

# Aviiana Press Release

## ***We are thrilled to announce our contemporary platform “Aviiana” Co-founded by Ali Daddo & Mary Doube***

Aviiana aims to revolutionise the over 40's wellness space by offering innovative solutions and a holistic approach to women's well-being with a special focus on Peri/Menopause.

Ali Daddo, author of "Queen Menopause", finding your majesty in the mayhem is a highly respected figure in the entertainment industry, will play a vital role in the Aviiana brand and in raising awareness about menopause-related challenges women worldwide face.

Mary Doube is obsessed with revolutionising how women get their strong back through technology. Her path paved by her own personal story of transformation, from an unfit mum of three to one of Australia's strongest women - now an inspiration for women across the globe. Mostly known for her creation of "Strong Formula" – a program created for women over 40 to reclaim their health & happiness via a non-hormonal method that alleviates the symptoms of peri/menopause.



As co-founders of Aviiana, Ali, and Mary will utilise their passion and experience to drive conversations about menopause, break societal stigmas, and empower women to embrace this life stage with vitality and resilience.

Both women are celebrated for their relentless ongoing commitment to promoting women's health and empowerment. "I am incredibly honoured to join forces with Mary Doube as co-founder," said Ali Daddo. "Menopause is a significant and often misunderstood chapter in a woman's life. We have an opportunity to destigmatise the topic, educate women about their options, and provide them with the support they need to thrive during this transformative phase. Together, we can empower women worldwide to embrace their strength and celebrate their journey."

Through its platform, Aviiana provides a curated selection of high-quality products, personalised wellness plans, expert advice, rewards, and a supportive community that empowers women throughout their menopause journey.

"I absolutely adore Ali," said Mary Doube, founder and CEO of Aviiana. "Ali's dedication to women's health, coupled with her remarkable relatability, makes her the perfect partner to champion our common cause. We believe Aviiana will inspire women globally to embrace life after 40, and peri/menopause as a new chapter of strength and growth."

Aviiana is now available for women who want to join the movement. To learn more, visit [www.aviiana.com](http://www.aviiana.com) or follow @aviianaofficial on social media.

