

## NEW SOCIAL MEDIA FACE FILTER INFORMS FAMILY AND FRIENDS OF USERS' COVID-19 STATUS

*Color coded masks on Snapchat and superimposed on users' faces indicate their coronavirus health status*

**Los Angeles, California, March 26, 2020** - The healthcare technology company, Stayhealthy, has launched a new face filter for Snapchat that is designed to help users communicate their COVID-19 health status while they are social distancing and sheltering in place. The company developed the Stayhealthy Coronavirus Status Mask to help promote the importance of social distancing among the younger generation, in particular.

### What's Your COVID Color?

Users choose from four mask colors, depending on their status. A green mask means *I've self-isolated; don't know my status*; yellow is: *I've self-isolated; may have been exposed*; orange is: *I've tested positive without symptoms*; and red is: *I've tested positive with symptoms*. (View a demo video here: <https://vimeo.com/400672803> )

“As a healthcare technology company, we are devoted to developing personalized tools that educate and empower people to take control of their health,” said Ziggy Kormandel, President of Stayhealthy. “As the coronavirus crisis escalates, we recognize both the urgency for everyone to self-isolate and the communication difficulties that isolation presents. We hope this unique tool will serve a dual purpose—to underscore the importance of self-isolation, especially among young people, and to give them an easy way to let their family and friends know how they are doing.”

The Stayhealthy filter is available on Snapchat now. For access, users can simply scan the Snap Code below, or search “Coronavirus Status” on Snapchat.



**About Stayhealthy, Inc.**

Founded in 1995, Stayhealthy Inc. is a healthcare technology company that has merged the most advanced science and digital tools to measure, track, engage, and change health and wellness for the better. Over the decades, Stayhealthy has learned what doesn't work in healthcare, and as a result, has identified engagement, education and retention as its core strategic initiatives. Stayhealthy's platform of lifestyle engagement mobile apps is based on highly accurate, clinically valid, FDA cleared screening tools delivered with patented augmented reality technology.

Led by its Chairman, former Secretary of Health and Human Services Governor Tommy Thompson, Stayhealthy's mission is focused on successfully addressing the growing epidemic of diseases that are linked directly to excess body fat such as many cancers, Type 2 diabetes, heart disease, and stroke.

For more information visit [www.stayhealthy.com](http://www.stayhealthy.com).

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