

• WELL TOLD™ •
HEALTH
Naturally

PRESS RELEASE

UNDER EMBARGO

**WELL TOLD HEALTH POISED TO SHAKE UP THE NATURAL
HEALTH LANDSCAPE WITH FIRST-EVER, CLEAN SUPPLEMENTS
CRAFTED PURELY FROM ORGANIC FOOD**

WELL TOLD HEALTH TAKES ON CONVOLUTED NATURAL HEALTH INDUSTRY
WITH SIMPLE FRESH OFFERING AVAILABLE AS OF SEPTEMBER 18, 2017

Minneapolis – September 18, 2017 – With complete transparency, **Well Told Health** is launching its **Health Boosters**, providing North Americans with a truly clean alternative to supplements. Designed to combat the fact that most supplements contain synthetic ingredients, each Health Booster is uniquely crafted from vibrant, certified organic food, in sustainable packaging that includes transparent labels and substantiated science behind each ingredient. All Well Told Health Boosters are Non-GMO Project certified, vegan, and entirely void of synthetics, fillers and isolates, in addition to being soy-free and gluten-free.

Well Told Health is a certified organic apothecary that was born out of a search for completely natural, organic supplements. A few years ago, Monica Ruffo, Chief Executive Officer at **Well Told Health**, was diagnosed with breast cancer. She couldn't find any health supplements on the market that were void of synthetics, fillers or isolates, and in fact, she came upon the stunning realization that only 37% of ingredients found on the labels of some of the top 100 supplements are identifiable as natural. It was then that she set out on a journey, working with a credible group of medical advisors, to craft Health Boosters from clean, organic food, taking more than two years to source the best organic ingredients on earth to create the unique, effective formulations found in **Well Told Health** products.

*"I created a company that I wished had been around when I was doing everything I could to reinforce my own health," says **Well Told Health** Founder, **Monica Ruffo**. "Information on nutritional products is so hard to decipher. There is a lack of transparency in this industry that can be terribly misleading. And no matter how hard I looked, I just couldn't find supplements crafted solely from food, let alone certified organic food. I created **Well Told Health** as much for myself and the people I love, as for everyone else."*

In an ideal world, one would get everything required from the food one eats every day, but in reality, this is often not the case. Based on the science of nutrition, **Well Told Health's** Boosters fuel the body with powerful, organic, whole food ingredients such as beets, wild blueberries, raw cacao, grapes and many more.

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Health and nutrition requirements and diet vary, and **Well Told Health** has uniquely crafted formulations for different needs:

- ENERGY BOOSTER - Helps increase energy and support mental focus and stamina
- RELAXATION BOOSTER - Promotes calmness and restful sleep
- ANTIOXIDANT BOOSTER - Protects against oxidative stress which ages cells and the body
- TURMERIC BOOSTER - Helps maintain an already healthy inflammatory response

In addition to being organic and Non-GMO Project certified, **Well Told Health** ingredients and finished products all undergo a very rigorous 5 step lab testing protocol to ensure complete purity and safety.

Sustainable health and sustainable practices should go hand-in-hand. Because **Well Told Health Boosters** are crafted entirely from clean, plant-based ingredients, it only seems right that **Well Told Health** protects the Earth in every way they can. All of **Well Told Health's** packaging is made from recycled paper and is printed with water-based inks. And, of course, everything is recyclable, including the bottles and caps. **Well Told Health** also donates 1% of all sales to non-profit organizations that provide fresh fruits and vegetables to North American families in areas called "food deserts" due to the absence of grocery stores with fresh produce within convenient travelling distance.

Well Told Health Health Boosters are available for purchase on welltold.com as of September 18th.

• ABOUT WELL TOLD HEALTH •

Well Told Health is a certified organic apothecary that offers clean Health Boosters crafted purely from organic food. All Health Boosters are Non-GMO Project certified, vegan and free of synthetics, fillers, isolates, gluten and soy. **Well Told Health** is committed to complete transparency and provides customers with all the research about their ingredients so they can decide for themselves.

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**TO CONNECT WITH WELL TOLD HEALTH
ONLINE, PLEASE VISIT:**

WELLTOLD.COM
TWITTER: @WELLTOLDCO
FACEBOOK: @WELLTOLDCO
INSTAGRAM: @WELLTOLDCO

**FOR FURTHER INFORMATION AND INTERVIEW
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