

# WELLPOWER

## WELLPOWER MISSION

To showcase the best minds, research, and tools across biohacking, health and wellness on an inclusive playing field where people share their experiences and empower others as foundation for higher performance lives.

We are a community of needle-movers, pushing new frontiers and creating roadmaps for self-experimentation, lifestyle change, and wellness practices with the belief that building habits around resiliency and adaptation will create improved well-being and healthier leadership around the world.

## BIOHACKING

The place where intuition, science, self-experimentation, research, biology, technology, nutrition, fitness, environment, mindset, and wellness intersect. The show gives listeners insights and approachable methods to building the most effective and efficient path to become stronger, healthier and ultimately...happier.

## YOUR COMFORT ZONE IS KILLING YOU

WELLPOWER is here to share all the ways you can stretch beyond, and build improved resiliency, intuition and longevity!

## MEET YOUR HOST



### Kristin Weitzel

Kristin is a health and high performance maven, certified fitness trainer, breathwork instructor, and performance nutrition coach with a focus on guiding women to optimal health. She has a bias toward action, always speaking with intention and purpose. Her achievements as a brand strategist, entrepreneur, and global marketer for Fortune 500 brands have given her the ability to travel far and wide and continually discover how best to advocate for life balance, and how what we do affects how we show up in the world.

WELLPOWER blends subject matter expertise, inspiring guests, and Kristin's trademark wit and wisdom to lead clients and listeners alike. This podcast allows Kristin to share with a broader audience just how far we can go in the pursuit of optimal performance. As a progressive voice, dynamic leader, and active biohacking proponent, she questions how far the human body can go and helps people take it there.



## Audience

Each and every episode will be widely promoted and shared on all social handles on Instagram, LinkedIn, Facebook Twitter and YouTube, with over 25K followers and 11,000+ person email list.

Audience leans female, age 25-64, yet retains a remarkable blend of males and global reach.

