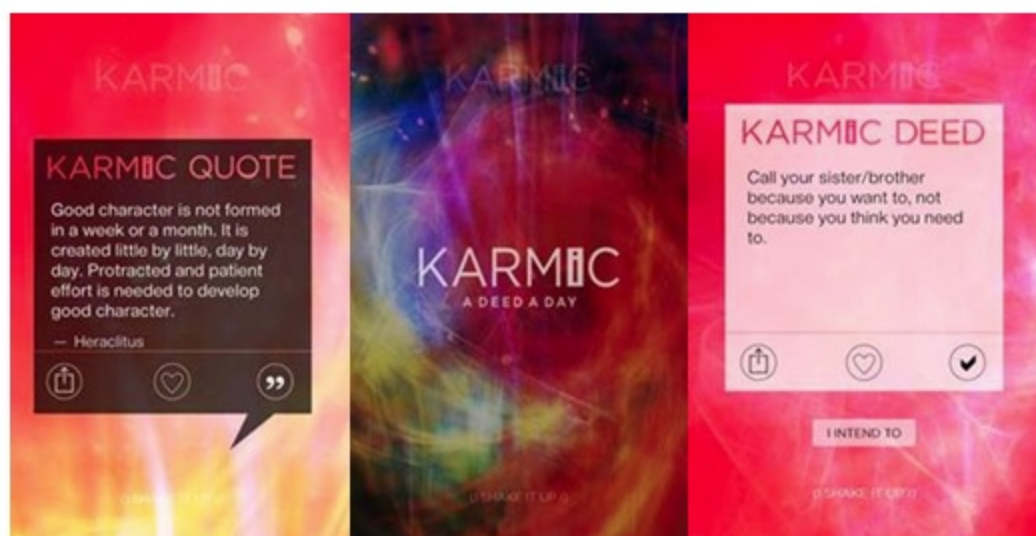


## #HIPRHighlights: Karmic - A Gift for Oneself, not a Moment too Soon



The appointment ran late. The traffic was jammed. And the boss is gonna be in one of those moods – again. In an overscheduled world gone mad, who has a second to think about a moment for themselves these days? Users of the new app **Karmic**, that's who.

A social goodness mobile app designed for iOS, Karmic offers harried users brief but rewarding moments of kindness, mindfulness, meditation and peace that they might otherwise neglect for themselves. Developed by Sara Amell, a branding executive-turned-“happiness expert” who knows all too well how contemporary demands can drain the body and darken the mind, Karmic encourages users to take time to give kindness to others while offering good deeds to pursue and reassuring thoughts to inspire and share.

Light years beyond fortune cookies, Karmic draws inspiring quotes and good deeds from plugged-in personalities of our day. Multi-award winning American author George Saunders advises: “Irony is just honesty with the volume cranked up.” André Leon Talley, former editor-at-large of *Vogue*, offers: “Hope is in well-being, a positive mindset, focus on health and good diet.” The Lazy Yogi reminds: “To forgive is to be willing to accept the past and be at peace with the present.” And there are many more in the Karmic Collective, including Stephen Cope, Director of the Kripalu Institute for Extraordinary Living; quick-witted celebrity Carlos Lamarache; and best-selling author and wellness activist behind the *Crazy Sexy* revolution Kris Carr, to name a few.

With a simple shake of a smart phone, Karmic goes to work, offering users rewarding tasks that, when accomplished, earn positive feedback displayed in soothing colors, movement and light on their home screens. Users can earn more positive feedback by following Karmic's motivation for meditation sessions. And the app even reminds users to stay on the path of doing and feeling good by fading their aura during times of inactivity. All this and the benefits of happiness with a simple double tap.

With the holidays approaching, Karmic is a gift for oneself that keeps on giving. And not a moment too soon.

- Neal Santelmann