

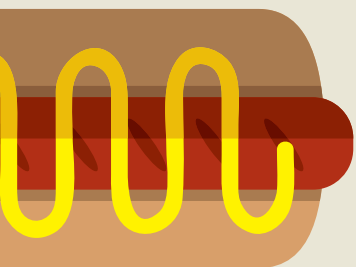


**WHOLE FOOD, PLANT-BASED
EATING MADE EASY.**



The Problem: We Are In a Global Healthcare Crisis

Lifestyle diseases such as type 2 diabetes, heart disease, obesity and some cancers are quickly reaching epidemic levels — with children at their highest risk ever. Mortality rates and the cost of modern healthcare are also soaring to unprecedented levels. Medical science now offers indisputable evidence that a whole food, plant-based diet can actually prevent and reverse 80% of all disease.



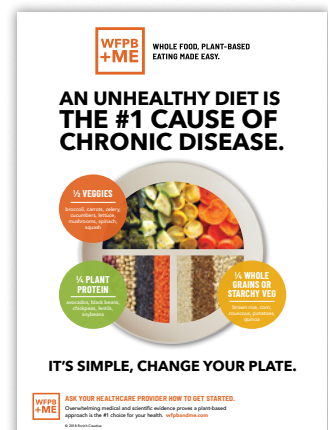
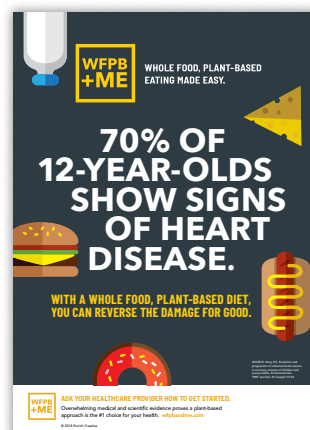
PHYSICIANS & HEALTH PRACTITIONERS FACE CHALLENGES:

- They recognize the impact of the scientific research, yet struggle with how to win patients over and convince them to change to a healthier lifestyle.
- They receive highly technical information — unless it's simplified into a clear message, patients simply won't understand.
- They have limited time with patients during a normal appointment. There's no time to answer a patient's questions about changing their eating habits, provide them with information on the impact of nutrition or direct them to helpful resources.



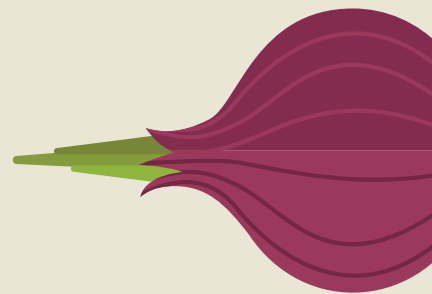
The Solution: WFPB+ME is Saving Lives Through Nutrition

WFPB+ME (Whole Food, Plant-Based Made Easy) responds to the most common challenges that health practitioners face when trying to start a conversation with their patients about nutrition. Introduced in 2018, the kit makes it easy for health practitioners and physicians to let patients know about the importance of what they put on their plate.





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Making It Easy

WFPB+ME gathers powerful research on the benefits of plant-based nutrition from medical and nutrition experts into a single collection of materials. Complex information is distilled into a clear and engaging format that invites patient interest – and starts a conversation about the relationship between food choices and good health.

Each piece of the WFPB+ME kit provides health practitioners with easy-to-use tools to teach patients that they have the ability to prevent and reverse common diseases with the foods they put on their plate.



Leaving An Impact

Many are praising WFPB+ME and excitement for the program continues to grow with health practitioners, hospitals and medical educators. The kit is being enthusiastically adopted into existing medical practices, while health programs are incorporating WFPB+ME into their 'jumpstart' programs and developing new courses around the content.

Practitioners report that patients are excited to learn that they can take control of their own health. Patients first notice the vibrant materials and powerful message, then ask for more information about shifting their diet and how they can get started.



Physicians and health practitioners are saying:

"I LOVE it! We pass out the booklets to our diabetic patients and the posters hang in the exam rooms, which opens up a healthy conversation. Thank you!"

– Kelly, Physician Assistant

"I've been using the WFPB+ME kit and my patients are excited to learn how they can help their kids be healthier. The parent of a child with Crohn's Disease said, 'My son is doing much better and the WFPB+ME booklet is working well! I'm following the nutrition plan.' I'm excited to share the resource with the rest of my patients. Well done!"

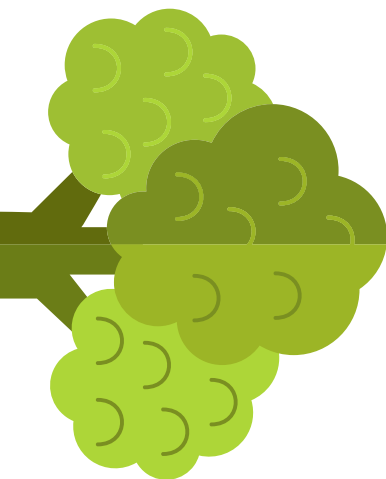
– Eric, Pediatrician

"I really like the booklet and have been using them with my students/patients, but my favorite is the list of resources. I give these away almost daily. Patients like both, and it has made my life easier having a professional handout ready-made."

– Michelle, Staff Physician

"The kit is terrific. I have enjoyed using it and purchased additional brochures as well. It is mostly 'reinforcement' for my patients, as many of the already know about plant-based eating. I am very pleased and look forward to working more with Enrich in the future."

– Katherine, Family Doctor



Developed by:

Enrich®

Design for a better future

A branding, marketing and web design firm that serves organizations and health practitioners who help others improve their health through plant-based nutrition and lifestyle medicine.

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