

Indulge Well Chocolate™
Scientific Support
Well & Company®
San Francisco, CA

Snack Well Every Day

Introduction

Well & Company believes that today matters. Indulge Well Chocolate is a proprietary, dark chocolate, snacking square that feeds the body and indulges the mind. Snack well everyday with Indulge Well Chocolate.

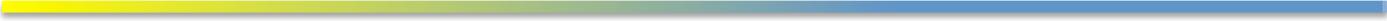
Indulge Well Chocolate Ingredients Are:

- Non GMO
- Gluten free
- Organic
- Dairy Free
- Vegan
- Preservative free
- Contain no artificial ingredients
- Naturally flavored
- Contain no artificial sweeteners, flavors or colors
- Rain Forest Alliance Certified

Gluten free: All of the ingredients in Indulge Well Chocolate are certified gluten free. Celiac disease (CD) and Non Celiac Gluten Sensitivity (NCGS) are disorders characterized by intestinal and extra-intestinal symptoms related to the consumption of gluten-containing food. Gluten is a protein found in wheat, rye, barley, and related grains. Individuals with CD, NCGS and wheat allergy or sensitivity can become quite sick if they eat even small amounts of gluten.

Non GMO: Genetically Modified Organisms (GMOs) are microorganisms, plants or animals that have been genetically altered through various gene splicing procedures. Studies (both human and animal) show that GMOs may cause long term health problems including organ damage, gastrointestinal and immune system disorders, speed up aging, and interfere with fertility. Well & Company is committed to sourcing only non GMO ingredients.

No Preservatives: Preservatives are substances added to foods to keep food from going bad, prevent growth of bacteria and mold, and make the product look better to consumers. Preservatives can be toxic and the consumption of preservatives, artificial preservatives in particular, may negatively impact the health of the nervous system, immune system, metabolism, and respiratory system (including trouble breathing).



No Artificial Ingredients: Well & Company sources only 100% natural ingredients. While there is a lack of “standard” when it comes to using the term “natural” in nutritional labeling, all of Well & Company products are free of artificial sweeteners, flavorings, colors, hormones, or antibiotics.

Active Ingredients in Indulge Well Chocolate

- 75% Organic Cacao
- Organic Flax Seed Oil
- Organic Turmeric

Cacao

Dark chocolate is one of the abundant sources of antioxidants in the American diet. *Theobroma cacao* (cocoa), named by the Swedish botanist Carl Linnaeus, literally means, “food of the gods,” so named for the virtue of its seeds. Cacao seeds are rich sources of polyphenols and flavonoids, which contribute to many of the physiological effects attributed to consuming cocoa. Cocoa mass is produced from cacao nibs and is a smooth, liquid form of chocolate, containing both cocoa solids and cocoa butter.

Physiological effects of cocoa may include: antioxidant activity, support of vasodilation, support of blood pressure levels that are already in the normal range, and decreased inflammation. Cocoa and flavonoids from cocoa have been described to support endothelial (blood vessel and lymphatic) function and glucose metabolism.

Eating dark chocolate may support mental focus and boost cognition. Dark, but not white, chocolate consumption has been shown to support blood pressure levels that are already in the normal range and improve insulin sensitivity in healthy individuals.

There is some evidence that cocoa-derived phytonutrients support skin health and healthy aging.

Scientifically Supported Health Benefits of Dark Chocolate may include but are not limited to the following:

1. Consumption of dark chocolate may have a protective effect against stress and may help prevent cortisol resistance.
 2. Consumption of dark chocolate may contribute to positive mood states.
 3. Dark chocolate consumption may support healthy metabolism.
 4. Daily consumption of dark chocolate or cocoa may help support blood pressure levels that are already in the normal range.
 5. Consuming dark chocolate may support serum total and LDL cholesterol levels that are already in the normal ranges.
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6. Dark chocolate consumption may support mental sharpness and support improved mental performance.
8. Chocolate consumption may support healthy vascular function.
9. Chocolate has a high antioxidant score and may support the immune system.
11. Consumption of cocoa may buffer the effects of stress

Flax Seed Oil

Flax seed oil is added to Indulge Well Chocolate to aid in the absorption of cocoa polyphenols. Consumption of flax seed oil, fibers and flax lignans may have potential health benefits.

Scientific evidence demonstrates that flax seed oil may support LDL cholesterol levels and blood pressures that are already in the normal ranges.

Turmeric

Turmeric is recognized as a bright yellow spice found in most kitchens. It is commonly used in curries. The major component in turmeric, responsible for that bright yellow hue, is curcumin, which has been increasingly studied for its positive health benefits.

Preliminary findings from animal and other laboratory studies suggest that curcumin may have antioxidant properties. Consuming turmeric may provide beneficial effects to memory and heart health. Turmeric is an excellent source of both iron and manganese. It also contains vitamin B6, dietary fiber, and potassium.

Summary

Indulge Well Chocolate is science-supported, efficacious, and simple mind-body product that may support cardiovascular health, circulation, healthy immunity, cognitive health and mental acuity, improved vascular function, mood, metabolism, relieving occasional stress and may limit the body's production of the stress hormone cortisol.

Well & Company recommends using Indulge Well Chocolate as an adjunct to a healthy diet and lifestyle - snack well every day.

Disclaimer

The statements and products referred to throughout this paper have not been evaluated by the FDA. They are not intended to diagnose, treat, cure or prevent any disease or condition. If you have a health condition or concern, consult your physician or health care provider. Always consult a medical doctor before modifying your diet, using any new product, drug, supplement, or doing new exercises. These products are intended to support general well being and are not intended to treat, diagnose, mitigate, prevent, or cure any condition or disease.

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