



Personalized Nutrition Named Top Wellness Trend for 2019

VOUS VITAMIN: Celebrates Five Years of Providing a Medically Sound, Evidence-Based, Personalized Vitamin Subscription Program

Created by Two Medical Doctors, Authors of The Vitamin Solution

Chicago, IL (April 2019) – [Personalized Nutrition](#) is one of the top ten wellness trends for 2019 according to the [Global Wellness Institute](#). Turns out that two, Chicago-based female physicians were ahead of the curve. Five years ago, they were the first to create a game changer within the dizzying \$43.5 billion supplement industry. *Personalized Vitamins*. [Vous Vitamin](#) was created by Drs. Romy Block and Arielle Levitan as a solution inspired by their continuing stream of patients who were confused about what vitamins or supplements, they should, or shouldn't, be taking. Together the doctors created a user-friendly, online health survey that matches a customized vitamin to lifestyle and health history — all in one tablet, taken twice daily. And then they wrote the book on it.

Safe, Simple, Individualized Solution to Consumer Confusion

Dr. Romy Block — a board-certified specialist in endocrinology and metabolism — and Dr. Arielle Levitan — specializing in internal medicine — have more than a few things in common: they are both married to doctors; they each have three children; they both live in a Chicago suburb and they both have patients who ask them what vitamins they should take. Problem solvers and multi-taskers by nature, the two physicians came up with the idea for Vous five years ago while they were walking together along Lake Michigan after a busy day of seeing patients. Since no two people are the same, they reasoned, why not research the topic and find the best way to offer both men and women a simple way to get the vitamins they individually need? Together they set out to bust common myths about vitamins, to cut down the confusion in vitamin aisles and to prevent the patient problems they were seeing, ranging from vitamin deficiency to often dangerous, DIY vitamin and supplement selections.

Two Docs: One Pill, Twice-a-Day – Booked!

Their findings motivated them to methodically and carefully create their own system to help consumers: a personalized vitamin subscription service offering a range of blends of high quality, clinically distinctive, *clean* vitamins called, quite appropriately, Vous, which means “you” in French. Forget pill packs filled with a range of sizes and shapes. The Vous solution is one pill — taken twice a day — containing exactly what the subscriber needs. With the superiority of one pill with dosages that will make an actual difference for each consumer, Vous eliminates the need for guesswork in choosing your own combinations from the crowded vitamin aisle. Subscriptions are available for \$40 for one month, \$95 for a three-month supply or \$165 for a six-month supply.

The doctors also turned their findings into an award-winning book, published in 2015 called *The Vitamin Solution, Two Doctors Clear the Confusion About Vitamins and Your Health*. The book clearly and conversationally covers a range of topics, including vitamins for specific ailments and prevention plus the truth behind the following:

Vitamin Myths:

- You really don't need vitamins — better to just get the nutrients you need from your diet.
- Blood tests are necessary to really know what vitamins you need.
- Organic or plant-based vitamins are better.
- More is better — You'll just pee out any excess vitamins you take.
- My doctor would know about vitamins (spoiler alert: med school typically includes 90 minutes on nutrition).
- Men prefer protein shakes over multi-vitamins.

"We spent a great deal of time in our training learning how to review medical literature and using actual data in our practice to determine the things we do and don't recommend," adds Dr. Levitan. "We only suggest using vitamins and supplements to treat and prevent health problems when we know that there is science to back it up. We also believe in personalizing vitamins to meet individual needs based on actual information, which our customers provide us via an online survey."

Vous Points of Difference:

- Vitamins are not "one size fits all."
- Precise MD-designed formulations from the doctors who "wrote the book" on vitamins.
- Take two tablets twice a day instead of a pack or pile of pills, avoiding pill fatigue.
- Price predictability – not a different price for different blends.
- Earth-friendly mailing – one recyclable bottle in minimal packaging.
- All natural, non-GMO, gluten, meat and dairy free without the fillers found in store bought vitamins.
- Vous also offers **Situational Supplements™** for occasional use to address immune support, low energy, dehydration, cold symptoms, migraines, even hangovers.
- Drs. Block and Levitan, the two female founders of Vous, have authored 70 consumer-friendly articles on vitamins and supplements.
- It's not about the pseudoscience of pop culture packets but evidence-based, medically-sound solutions.

"We're very proud that over the last five years we built a very loyal customer base with a 75 percent repurchase rate," explains Dr. Block. "Our purpose wasn't to create a slick, designer vitamin. Instead we did careful research to create a solution people want and need. The survey each customer takes allows us to give them precisely the vitamins they need; nothing more, nothing less."

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