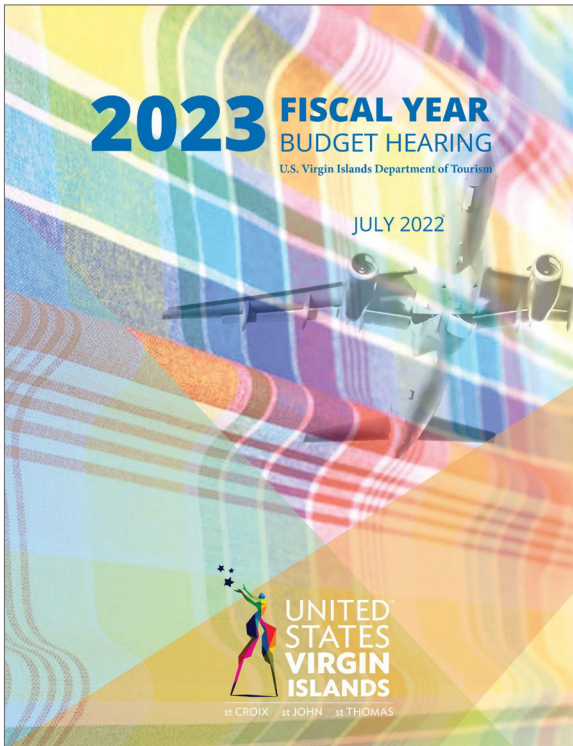
- Build awareness among Medicaid recipients that quitting smoking is covered by Medicaid
- Concentrate media from xxxxx
- Provide exposure statewide with focus on counties with high tobacco use

Budget Summary

Geography	Budget	% of Budget
Statewide	\$xxxx	59.7%
High-Tobacco Use Prevalence Areas	\$xxxx	40.3%
TOTAL	\$xxxx	100%



Tourism Report for U.S. Virgin Islands



Cruising is Returning



According to the Cruise Lines International Association "2022 State of the Cruise Industry Outlook Report," this is a pivotal transition year for the industry, as ships are starting to sail again. Full recovery is projected by 2023, with passenger volume expected to return to 2019 levels by next year. To get our share of the returning business, we are developing strategies to increase port calls dramatically by 2023, many of which dovetail with those we have used with the airlines.

In October 2021, the U.S. Virgin Islands Port Authority (VIPA) and Royal Caribbean signed a Memorandum of Understanding for the development of the cruise industry in the Territory. Goals include adding 70 percent more passengers to Crown Bay on St. Thomas and tripling the numbers for St. Croix in 2023.

In March of 2022, the U.S. Virgin Islands Department of Tourism attended SeaTrade Cruise Global in Miami where the department engaged in speaking engagements and strengthened relationships in the cruising industry with media and cruising representatives.

We have strengthened our long-term relationship with the Florida-Caribbean Cruise Association (FCCA) and individual cruise companies to ensure we maintain positioning of the parts of the

Total Cruise Arrivals
January 2022 through April 2022

317,861

CRUISE ARRIVALS THROUGH APRIL 2022



11

Condé Nast Traveler Digital Banner Ads



THE U.S. VIRGIN ISLANDS
Welcome You.

No Passport Required

38

Dynamic Rx Brand Identity Design, Marketing Collateral, Website

Dynamic Rx came to Initium Health for consulting on sales but to do sales they needed a brand. Initium led the fledgling 503A compounding pharmacy through a complete brand build in order to grow their name recognition and expand market reach. Starting by determining their mission, vision, and unique value proposition (UVP, we created a logo that was contemporary, clinical and elevated. We developed a comprehensive brand book to provide strong guardrails for all of the new brand collateral. From a new logo and fresh, genderless color palette to a clear representation of desired voice and tone— we were able to bring a new, compelling brand identity for Dynamic Rx to unify messaging and help them stand out from a crowded marketplace.

DynamicRx Your Needs. Our Priority.


WHAT IS A BRAND?

A brand is a promise. A promise of quality.
A promise of service. A guarantee that a product or service will live up to (or exceed) customer expectations and perform as you say it will.

Carefully managing a brand takes time and effort but it pays dividend in the long run.
A strong and consistent brand helps drive sales and builds customer trust and loyalty through the implied promise of quality and service.

THE DYNAMIC RX BRAND

True partners to patients and providers, our highly-trained experts at Dynamic Rx are committed to creating a new paradigm for personalized treatments and personalized medicine by supporting providers with the highest levels of service, quality, safety and privacy. We promise to quickly deliver affordable, precise prescriptions. We truly care about your patient's health and wellness, and our concierge team will be there to guide you throughout the process.





Personalized Medicine

As the world's favorite color, blue was a natural choice for Dynamic Rx. Blue is calm. Blue is serene. Throughout the 20th century, it was used for the flags of world powers and the logos of some of our largest institutions because blue signifies trust. Our intent was to harness the power of blue but in a more modern approach. The blue gradient capitalizes on these

DynamicRx Your Needs. Our Priority.

LOGO STANDARDS

When it comes to brand recognition, consistency of color and logo is critical. Consistency leads to trust and trust leads to positive feelings from your customers.

Use of the Dynamic Rx logo may vary slightly based on background color or production method. In most situations, the blue gradient should be used on white backgrounds. However, for small applications solid blue may be more important. When using the logo on imagery or solid blue background, we recommend reversing to white.


Primary Color Scheme:  Personalized Medicine

Secondary Color Scheme:  Personalized Medicine

Reversed:  Personalized Medicine


Logo with Tagline:  Personalized Medicine

Logo with No Tagline: 



powerful characteristics while amplifying interest and bringing the reader's eyes from left to right. This use of blue spans gender and will appeal to audiences across the ecosystem. It can be used in men's health, women's health, behavioral health and even veterinary care.

Dynamic Rx Website Design




Home About Us Concierge Service Patient Health Providers Contact Us Patient Login

Your needs. Our priority.


Your growth as a clinical practice depends on a high level of patient satisfaction. The experts at DynamicRx have decades of experience in the world of compounding medicine. We provide precise, personalized medicines tailored to address the unique needs of each patient.

[Our Compounds](#)



At DynamicRx, we care about your patients — and your practice.

We support your practice by offering personalized medicine based on years of compounding experience. We help you grow your practice through our superior concierge service and safe, effective medications expertly created for challenging diagnoses. At DynamicRx, we are here to talk through your patients' challenges and resolve them. Because satisfied patients are the best avenue to grow your practice.



Home About Us Concierge Service **Patient Health** Providers Contact Us Patient Login

Our Specialties

Our experts specialize in safe, effective personalized medications focusing on men's health, behavioral health and veterinary medicine.

Men's Health

We produce safe, effective compounded medicines to support men's health, including ED, premature ejaculation, low testosterone, weight loss and hair loss.

[Learn More](#)

Behavioral Health


Our expert pharmacists create low-dose compounded medications to specifically address the needs of the patient and reduce or even eliminate the effects of substance withdrawal.

[Learn More](#)

Veterinary

For large animals or small, we supply medicines in pet-friendly flavors and dosage forms to help solve each pet's medication problems.

[Learn More](#)



Monday: 9AM - 5PM
Tuesday - Friday: 9AM - 5:30PM
Saturday - Sunday: Closed

info@dynamic-rx.com
(425) 255-9000

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Case Study & Drug Catalog



DynamicRx
Personalized Medicine

CASE STUDY: MEN'S HEALTH

Revenue Growth Through Industry-Leading Service

THE CHALLENGE: One Size Does Not Fit All

Revibe Men's Health clinic began as one clinic in Honolulu and is now a network of 11 clinics in 10 cities around the U.S., with a commitment to men's health and specialization in low testosterone and ED treatments. Revibe offers individualized care and a concierge model of treatment. They've successfully treated tens of thousands of men with custom treatments and precise, personalized medicine allowing them to have a fuller, more robust experience of day-to-day life. Recognizing common treatment options only worked for 55%-65% of patients, Revibe needed a pharmaceutical partner to ensure they had access to highly efficacious medications that led to better patient outcomes. The practices partnered with Dynamic Rx as their compounding partner for all

11 clinics to help their patients restore their optimal virility. As word spread, patients left other clinics to join Revibe men's practices because of their use of Dynamic Rx's wide range of custom medication which increased treatment success. Dayton Marti and Joshua Fryer (current managers at Revibe Men's Health clinics in Tulsa, OK, and Salt Lake City, UT, respectively) highly value their relationship with Dynamic Rx to meet and exceed service obligations. In addition, the pharmacy team utilizes their expertise to adjust medications so each patient's needs are met. This allows the clinic to exceed patient expectations by enhancing their enjoyment of life, which ultimately resulted in a positive growth of their business.

Dynamic Rx Case Study 1

CASE STUDY: MEN'S HEALTH

THE SOLUTION:
For the practice
Practice managers rely on Dynamic Rx as a partner to not just meet the routine obligations, but also to respond quickly and professionally to any extenuating circumstances. Roadblocks happen. Patients may be traveling unexpectedly and need their medication quickly. Miscommunications or process issues undoubtedly arise. When these challenges appear, the practice wants their patient's needs to be met with evidence-based medicine. Satisfied patients offer a large referral network that increases the practice's footprint and bottom line.

For the provider
Accuracy is just as important as quick delivery. Patients often come to the clinics after they have exhausted common treatment options. While touted as an effective solution, these common medications sometimes work for only 55%-65% of patients. For those remaining patients, personalized, precision prescriptions are the only solution. And those prescriptions must be accurate to be effective. Providers can rest assured their patients have personalized medicines that result in high patient satisfaction.

For the patient
ED is part of life for many men. Over half of men over the age of 40 deal with ED or impotence at some point. Commonly prescribed drugs and supplements fail for about 35% of those men. Every man is different, and there's no one-size-fits-all solution. Dynamic Rx offers different formulas that you won't find anywhere else. Our pharmacists don't use generic medication but create custom, compounded medications in the exact dosage for optimal effectiveness for each man. Dynamic Rx personalized medicine is designed to effectively resolve erectile dysfunction. This custom approach has improved partner's relationships, saved marriages and changed lives. Dynamic Rx promises tailored treatment plans based upon individualized assessment, focused therapies, and close monitoring to maximize effectiveness and minimize side effects.

"Accurate, responsive and the ability to fulfill their obligations with short delay is what we look for and that Dynamic Rx has proven time and time again that they can do."

Joshua Fryer | Clinic Manager
Salt Lake City Clinic




2 dynamicrx.com

DynamicRx
Personalized Medicine

Men's Health Drug Catalog

Intracavernosal Injections

Formula	Strength	Form	Unit
Papaverine/Phentolamine MES	17.65mg/0.59mg/ml	Injection	5ml
Papaverine/Phentolamine MES	30mg/1mg/ml	Injection	5ml
Papaverine/Phentolamine MES	60mg/1mg/ml	Injection	5ml
Alprostadil/Papaverine/Phentolamine/Atropine	150mcg/30mg/2mg/0.25mg/ml	Injection	5ml
Alprostadil/Papaverine/Phentolamine MES	150mcg/60mg/4mg/ml	Injection	5ml
Phenylephrine/ Lidocaine	1% / 2%	Injection	5ml

Hormone Replacement Preparations

Formula	Strength	Form	Unit
Testosterone/CYP/Anastrozole	200 mg/0.25mg/ml	Injection	5.6ml
Testosterone/CYP/Anastrozole	200 mg/0.25mg/ml	Injection	3.6ml
Testosterone/CYP/Anastrozole	200 mg/1mg/ml	Injection	5.6ml
Testosterone/CYP/Anastrozole	200 mg/1mg/ml	Injection	3.6ml

For information on ordering these or other compounded medications, please contact:

David Burton
(303) 928 8511 ext. 756
david@initiumhealth.org

DynamicRx
Personalized Medicine

MIC B Vitamin

Kick-start your patient's metabolism while you boost your revenue!

Lipotropic B12 injections can provide a pharmaceutical approach to a medical weight loss treatment program. Our proprietary blend of B vitamin with L-Methionine, Inositol, and Choline helps control how the body metabolizes fat on a cellular level, supporting the progress of weight loss by increasing the body's ability to process food, all while increasing energy.

Benefits of MIC Super B injections

- Aids weight loss (in conjunction with medically supervised program)
- Breaks down artery fats and helps prevent cholesterol build up
- Metabolizes fats and carbohydrates more efficiently
- Helps transport fats in the blood system for elimination
- Assists in eliminating abnormal fatty liver deposits
- Increases daily energy levels

Interested in our product? We offer two formulations

Formula	Strength	Dosing	Unit	Price
MIC B Vitamin	4 ml	1 ml IM or SQ weekly	30 days	\$32.00
Thiamine (B-1) HCl 20 mg				
Niacinamide (B-3) 20 mg				
Panthenol (B-5) 2 mg				
Pyridoxine (B-6) HCl 20 mg				
Cyanocobalamin (B-12) 500 mcg				
L-Methionine 15 mg				
Inositol 30 mg				
Choline Chloride 30 mg				
L-Carnitine 75 mg				
Riboflavin 5'-Phosphate Sodium 500 mcg				
Vitamin B-12 Cyanocobalamin 1,000 mcg / mL	1 ml	Inject 1 mL IM or SQ weekly	Each	\$12.25



Contact | David Burton (303) 928 8511 ext. 758 david@initiumhealth.org

Earned Media

In New Mexico, a feasibility study initiated by five rural counties to understand the need for a regional mental health facility resulted in our recent press spotlighting the need for access to behavioral health access in rural communities. Initiium's advocacy resulted in multiple TV interviews and newspaper placements.

March 4, 2022

he Eastern M ews

Non-profit agencies and elected officials gathered to brainstorm ideas for a regional mental health facility in New Mexico.

[Click here to read article](#)

February 10, 2022

ews Channel 10

Regional behavioral health study underway for New Mexico residents to receive mental health treatment.

[Click here to read article](#)

February 8, 2022

R E ews

Eastern NM communities conduct feasibility study for mental health facility. Communities across county lines are coming together in hopes of building a regional behavioral health facility in eastern New Mexico.

[Click here to read article](#)

The EASTERN NEW MEXICO NEWS

News Lifestyles Obituaries Puzzles Special Sections Sports Voices Parade

Representatives and officials brainstorm for facility

By Steve Hansen
The Staff of The News

Share Tweet Pin +

Last updated 3/4/2022 at 6:02pm



CLOVIS - About 50 representatives of public safety, public health, behavioral health, non-profit agencies and elected officials gathered Friday to brainstorm ideas for a regional mental health facility that would serve Curry, Roosevelt, De Baca and Quay counties.

ON THE PHONE

JAMES CORBETT
PRINCIPAL OF INITIUM HEALTH

6:06 | 59°
NewsChannel 10

IN YOUR COMMUNITY
BEHAVIORAL HEALTH STUDY FOR EASTERN NEW MEXICO

HEADLINES WT Assistant Professor pleads not guilty to violating Endangered Species Act

EASTERN NEW MEXICO COMMUNITIES CONSIDERING REGIONAL BEHAVIORAL HEALTH CENTER



FEATURED

Counties, cities plan mental health facility

By Lisa Dunlap Roswell Daily Record Nov 22, 2022 Updated Nov 22, 2022



James Corbett of Initium Health speaks Thursday at the Chaves County Administrative Center.

Lisa Dunlap Photo



Listen to this article now
Powered by Trinity Audio
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A Denver-based company is working with four counties and two municipalities in the area to develop a \$44.5 million regional mental and behavioral health treatment center in Clovis, a facility that government leaders think could serve a key role in reducing prison populations in the area.

The presentation by Initium Health to Chaves County commissioners Thursday was a corollary to a discussion during the same meeting about challenges facing county detention centers in New Mexico.

“Unfortunately, as you know, New Mexico doesn’t have enough in-patient beds,” said Initium Health Principal James Corbett. “Those folks unfortunately end up in detention centers across the state.” He said the company operates in several states and specializes in working with rural communities.

STRATEGIC PHOTOGRAPHY DIRECTION

Every image tells a story. What story does your brand tell?



Executive Creative Director Elise Plakke: Good Health Is the Ultimate Lifestyle

Elise Plakke is an award-winning expert at lifestyle branding. Through her work at iconic consumer-facing companies like L.L. Bean, she moves beyond explaining product benefits to depicting the attainability of health, happiness, and togetherness.

Now with Initium Health, Elise is applying those same principles to behavioral health campaigns. “Whether you find happiness through kayaking or therapy, though vastly different in magnitude of impact, the process of persuading you that happiness is available to you is largely the same,” she explains. “We show that good things happen when you get trustworthy information and act on it.”

In addition to launching product lines at Bean, Elise’s extensive bio includes art direction and photo shoots for JJill, Rue La La, Home Depot, Crestline, and Crew Kids. She worked on a national campaign for Trek Bikes featuring Lance Armstrong, and is award winning art director and filmmaker. She is connected to a national network of photographers, stylists, producers, models, hair stylists, makeup artists, location scouts, prop stylists, and casting agents, allowing her to bring virtually any message to life.

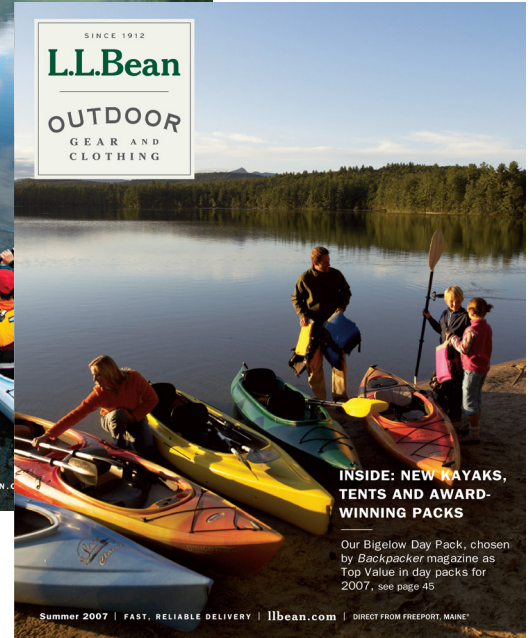
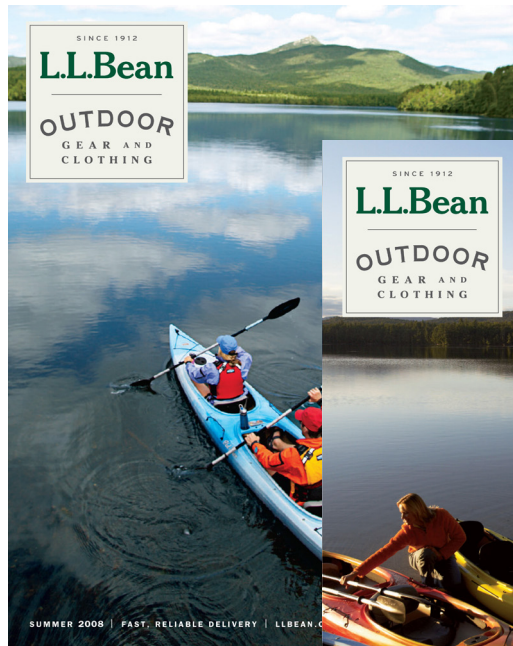


STRATEGIC PHOTOGRAPHY DIRECTION

L.L. Bean



Consistently proven to create a body library of images to uphold the brand's standards. L.L.Bean is about getting outdoors, enjoying time with family and friends, participating in an active lifestyle of camping, fishing, hiking, etc. — to lead to a deep and more meaningful quality of life.



Trek Bikes: Real Life, Real People.

Trek launched a campaign that targeted an enthusiast audience. "Real Bikes. Real People," showed the gritty, realism of riders in everyday life portraying the hardcore attributes of people who ride bikes. It brought everyone into a tribe, very inclusive brand. The campaign carried through the catalogs, translated in four languages, retail point of purchase, advertising, and website design. Trek's aim was to solely focus on people who love bikes. It began with capturing bikers across America and building stories. Today the Trek brand is all about the joy of riding and sharing that with others.

WOMEN'S SPECIFIC DESIGN. IT'S ALL ABOUT THE FIT.

WOMEN'S SPECIFIC DESIGN
Bikes that understand women are built differently.

5200 WSD™
2200 WSD™
1800 WSD™

For too long there was only one category of road bike for women: classic frame bikes. Thankfully, Trek developed Women's Specific Design (WSD) bikes designed and built specifically for women.

WSD bikes are crafted to maximize your performance and power. A unique geometry places you in a riding position that's more natural to a woman's body, allowing you to generate more power with each pedal stroke.

Specifically designed components, including a shorter stem and shorter reach to the handlebars, create the feel you need to handle climbs, race, and ride comfortably and faster.

Women's Specific Design bikes. Believe in the difference.



A woman's shoulders are the same width as a man's. Handlebars are adjusted to suit with a shorter top tube and shorter handlebars.



Shorter top tube and shorter handlebars.



Shorter stem and shorter reach to the handlebars.



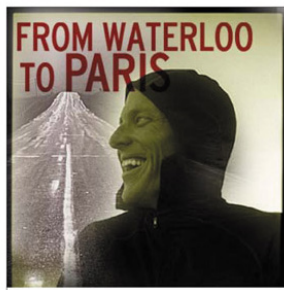
2200 WSD™ Ladies Bike
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



5200 WSD™
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



1800 WSD™
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



Cover options: More "Vintage" Legendary concept

NON-SWEATY, DAINTY BEINGS NEED NOT APPLY.

WOMEN'S SPECIFIC DESIGN
A sleek, aerodynamic frame with a unique geometry and a shorter stem and shorter reach to the handlebars.

Fuel 100 WSD™
6000 WSD™
6000 WSD™

The Women's Specific Design frames have been designed, crafted and built with a woman's body in mind.

A shorter top tube and shorter handlebars create the feel you need to handle climbs, race, and ride comfortably and faster.

Shorter stem and shorter reach to the handlebars create the feel you need to handle climbs, race, and ride comfortably and faster.




A woman's shoulders are the same width as a man's. Handlebars are adjusted to suit with a shorter top tube and shorter handlebars.



Shorter top tube and shorter handlebars.



Shorter stem and shorter reach to the handlebars.



6000 WSD™ Alpha Descender Bike
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



6000 WSD™ Ladies Bike
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



6000 WSD™ Ladies Bike
Frame: 100% aluminum
Fork: 100% aluminum
Rear Derailleur: Shimano
Shifters: Shimano ST-505
Cassette: Shimano CS-500
Pedals: Shimano PD-501
Wheels: Shimano WH-500
Tires: Shimano RC50
MSRP: \$1,199
See dealer. Shimano USA



ONLY ONE ENGINE CAN GET THE MOST OUT OF THIS FUEL™ YOU.

Get the most out of your engine with the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world.




Fuel 100™ is the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world.



Fuel 100™ is the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world. The Trek Fuel 100™ is the most powerful engine in the world.

Award Winning Short Film: 14 Minutes

Elise has also written, produced and directed an award winning short film, 14 Minutes. My films are about the complicated nature of human relationships in postmodern times. I seek to examine the self and society as an attempt to rethink standard assumptions. 14 Minutes reveals that happiness is personal and often not related to popular notions of happiness. The main character in 14 Minutes, Chloe, is engaged to get married to a stable and successful man and based on stereotypical narratives should be thrilled to get married. Yet the loss of her voice and spontaneity in the relationship, Chloe has lost a piece of herself, putting her happiness second to the relationship's stability.

My films will explore the "lack" in relationships that are often defined by a lack in one's self. This is a Lacan philosophy and my films will explore female roles and their participation in relationships they are encouraged to hold by society. Everyone has been in a situation when they have strong doubts if they are making the right choices about their future.

