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FOR IMMEDIATE RELEASE

Curated Wellness Launches Virtual Supplement Membership; Will Online Community Reverse Unhealthy Trends of Working From Home?

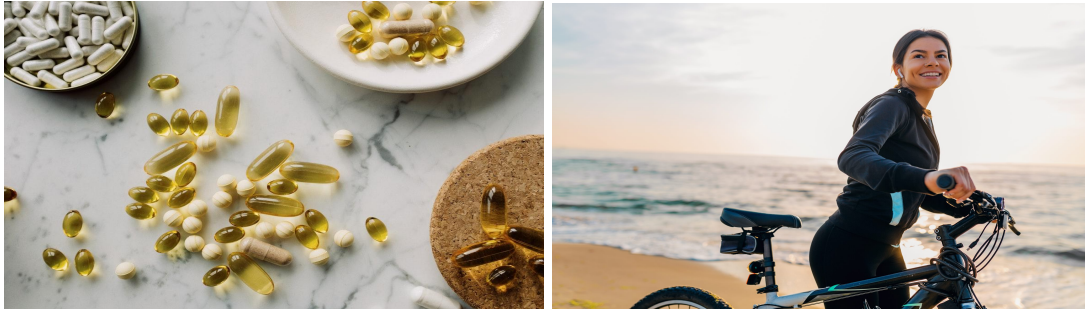
PARK CITY, UT – November 8th, 2021 --- Curated Wellness today announced their official launch as a new and virtual take on capturing individual wellness in a personalized approach that takes the guesswork out of nutrition and supplements -- delivered to your doorstep. With many U.S. workers choosing to work from home, the use of quality nutrition and diet is depleting the more time is spent at home. By identifying the individual's specific needs and creating sustainable, nutritional guidance to support, Curated Wellness is tapping into a much needed space for home workers.

Increasing Health Effects of WFH

With the growing trend of U.S. workers shifting to work from home since the start of the pandemic back in 2020, both employers and employees are emphasizing the need to ensure individual care and wellness in both locations. Based on an estimate by UpWork, 1 in 4 U.S. workers, which is roughly 26% of the workforce, will be working remotely through the remainder of the year. According to a recent Journal of Occupational and Environmental Medicine published report, there has been a reported “decreased overall physical and mental well-being” from employees as a result of the shift towards work from home opportunities and employment.

“I am incredibly proud of the accomplishments of our team in developing a unique member program that focuses on individual wellness in a completely customized,

community-focused, virtual approach,” says Curated Wellness Founder & CEO, Brian Van Hecke. “I founded Curated with one goal in mind—to help a million people across the country achieve their health goals.”



Virtual Nutritional Guidance Improves Healthy Habits At Home?

Each of the Curated Wellness supplement product lines are professional quality and carefully vetted through rigorous standards for quality, efficacy in ingredients, processing, sourcing, safety and overall testing. Experience Nutritional Therapy Practitioners (NTP) have thoughtfully prepared supplemental bundles to ensure each contains the right nutrient combinations to support every individual's specific health goals.

As part of the Curated team's support, each NTP is available virtually to make customized recommendations on personal nutrition, lifestyle and supplements. Through a tiered level membership, members can choose the best fit based upon their individual needs. From a self-guided approach to more in-depth, virtual one-on-ones with NTPs to empower and for accountability.

- All memberships include in-depth health assessments to identify specific needs,
- Curated supplement bundles (ranging from digestive support to immune and inflammation) addressing targeted health goals
- 20% off high-quality supplements all the time and optional sessions with Curated Practitioners

Advocating for A Healthier Community

As part of Curated Wellness's promise to support healthy initiatives and overall wellness, for every member that joins, \$5 is donated to A Partnership for a Healthier America (PHA). Curated Wellness believes that nutritious food is at the heart of the holistic lifestyle and it should be accessible to all. Through our growing network of food educators, producers,

retailers, medical professionals and more, Curated Wellness is becoming an emerging new leader in virtual holistic and nutritional wellness. For a limited time, new Founding members will be able to join the community at a special rate which includes a free wellness assessment to identify health needs.

About Curated Wellness

Curated Wellness is a virtual, members-only nutritional therapy practice and online supplement store focused on eliminating the guesswork around holistic health and supplements. We offer a completely vetted, professional-quality supplement store, targeted, done-for-you supplement curations, and a virtual practice of professional Nutritional Therapy Practitioners offering nutrition, lifestyle and targeted supplement guidance, accountability, empowerment and community. Our tiered membership model allows our members to choose the level of support they need most. We have a food-first philosophy and a moderate, sustainable approach that helps our clients establish positive habits and reach their health goals.

To learn more about Curated Wellness, please visit [curatedwellness.com](https://www.curatedwellness.com).

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