



Debra Wolf MS, CNS
February 19, 2025



Your Partner for Next-Level Patient Outcome and Practice Growth for  **Practitioners.**
THE GENESIS OF GOOD HEALTH™

Welcome to the future of supplement recommendations

- Need
- Problem
- Solution
- Next Steps



86% OF US ADULTS TAKE SUPPLEMENTS

**BUT FIGURING OUT WHICH ONES TO TAKE,
FROM WHAT SOURCE, AND
ORGANIZING THEM IS A CHALLENGE**

BY 2028 THE US SUPPLEMENT MARKET IS
EXPECTED TO REACH

\$4.4B

**>5% GROWTH
ANNUALLY**

Spend on wellness
products and services is
expected to reach \$450B

Sources: [IMARC Group](#) and [McKinsey](#)



PROBLEM:

BUSINESSES, INFLUENCERS & PRACTITIONERS

Don't want to:

- Private label expensive supplements
- Deal with stocking and fulfillment
- Have store losses
- Manage expiration dates



PROBLEM:

SUPPLEMENT BRANDS

- Need to get in front of Businesses, Influencers and Practitioners
- Find it difficult to create recurring consumer revenue





PROBLEM:

CONSUMERS

Need to:

- Buy and store multiple bottles
- Put together their own daily baggies
- Manage expiration dates
- Difficult to customize based on bloodwork & genetics

THE SOLUTION

EASY, CONVENIENT, BRANDED AND UNIQUE

DAILY PILL POUCHES.

Health experts, practitioners, and businesses recommend their favorite supplements to their customers - VITABOOM delivers them in a customized branded box every month.



Portioned & personalized pill pouches for daily use.



Benefits of Working with Vitaboom



Your branded box/protocol



Catalog of professional grade supplement brands



cGMP certified - daily dosed travel friendly packets



\$0.00 costs to get started - 30% revenue share



Subscriptions delivered every 30 days



Increased compliance



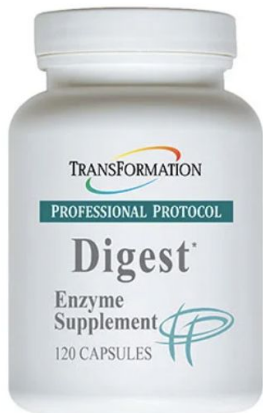
No supplement sales lost to competitors



Fulfillment and support handled by Vitaboom



Premium Grade Supplement Brands



AllergyResearchGroup®

Berkeley Life

BIG BOLD
HEALTH™

BIOoptimizers®

BIOTICS

BODYBIO

CALROY Health
Sciences

CODEAGE

CON-CRÊT®

ChromaDex

designs for health®
Science first.

DOUBLE WOOD
SUPPLEMENTS

drink
hrw®

humanⁿ

fatty¹⁵

FUSIONARY
FORMULAS

Healthgevity®

LVLUPA

MD
bio

mindbodygreen

Momentous®

MYVITALC
live beyond the norms

NeuroScience®

NORDIC
NATURALS

NOVOS
YOUNGER FOR LONGER™

NUTRITIONAL
FRONTIERS
Making the world healthy

Pendulum®

PERQUE®

PHARMANUTRA

PREMIER
RESEARCH LABS

PROMIX®

puori

QUALIA

Real Mushrooms®

res
resbiotic®

SWANSON

time—line

TRANSFORMATION
BY GROUP BY GOOD PEOPLE

WeNatal
BETTER TOGETHER

xtendlife®

Every product is 3rd party tested & certified by the most trusted organizations in the industry.

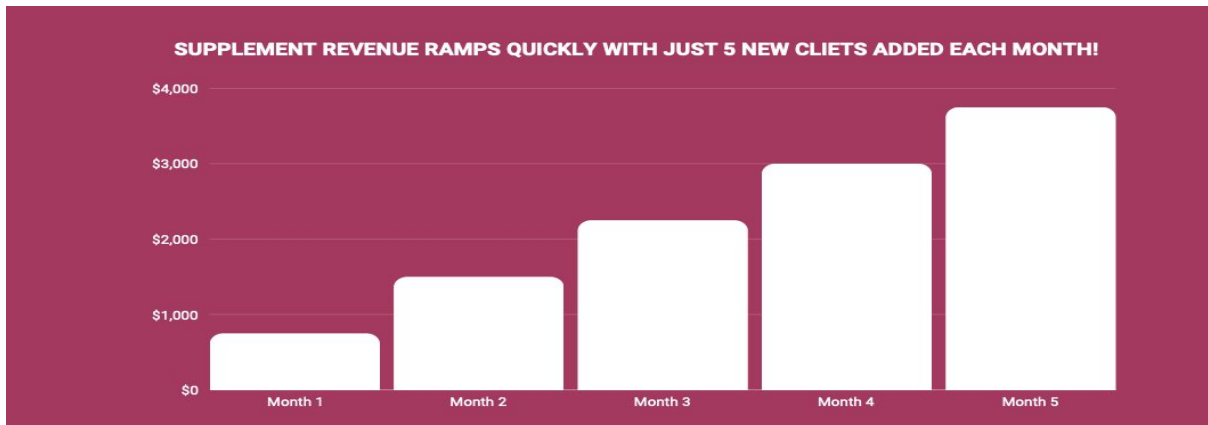
Benefits

Feedback we are hearing!

- Increased compliance from patients
- Less external competition
- Easy to use
- Average monthly spending - \$150
- Subscription model ramps revenue quickly

I think I love these! I like that I don't have to work hard to buy or take my supplements!

- Andrea S. (Client)



Benefits

Feedback we are hearing!

"Compliance was always a challenge for my clients—until I switched to Vitaboom's custom protocol packs. Now, they actually follow through with their regimens, and I've seen a significant improvement in their results."

Dr. Lee Ann Keeling, MD – Top Doc

"Vitaboom has significantly improved the way I create personalized supplement protocols for my patients. The high-quality formulations, customizable options, and seamless fulfillment process allow me to focus on patient care while ensuring my patients receive the best supplements in the most convenient way. The custom stack packs are a game-changer—eliminating the need to open multiple bottles, keeping supplements fresh, and making daily adherence effortless."

Jessica Brewer, PA-C – Wellbeing Medical

Getting Started Is Easy!



Elevate Your Script with Vitaboom + GetHealthy

Personalized daily supplement stacks,
integrated seamlessly into *your* branded
online GetHealthy store.

[LEARN MORE ABOUT GETHEALTHY](#)



Two Leaders in Wellness – One Vision for Healthier Lives

- Vitaboom's innovative daily stacks are designed to deliver essential nutrients efficiently
- GetHealthy's mission is to empower practitioners with cutting-edge tools and resources

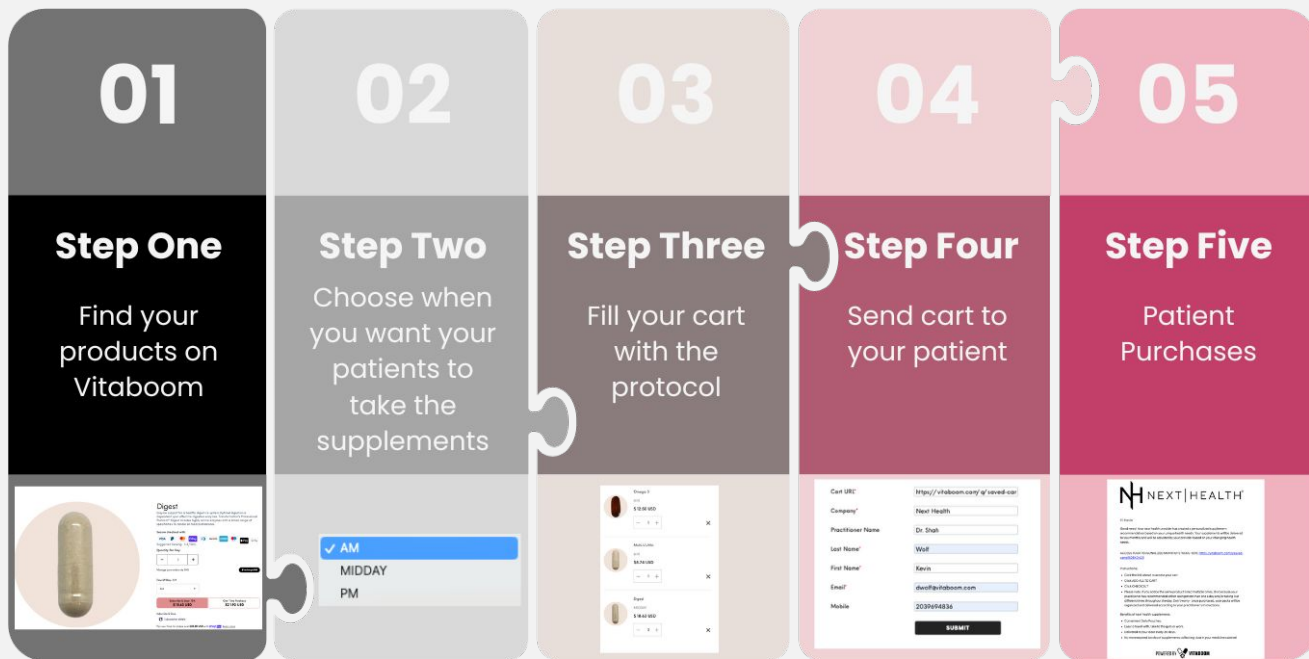
Next Steps

Pick your plan



	Basic	Professional
Margin on sales	Yes	Yes
Recommendation tool	Yes	Yes
Branded recommendation emails and texts	Yes	Yes
Branded box and insert	Yes or No	Yes
Page on Vitaboom.com	No	Yes
Social media launch	No	Yes
Implementation Fee?	No	No

Sending a Personalized Recommendation



Custom Protocols On Vitaboom And Your Website!

Shop by
Join Network
vitaboom
Learn
Support

DR. DARSHAN SHAH

FEATURED STACKS BY DR. SHAH

Dr. Shah has been an expert in the health and wellness space for over 25 years. He graduated from the accelerated 6-year MD/BS program at the University of Missouri, Kansas City, and earned his medical degree at the age of 21, becoming one of the youngest physicians in the country. He continued his training in general surgery performing over 10,000 operations on all body systems. He went on to open medical/surgical centers in California, start innovative tech companies, create patented medical devices, and advise dozens of startups in medicine, finance, and tech.

[Learn more about Dr. Shah.](#)

DR. DARSHAN SHAH

VIEW AS
ITEMS PER PAGE: 20
SORT BY: Featured

DR. DARSHAN SHAH
At Home Biomarker Panel
\$295.00 USD / Test

DR. DARSHAN SHAH
The Shah Protocol | Foundation
\$82.00 USD / 30 Days

DR. DARSHAN SHAH
The Shah Protocol | Sleep
\$56.00 USD / 30 Days

DR. DARSHAN SHAH
The Shah Protocol | Longevity
\$49.00 USD / 30 Days

DR SHAH
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Featured Stacks by Dr. Shah

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The Shah Protocol | Foundation
\$96.47 USD
Add to cart

The Shah Protocol | Longevity
\$57.65 USD
Add to cart

The Shah Protocol | Sleep
\$65.88 USD
Add to cart

Next Steps

Basic Plan

Get started in a day!

1. Email dwolf@vitaboom.com to get set up
2. Sign agreement
3. Provide header for recommendation emails
4. Train you and your staff on recommending protocols from Vitaboom
5. Begin recommending!



Next Steps

Professional Plan 1 Week To Get Started

1. Fill out form
<https://vitaboom.com/pages/become-a-health-expert>
2. Sign agreement
3. Provide protocol and creative assets
4. Approve Vitaboom page
5. Approve branded box
6. Train you and your staff on recommending protocols from Vitaboom
7. Begin recommending!

Pro Tip: Vitaboom will help design your protocols



THE TEAM

Medical & Marketing Experts



Darshan Shah, MD
Founder and CEO

UMKC MD, Mayo clinic
trained surgeon, Harvard
Business School Alumni

3x Founder & CEO in Health
& Wellness Vertical
including franchised
Health Optimization and
Longevity center,
NextHealth.



Justin Saunders
Founder and COO

UT McCombs MBA

6 years strategy
consulting at BCG & SBI
Growth Advisory with a
focus on Sales & Marketing
Effectiveness.



Debra Wolf MS, CNS
**Director Sales and
Marketing**

MS Human Nutrition

10+ years in the health and
wellness space. Founding
sales and account
management team member
at supplement distribution
platform, Fullscript. Scaled
company to market leader
(multi 9-figure growth).

THE TEAM

Scientific And Industry Advisors



Dr. Jeffrey Bland
Co-Founder, The Institute for Functional Medicine

Dr. Bland has been a leader in the nutritional medicine field for over 30 years. He is founder and president of the Personalized Lifestyle Medicine Institute, as well as founder and Chairman Emeritus of The Institute for Functional Medicine. Dr. Bland also served as the first Chief Science Officer at Metagenics from 2000-2012.



Dr. Kara Fitzgerald
Physician, Clinic Director, Author

Dr. Fitzgerald is actively engaged in clinical research on epigenetics and longevity using a diet and lifestyle intervention developed in her research and practice. She has published a consumer book titled Younger You as well as a companion cookbook, Better Broths and Healing Tonics based on her research.



Ben Greenfield
Health Consultant, Founder, Author

Ben Greenfield is a health consultant, speaker, and New York Times bestselling author of a variety of books including the widely popular titles Beyond Training, Boundless, Fit Soul, Spiritual Disciplines Journal, the Boundless Cookbook and Endure. He is the co-founder of the supplement company Kion and hosts a highly popular fitness, nutrition, and [wellness website](#).



Shawn Wells MPH, LDN, RD, CISSN, FISSN

Shawn is a globally acclaimed nutritional biochemistry expert, revered as "The World's Greatest Formulator" in the supplement industry. With over two decades of experience, he has formulated more than 1100+ products, which are distributed worldwide.

shawnwells.com



Jared Clark
President / Owner Certify Consulting Group

Helps FDA-regulated companies establish QMS systems that exceed GMP and NSF compliance. ASQ Certified Pharmaceutical GMP Professional, ASQ Certified Manager of Quality / Organizational Excellence, LSS Certified Lean Six Sigma, RAP Certified Regulatory Professional, ASQ Certified Quality Auditor, PMI Certified Project Management Professional.



JJ Virgin
Nutrition and Fitness expert and Author

JJ is a prominent TV and media personality who co-hosted TLC's Freaky Eaters and was the nutrition expert for Dr. Phil's Weight Loss Challenges. She speaks regularly, commanding audiences of 10,000 or more. She is the author of 4 NYT best sellers and continues to help people over 40 transform their health.

THANK YOU.

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