



**WHOLE FOOD, PLANT-BASED
EATING MADE EASY.**



WFPB+ME is an easy-to-use kit that provides health practitioners with user-friendly tools that educate patients about the lifesaving benefits of whole food, plant-based nutrition and empower them to take charge of their health.

Who's using it:

- Doctors, nurse practitioners, physician assistants, nutritionists, dietitians and/or health coaches who want to educate patients or clients
- Health systems or organizations who want to educate employees or patients



6 IN 10

adults in the U.S. have a chronic disease such as type 2 diabetes, heart disease or obesity.

75% OF ALL HEALTH CARE EXPENSES

are linked to chronic conditions. It is estimated that employees with chronic diseases cost \$153 billion in lost productivity.

WFPB+ME offers critical tools to help health practitioners eliminate chronic lifestyle diseases. Each kit contains:

- **Impactful posters** with messages that capture attention and start a conversation about a better approach to health. Posters are displayed in highlight visible areas.
- **Personalized letters** recommend that a patient review the information about whole food, plant-based eating and give it a try.
- **24-page guides** to getting started with tips, common myths, grocery lists and delicious recipes.
- **A shareable resource page** filled with the latest books, films, websites and recipe links to continue the learning process of creating a lifestyle shift towards optimal health.

Launched:

September 2018, International Plant-Based Nutrition Healthcare Conference, San Diego, CA (PBNHC)

Social Media:

Facebook: WFPBAndMe
Twitter: @WFPBAndMe
Instagram: @WFPBAndMe

Developed by:

Enrich®

Design for a better future

A branding, marketing and web design firm that serves organizations and health practitioners who help others improve their health through plant-based nutrition and lifestyle medicine.

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