

Scientific Support for Well & Company Products

Well & Company™

San Francisco, CA

Wake Well™ and Revive Well™

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

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

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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Rest Well™ Scientific Support

Introduction

Well & Company™ believes that a great night's rest is an essential part of self-care. According to a 2013 Gallup Poll, only a little over half of Americans say they get a "good night's sleep" on a typical weeknight and 43% believe they would feel better if they got more sleep. Complications due to lack of sleep range from fatigue, fuzzy thinking, and lack of productivity & creativity to a slower metabolism.


In the United States, over-the-counter sales for sleep aid medicine totaled \$604 million in 2008. Add that to the cost of sleep testing and other sleep products (mattresses, sleep masks, sound systems and more) and by 2012, public and private spending related to sleep was over \$32 billion annually.

The Centers for Disease Control and Prevention (CDC) refer to insufficient sleep as a public health epidemic. An estimated 50 to 70 million American adults have sleep or wakefulness disorder. Medical studies have linked sleep deficiency to health problems and cognitive impairment. People who don't get enough sleep are more likely to develop hypertension, diabetes, depression and to struggle with weight gain. Data from the National Institutes of Health (NIH) suggests that between 7 and 8 hours of quality sleep is key for health promotion and disease prevention.

Well & Company™ developed the proprietary formula, Rest Well™, in response to society's sleep challenges and the growing need to get greater quality and quantity of sleep. Rest Well™ contains ingredients that have solid scientific evidence to support their use in helping you get to sleep, go back to sleep if you wake up in the middle of the night and wake rested in the am.

Rest Well™ is Well & Company's solution to the epidemic of insufficient sleep. Our proprietary formula combines herbal extracts, amino acids, and magnesium in a powder delivery system, intended for use in the evening before going to bed and aiding in a great night's rest.

Well & Company Ingredient Policy

- Gluten Free
 - Non GMO
 - No preservatives
- 

- No artificial ingredients_
- Naturally flavored

No artificial sweeteners, flavors or colors

Gluten Free: All of the ingredients in Rest Well are 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.

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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 Rest Well

- Magnesium
 - *Passiflora incarnate L* (Passionflower)
 - *Melissa officinalis L.* (Lemon Balm)
 - *Matricaria recutita L.*
 - L-Theanine
 - GABA
-

Magnesium

Magnesium status plays an essential role in overall health and well-being as it is the fourth most abundant mineral in the body and involved in over 300 chemical reactions that sustain proper cell functioning. Though magnesium can be obtained through diet, humans (particularly women) often do not consume adequate amounts of magnesium-rich foods, which increases the need for dietary supplementation of magnesium. Low levels of magnesium have been associated with chronic inflammation, stress, and disrupted sleep. Magnesium is often depleted in the stress of day-to-day living. Certain habits such as alcohol consumption, excess salt, soda, coffee, excess sweating, prolonged stress, and some medications can further deplete the body of this much-needed mineral.

Magnesium assists the body in the relaxation response. Magnesium helps promote a restful state by triggering events that help the body to wind down in preparation for sleep. It acts as a muscle relaxant, and helps regulate key hormones responsible for helping you fall asleep, and stay asleep. Magnesium is necessary for the function of GABA receptors, which exist across all areas of the brain and nervous system. GABA is a calming neurotransmitter that the brain requires to switch off; without it, we remain tense, our thoughts race and we lie in bed staring at the ceiling.

Supplementation of magnesium appears to improve certain characteristics of insomnia, including: sleep efficiency, sleep time and time of sleep onset, and early morning awakening.

Magnesium supplementation exhibits a positive effect on cognition; specifically learning and memory.

Passiflora incarnate L (Passion flower)

Passiflora incarnate has consistently been used in traditional herbal medicine for the healing of insomnia and anxiety in Europe, and it is used as a sedative tea in North America.

One study of 41 healthy adults with mild fluctuations in sleep quality who consumed one cup of passion flower tea at night yielded positive results. Sedative effects and sleep induction with passion flower have been demonstrated in animal model studies.



Passion flower has been used clinically for anxiety, restlessness and irritability with difficulty in falling asleep.

Melissa officinalis L. (Lemon Balm)

Melissa officinalis (lemon balm) is used in traditional herbal medicine to treat insomnia, anxiety, gastric conditions, psychiatric conditions, migraines, hypertension and bronchial conditions.

Lemon balm has demonstrated anti-stress and anti-anxiety effects. In one study of volunteers suffering from sleep and anxiety disorders, an extract of *Melissa officinalis* had a 95% effectiveness rate in reducing symptoms and episodes of anxiety decreasing insomnia.

Matricaria recutita L.

Matricaria recutita L (German Chamomile) is widely regarded as a sleep-inducer and one of the most widely used herbs for relaxation, anxiety, and tension in the western world. Traditionally, chamomile preparations such as tea and essential oil aromatherapy have been used for insomnia and for calming effects.

In an open case study that looked at the cardiovascular effects of two cups of chamomile tea on patients under-going heart catheterization, the study authors observed that 10 of 12 patients in the study achieved deep sleep within 10 minutes of drinking the tea.

Chamomile in the form of an aqueous extract has been frequently used as a mild sedative to calm nerves and reduce anxiety, to treat hysteria, nightmares, insomnia and other sleep problems.

The use of chamomile-containing preparations is not advised for people with allergy or hypersensitivity to ragweed pollens.

L-Theanine

L-Theanine is a naturally occurring (non-protein) amino acid first discovered in green tea (*Camellia sinensis*) in 1949. It has demonstrated significant anti-anxiety and anti-stress effects with proven relaxation benefits. In one study of 5th year university pharmacy students, supplementation of theanine at 200 mg, twice daily, had an anti-stress effect. L-theanine supplementation demonstrated effectiveness in increased sleep efficiency in a randomized, double-blind, placebo-controlled trial involving boys, ages 8-12 years, who had been previously

diagnosed with attention deficit hyperactivity disorder (ADHD). L-theanine is also linked to such effects as improvement of concentration and learning ability.

GABA

GABA (gamma-Aminobutyric acid) is a sedative amino acid and neurotransmitter that the brain requires to relax. Calming effects of GABA have been observed in humans who have taken GABA supplements. GABA supplementation may also help enhance immunity.

Summary

Rest Well™ is a science-based, efficacious, and powerful mind-body product that supports a healthy night's rest. In conjunction with healthy evening practices such as scheduling a consistent sleep and wake time, disengaging from electronics well before bed time, taking at least five minutes to reflect on what you are grateful for, and passing on the urge to overindulge in alcohol, tobacco, coffee, sugar, or unhealthy snacking, Rest Well™ is the perfect solution to help us unwind at the end of each day.

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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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