



EXCLUSIVE ACCESS TO A COUNCIL OF LEADING WELLNESS EXPERTS

Tap into our diverse group of influential industry leaders to help tell your brand's authentic wellness story

Companies ask us how their brands can authentically join conversations about what it means to live well. At Ketchum, we believe that wellness is a mindset, a movement and a category with rich momentum. The connection between well-seekers and the brands they trust must be organic and deeply human, particularly against the backdrop of a wellness conversation that is constantly evolving. How can your company stay ahead of wellness trends, while maintaining your brand truth?

Introducing Ketchum's wellness council.

Together with Ketchum's influencer marketing specialty, we've curated a unique and diverse group of experts and entrepreneurs who are making an impact in the wellness community. The wellness council is committed to sharing its members' latest insights, knowledge and personal wellness philosophies, while helping brands reach the consumers they care most about.

Ketchum

*An exclusive group of expert resources,
spanning today's multifaceted world of wellness*



@GOFITJO

JOANNE ENCARNACION

Joanne is a women's wellness and life coach, mother of two daughters and the creator behind GOFITJO — a blog that documents one woman's road to radical self-acceptance. She was named one of the Top 20 New Health + Wellness Role Models by Ariana Huffington and Thrive Global.



@FITANDFLYGIRL

REBECCA GARLAND

The co-founder and CEO for Fit & Fly, Rebecca's passion for travel and wellness has led her to over 35 countries on five continents. Fit & Fly retreats bring women together, allowing them to learn new fitness and wellness techniques and providing a space to facilitate self-care in their wellness practice. Rebecca is a freelance travel writer, and her company Fit & Fly was named one of 10 Female-Focused Travel Companies to Know by *Travel + Leisure* magazine.



@DRJONATHANLEARY

DR. JONATHAN LEARY

Concierge wellness doctor and CEO/founder of Remedy Place, Dr. Leary has worked to develop and understand cutting-edge techniques that optimize the body's capacity for natural healing. He has brought his professional expertise to celebrities, athletes and patients from all walks of life and hosts wellness retreats all over the globe that aim to educate, inspire and change the way we think about our health and our bodies.



@LOVE.AMY.NYC

AMY NOBILE

Amy is the founder at Love, Amy, a full-service dating concierge service that marries the technology of modern-day dating with a holistic view of human-to-human energy and connection. She's also a best-selling co-author of four books that encourage smart, savvy women to re-invent themselves, write their next chapters and launch businesses on their own terms.



@THEJENNIFERWALSH

JENNIFER WALSH

Jennifer founded Beauty Bar, the first omnichannel beauty brand in the U.S., before selling it to a major retailer in 2010. She recently launched Walk with Walsh, a platform showcasing "nature smart" people and brands to unlock the stories of those that bring nature into all that they do. Her Nature Green Print (NGP) program underscores the importance of walking mindfully through nature to bridge the gap between nature and brain health.



Learn more about how Ketchum's wellness council, in collaboration with our in-house wellness and influencer marketing experts, can help your brand be relevant in today's crowded and fast-growing "living well" marketplace.

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WAYS TO ENGAGE THE WELLNESS COUNCIL AND KETCHUM'S IN-HOUSE EXPERTS

1

YOUR WELLNESS BRAIN TRUST

Tap into the wellness council for strategic counsel on branding, messaging, product launches and marketing / communications campaigns.

2

YOUR WELLNESS FUTURISTS

Stay updated on the wellness council's latest trends, tips, research, insights and personal wellness stories by following Ketchum's social channels (@ketchumpr).

3

YOUR WELLNESS WHITE SPACE

Find your brand's unique wellness narrative via Ketchum's proprietary Wellness White Space analysis – a competitive analysis tool that helps brands define their brand truth around any wellness topic using an approach backed by analytics and enriched by insights.