

Wake Well™ and Revive Well™ Scientific Support

*Well & Company™
San Francisco, CA*

Introduction

Well & Company™ believes that today matters. As a population, we are dealing with constant stress. This can lead us to miss out on everything today has to offer, often feeling depleted of the energy and positivity that we desire to maintain throughout each and every day. Cortisol, which is one of our primary “stress hormones,” is highest in the morning. We know that there are different hormonal fluctuations throughout every day. And if we embrace them, work with them, supplement and support them, there are no slumps. Taking positive action on behalf of our self and supplementing with antioxidant nutrients such as quercetin, acetyl L-carnitine, and green tea can help to healthfully manage cortisol levels.

Too many people are going through life feeling tired and often, downright exhausted, missing out on moments that matter. Fatigue is one of the 10 most common reasons for seeking medical care. Six million patient visits are made each year due to fatigue. About 20% of Americans complain of fatigue or lack of energy at some point in their lifetime.

The causes of fatigue are wide reaching. Fatigue may be a normal response to hard physical labor, stress, poor sleep, mood disorders like depression, jet lag, thyroid or other medical conditions, nutritional insufficiencies, or it can be a sign of illness. While stimulants like coffee, soda, nicotine, sugar, and certain medications do provide a short-term energy boost they can actually end up having an energy-depleting effect in the body. In response to the “heightened” energy effect of such stimulants, the body then slows itself down to recover and the result is that individuals often feel more tired (crash) than they did before they consumed the stimulant in the first place.

In lieu of, or in addition to, an overall lifestyle overhaul, today’s health-minded consumers desire products that provide balanced, long-lasting energy minus the crash and without any highs and lows or negative side effects. Energy products that contain only stimulants can be problematic. Individuals who want to maintain or boost energy levels healthfully, athletes wanting to boost strength and endurance, individuals

dealing with chronic stress, are looking for products that provide enhanced and sustained physical, mental, and emotional energy and vitality.

Wake Well™ is a proprietary, powdered drink created in alignment with the body's own powerful biochemistry in order to enhance energy, focus, and mood. A sustainable response to inflammation, due to less than healthful morning habits, can be beginning each day with Wake Well™.

Revive Well™ is a proprietary, soft chew created in alignment with the body's own powerful biochemistry in order to enhance energy, focus, and mood. When energy levels start to fade in the early afternoon, Revive Well™ chews offer a simple and empowering solution to get your mind and body back to a place of feeling awesome and inspired.

Well & Company Ingredient Policy:

- Gluten free
- Non GMONo preservatives
- No artificial ingredients
- Naturally flavored
- No artificial sweeteners, flavors or colors

Ingredient Policy:

Gluten free: All of the ingredients in Wake Well™ and Revive Well™ are certified gluten free. Celiac disease (CD) and Non Celiac Gluten Sensitivity (NCGS) are disorders characterized by intestinal and extra-intestinal symptoms related to the consumption of gluten-containing food. Gluten is a protein found in wheat, rye, barley, and related grains. Individuals with CD, NCGS and wheat allergy or sensitivity can become quite sick if they eat even small amounts of gluten.

Non-GMO: Genetically Modified Organisms (GMOs) are microorganisms, plants or animals that have been genetically altered through various gene splicing procedures. Studies (both human and animal) show that GMOs may cause long term health problems including organ damage, gastrointestinal and immune system disorders, speed up aging, and interfere with fertility. Well & Company is committed to sourcing only non-GMO ingredients.

No Preservatives: Preservatives are substances added to foods to keep food from going bad, prevent growth of bacteria and mold, and make the product look better to consumers. Preservatives can be toxic and the consumption of preservatives, artificial preservatives in particular, may negatively impact the health of the nervous system, immune system, metabolism, and respiratory system (including trouble breathing).

No Artificial Ingredients: Well & Company sources only 100% natural ingredients. While there is a lack of “standard” when it comes to using the term “natural” in nutritional labeling, all of Well & Company™ products are free of artificial sweeteners, flavorings, colors, hormones, or antibiotics.

Active Ingredients for Wake Well™ and Revive Well™:

- Quercetin
- Acetyl L-Carnitine
- Green Tea
- Essential B and C vitamins

Active Ingredients:

Quercetin

Quercetin is a dietary flavonoid (aka bioflavonoid), which is part of a pigmented (colored) family of compounds found in virtually all plants. Flavonoids are responsible for most of the brilliant yellow, orange, and red pigments of fruits and vegetables, and function as antioxidants in the body. To date, more than 6000 flavonoids have been identified. Flavonoids have been studied extensively for their impacts and possible positive effects on human health.

Quercetin is found in red wine, the skin of apples and onions (especially red onions), berries, buckwheat, green tea, and to a somewhat lesser degree red grapes, citrus fruits, tomato, broccoli, leafy greens, cherries, raspberries, cranberries, and other fruits and vegetables.

Quercetin has been popular with consumers of natural products and dietary supplements, mostly due to its natural antihistamine effects. Studies have demonstrated that quercetin can assist the body in producing glutathione, which is the primary antioxidant in the body's cells. Glutathione supports the immune system. Glutathione levels are reduced by aging, stress, pollution, poor diet, trauma, infections,

and certain medications.

Quercetin research has demonstrated a positive effect on energy expenditure, supporting optimal metabolism. It has shown to increase the production of mitochondria, which are the part of cells responsible for energy production, in brain and muscle cells. Quercetin has a positive impact on blood sugar function, by protecting the cells that produce insulin in the body. The antioxidant activity of quercetin may support liver health, and may offer protection for the cells lining the sinuses.

Evidence from human studies suggest that quercetin may have a positive effect on physical endurance and performance. As a result, quercetin may offer potential advantages for athletes and individuals looking for increased endurance and energy.

Acetyl L-Carnitine

Acetyl-L-carnitine is an amino acid derivative. It is a more bioavailable form of L-carnitine and has been shown to help the body produce energy. Acetyl L-carnitine supplementation may support mental acuity as we age. Ongoing research suggests that acetyl L-carnitine may benefit endurance and athletic performance, improve fat burning, supports the maintenance of triglyceride and cholesterol levels that are within normal ranges, and support heart health. Natural sources of acetyl L-carnitine include red meat, poultry, seafood, and dairy products.

Green Tea

Green tea contains powerful antioxidants called polyphenols. Polyphenols help protect cells from free radical damage. One of the more potent compounds in green tea is the polyphenol antioxidant epigallocatechin gallate (EGCG).

Some of the strongest evidence of green tea's health benefits is heart-related. The heart-healthy effects are attributed to green tea's ability to support healthy cholesterol levels and blood pressure.

Green tea may support improved mood and help decrease stress levels. In one study from Tohoku University in Japan, researchers evaluated over 42,000 people. Those who drank the most green tea suffered from the least amount of stress.

Studies also suggest that green tea extracts or powders may have a protective effect on blood sugar levels, specifically, green tea exerts an antihyperglycemic effect, which means it helps to support blood sugar levels that are already in the normal range.

B and C Vitamins

Wake Well™ and Revive Well™ contain water-soluble B vitamins thiamine (B1), riboflavin (B2), niacin (B3), pyridoxine (B6) and cobalamin (B12) and vitamin C.

Because these vitamins are water soluble, they are not stored in the body and must be replenished on a regular, daily basis.

B vitamins act as coenzymes that assist the body in getting energy from food. The B vitamins are vital as they support good vision, nervous system function, healthy skin, energy production, and the creation of red blood cells.

Vitamin C acts as an antioxidant in the body and supports healthy immunity, wound healing, absorption and utilization of iron, helps build collagen, supports healthy teeth and bones, heart health, and healthy aging. Vitamin C is an essential part of prenatal care and fetal development and support of eye health.

Summary:

Wake Well™ and Revive Well™ are both science-based, efficacious, and powerful mind-body products that support everyday being your best day! Wake Well™ offers an opportunity, both physiologically and emotionally, to create a positive ritual and shift a morning paradigm from reactive to proactive. Revive Well™ offers a similar opportunity in the form of a chew, offering portability and ease of use to revitalize the afternoon.

Wake Well™ and Revive Well™ encourage the release of brain chemicals that support focus, motivation, positivity and confidence. Our active ingredients help to reduce inflammation caused by exercise or physical activity, support optimal metabolism, heart health, mood enhancement, brain health, cognitive and physical performance, and healthy immunity.

Our products support your best self by aligning with your powerful biochemistry giving

you the energy, focus, and mood improvement to thrive through every day.

Disclaimer:

The statements throughout this paper have not been evaluated by the FDA. The products referred to in this paper are not intended to diagnose, treat, cure or prevent any disease or condition.

If you have a health condition or concern, consult your physician or health care provider. Always consult a medical doctor before modifying your diet, using any new product, drug, supplement, or doing new exercises. These products are intended to support general well being and are not intended to treat, diagnose, mitigate, prevent, or cure any condition or disease.

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