

Mindful365 Takes a New Approach To Personal Development With Launch Of First App and Website

Mindful365, focused on helping people be more mindful in their personal and professional lives, announces launch of its first app and website, www.mindful365.com

New York, NY ([PRWEB](http://www.prweb.com)) January 26, 2016 -- Mindful365, a New York City and Cape Town-based media company focused on helping people be more mindful in their personal and professional lives today announced the launch of its first app, available on iPhone, iPad and Android, and its website, <http://www.mindful365.com>. The company is at the forefront of reaching a growing body of individuals who have a sincere desire to learn and improve their lives, by delivering personal development and spiritual content using the best of today's technology.

The Mindful365 personal development app helps individuals live consciously a day at a time. Users receive a year of inspiration, soul provoking questions and daily tasks that help them become aware of their thoughts, choices and actions while on a path to a more mindful life. The app is priced at \$3.99.

“The mission of Mindful365 is to provide content that helps people be mindful about all the main areas of their busy lives: How do we bring mindfulness to work, to parenting, to our relationships, to money, to health. The launch of our first foundational program today is the first big step toward achieving this goal. This program is not about yoga, breathing techniques or meditation- it's about taking a deeper look into your day to day actions, thoughts, beliefs, emotions and taking a few minutes to focus on what's most important, who you are at your core, what you want and what changes you'd like to get started on,” says company co-founder and CEO, Ariane de Bonvoisin.

The content is all original and centers on the themes of health, money, work, relationships, friendships, family, happiness, emotional wellbeing, balance and Higher Purpose. Based on decades of personal development research and condensed in a new and accessible way, Mindful365 helps users go beyond the normal conditioning of the mind to become more aware and conscious. Daily Practices can be read in a matter of minutes and might include: a question to ask themselves, an emotion to focus on, an idea to contemplate or something to try.

A sample of some M365 practice titles include: Your Non-Negotiables, Mindful Decisions, The 5 Minute waiting rule, Money scarcity vs. Abundance, Your Top 5 Circle of Friends, The 24Hr Disapproval Challenge, Love Addicts and Love Avoidants, Food allergies, The labels we got as kids, Stress at work, Challenges in relationships.

“In lieu of time-consuming books or expensive workshops, our apps will bridge the gap between useful content, smartphones as a learning device, the importance of daily habits and the growing number of people who truly want to feel they are living meaningful lives,” says co-founder and COO, Alfie van der Zwan.

The Mindful365 app is currently available in the iTunes and Play store. Future apps in development include, Mindful Health, Mindful Relationships, Mindful Conception and Pregnancy and Mindful Parenting, among others. Mindful365 is also currently contracting with companies for a corporate version of the app for employees.



The company was founded by Ariane de Bonvoisin and Alfie van der Zwan, both long-time believers in the power of personal development, and is self-funded to date. Ariane has a significant background in the media and entrepreneurial space. Her corporate career spans stints at the Boston Consulting Group, Bertelsmann, Sony and Time Warner. She also has an MBA from Stanford. In 2008, she founded the popular website, <http://www.first30days.com>, to help people handle all types of life change, personal and professional. She is also an accomplished author and speaker. Her personal website can be found at <http://www.arianedebonvoisin.com>.

Alfie has a background in management consulting and has most recently been helping companies in the social impact space, notably The Global Poverty Project's development in New York City, Changeheroes, and Harambee Youth Employment Accelerator, a South African company active in solving the unemployment issue.

The company is based in New York City and in Cape Town, South Africa.

For more information or to speak with the company's founders, please email us [press\(at\)mindful365\(dot\)com](mailto:press(at)mindful365(dot)com)



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