

# CHRISTIE & CO

FROM DREAM TO MAINSTREAM

## PRESS RELEASE

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**hellohealth**<sup>®</sup>  
enCOURAGEing wellness

## Mighty Might™ by hellohealth<sup>®</sup> Brings Balance to the Brain through Natural Cleansing and Strengthening the Immune System

*Filled with omega-3 fish oil powder and a variety of other premium natural ingredients, hellohealth<sup>®</sup>'s new supplement bolsters immunity, reduces inflammation, supports detoxification and sharpens brain activity.*

**Scottsdale, AZ (March 2021)** As the first line of defense against pathogens trying to enter the human body, the immune system is crucial to keep functioning properly. If it does not, its potential effects are numerous. They include getting sick often,<sup>1</sup> inflammation and infection of internal organs,<sup>2</sup> and cognitive decline.<sup>3</sup> Though the immune system naturally combats attacks on healthy cells by releasing histamines that cause inflammation, this response can adversely impact the brain if it lasts for too long, causing disorders like depression, Alzheimer's disease,<sup>4</sup> and autism.<sup>5</sup> Formulated for children and also good for adults, [Mighty Might™](http://MightyMight), a new solution from [hellohealth<sup>®</sup>](http://hellohealth), combines a plethora of natural ingredients with anti-viral, anti-bacterial, and anti-inflammatory properties to create an effective supplement that flushes toxins out of the body, boosts innate immunity, and improves physical health and brain activity in individuals young and old. With Mighty Might™, parents can encourage wellness in their kids and in themselves, allowing the whole family to live fully, without fear.



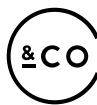
<sup>1</sup> Hasan, N. (2020, March 23). *6 Signs You Have a Weakened Immune System*. Penn Medicine. <https://www.pennmedicine.org/updates/blogs/health-and-wellness/2020/march/weakened-immune-system>.

<sup>2</sup> Mayo Foundation for Medical Education and Research. (2020, January 30). *Primary immunodeficiency*. Mayo Clinic. <https://www.mayoclinic.org/diseases-conditions/primary-immunodeficiency/symptoms-causes/syc-20376905#:~:text=Frequent%20and%20recurrent%20pneumonia%2C%20bronchitis,of%20appetite%2C%20nausea%20and%20diarrhea>.

<sup>3</sup> Mills, B. (2020, April 13). *Is there a link between the immune system and cognitive health?* alzdiscovery.org. <https://www.alzdiscovery.org/cognitive-vitality/blog/is-there-a-link-between-the-immune-system-and-cognitive-health#ref-2>.

<sup>4</sup> Robertson, R. (2020, August 20). *The gut-brain connection: How it works and the role of ...* <https://www.healthline.com/nutrition/gut-brain-connection>.

<sup>5</sup> Siniscalco, D., Schultz, S., Brigida, A. L., & Antonucci, N. (2018, June 4). *Inflammation and Neuro-Immune Dysregulations in Autism Spectrum Disorders*. Pharmaceuticals (Basel, Switzerland). <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6027314/>.



“It helps your body from the inside out, so it can do what it’s supposed to do,” said Pamela Wirth, Principal and Founder of hellohealth®.

The immune system is one way through which the gut microbiome connects to and impacts the brain, thereby forming the gut-brain axis.<sup>6</sup> After her 6-year-old son was diagnosed with a rare autoimmune disease, Wirth discovered how important these bodily systems are when she brought him back to wellness by restoring his immune system and balancing his gut bacteria, an experience she detailed in her book, *hello, health*. While certain bacteria are beneficial for gut health and by extension, brain health, others can produce toxins like lipopolysaccharide, which causes inflammation if it enters the blood stream.<sup>7</sup> Mighty Might™’s Indian frankincense (*Boswellia serrata*) possesses anti-inflammatory qualities and specifically curbs the effects of lipopolysaccharide,<sup>8</sup> as do the omega-3 fatty acids in Mighty Might™’s fish oil powder.<sup>9</sup> According to *Healthline*, reducing inflammation can help treat symptoms of serious illnesses like obesity, depression, diabetes, and heart disease.<sup>10</sup>

In addition to reducing inflammation that comes from the body fighting off bacteria and viruses, Mighty Might™ bolsters immunity by strengthening cells that improve immune response. It accomplishes this with ingredients like its highly bioavailable zinc, which builds immune cells and ensures they properly function and signal.<sup>11</sup> Another part of the supplement that enables the body to better defend itself against pathogens is parsley leaf powder, high in vitamin C that acts as an immune-boosting antioxidant and protects cells from getting damaged by unstable molecules called free radicals.<sup>12</sup> Mighty Might™ also contains organic oregano extract, whose carvacrol content is high in antimicrobial, antioxidant, and anticancer properties,<sup>13</sup> and organic cinnamon extract, which also acts as an antimicrobial.<sup>14</sup>

Ridding the body of toxins and making it more equipped to handle bacteria and viruses is only part of how hellohealth®’s new formulation helps users live their lives fully. Taking Mighty Might™ results in improved focus thanks in part due to its phosphatidylserine powder. Highly concentrated from sunflower lecithin, phosphatidylserine is a fatty substance that protects brain cells, carries messages within them, and helps maintain one’s memory.<sup>15</sup> The supplement also contains curcumin, which increases the brain-derived neurotrophic hormone (BDNF) hormone that can delay or even reverse brain diseases and age-related decreases in brain function. According to *Healthline*, BDNF deficiency is linked to mental disorders such as depression and Alzheimer’s disease.<sup>16</sup>

<sup>6</sup> Robertson, R. (2020, August 20). *The gut-brain connection: How it works and the role of ...* <https://www.healthline.com/nutrition/gut-brain-connection>.

<sup>7</sup> Robertson, R. (2020, August 20). *The gut-brain connection: How it works and the role of ...* <https://www.healthline.com/nutrition/gut-brain-connection>.

<sup>8</sup> Patel, K. (2020, May 7). *Boswellia serrata Research Breakdown*. Examine.com. <https://examine.com/supplements/boswellia-serrata/research/#inflammation-and-immunology>.

<sup>9</sup> Inoue, T., Tanaka, M., Masuda, S., Ohue-Kitano, R., Yamakage, H., Muranaka, K., ... Satoh-Asahara, N. (2017, February 22). *Omega-3 polyunsaturated fatty acids suppress the inflammatory responses of lipopolysaccharide-stimulated mouse microglia by activating SIRT1 pathways*. *Biochimica et biophysica acta. Molecular and cell biology of lipids*. <https://pubmed.ncbi.nlm.nih.gov/28254441/>.

<sup>10</sup> Robertson, R. (2018, December 18). *13 Important Benefits of Fish Oil*. *healthline.com*. <https://www.healthline.com/nutrition/13-benefits-of-fish-oil>.

<sup>11</sup> Wilson, D. R. (2019, April 4). *Health benefits of olive leaf extract*. *Medical News Today*. [https://www.medicalnewstoday.com/articles/324878#\\_noHeaderPrefixedContent](https://www.medicalnewstoday.com/articles/324878#_noHeaderPrefixedContent).

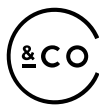
<sup>12</sup> Enloe, A. (2019, February 28). *Parsley: An Impressive Herb With Health Benefits*. *Healthline.com*. <https://www.healthline.com/nutrition/parsley>.

<sup>13</sup> Sarifi-Rad, M., Varoni, E. M., Iriti, M., Martorell, M., Setzer, W. N., Del Mar Contreras, M., ... Sharifi-Rad, J. (2018, May 9). *Carvacrol and human health: A comprehensive review*. *Phytotherapy research : PTR*. <https://pubmed.ncbi.nlm.nih.gov/29744941/>.

<sup>14</sup> Brazier, Y. (2020, January 3). *Cinnamon: Health benefits and nutrition*. *Medical News Today*. <https://www.medicalnewstoday.com/articles/266069>.

<sup>15</sup> Mikstas, C. (2019, May 29). *Phosphatidylserine: Uses and Risks*. *WebMD*. <https://www.webmd.com/vitamins-and-supplements/phosphatidylserine-uses-and-risks>.

<sup>16</sup> Gunnars, K. (2018, July 13). *10 Proven Health Benefits of Turmeric and Curcumin*. *Healthline*. <https://www.healthline.com/nutrition/top-10-evidence-based-health-benefits-of-turmeric>.



These brain health benefits paired with Mighty Might™'s delivery of a strong, but not overactive immune system make hellohealth®'s new supplement an ideal solution for kids and adults who want their bodies to feel well and their minds sharp, the necessities for living a fear-free and full life.

Mighty Might™ is made entirely from natural ingredients, is preservative and additive-free, gluten-free, non-GMO, and does not contain wheat, yeast, milk, eggs, soy, peanuts, tree nuts, fish allergens, or shellfish.

hellohealth®'s [Mighty Might™](#) and [Belly Great™](#) supplements can be purchased online at [Hello.health](#), [Emerson Ecologics](#), [Wellevate](#), [Amazon](#) and [Walmart](#).

#### **About hellohealth®**

Based in Scottsdale, AZ, hellohealth® provides nutritional formulas, scientific education, and support for courageous families to help children live their lives fully, without fear. hellohealth®'s therapeutic formulas have the child's total wellness in mind, enCOURAGEing wellness. hellohealth® products are made in the USA, and sold online at [Hello.health](#), [Emerson Ecologics](#), [Wellevate](#), [Amazon](#) and [Walmart](#).

For more information about Hello Health, please visit <https://hello.health>. For media related inquiries, product samples, or to set up an interview please contact Gillian Christie, of [Christie & Co](#) at (805) 969-3744, or via email at [Gillian@christieand.co](mailto:Gillian@christieand.co).

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