



WEIL MEDIA KIT

[www.DrWeil.com](http://www.DrWeil.com)

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



BRAND VISION/MISSION

WEIL LIFESTYLE, LLC

**WEIL**<sup>TM</sup>

Andrew Weil, M.D.

## Vision & Mission

*Vision*

*&*

*Mission*

To inform and educate consumers about integrative medicine and the healing power of nature and empower them to live healthier lifestyles that include mind, body and spirit

To influence a paradigm shift in our culture, where patients and physicians all over the world embrace the power of integrative medicine and apply it to their practices

# Weil Lifestyle, LLC Goals

To be the  
*leading  
resource*

*for health care  
education,  
information,  
products,  
services and  
philanthropic  
contributions*

*based on the principles of  
**integrative  
medicine***

To be the leading resource for health care education, information, products, services and philanthropic contributions based on the principles of integrative medicine

- To provide consumers with a range of best-in-class products and services to enhance their health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine.
- To support integrative medicine by funding the training of physicians and other practitioners, public education, research, innovations in patient care, and policy reform through the Weil Foundation, a not-for-profit, independent 501(c)(3) organization, founded by Andrew Weil, M.D.

*“I couldn’t find many of the products I recommended so, I decided to create them myself. I founded Weil Lifestyle to do just that but, also with the complimentary and primary goal of creating a sustainable funding mechanism for the Weil Foundation.”*

  
Andrew Weil, M.D.



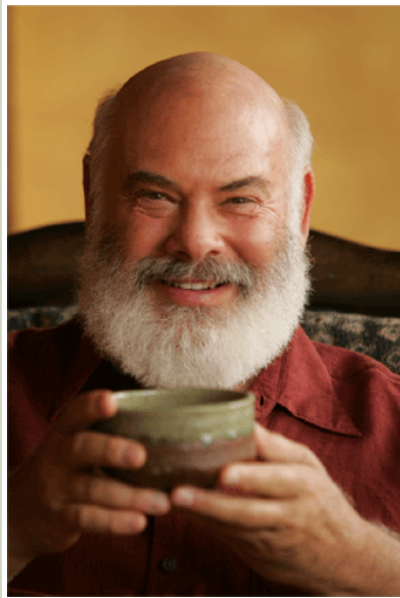
# Consumer Message





BRAND CREDIBILITY/EXPERTISE

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



## Built around the Trusted Weil Brand

### Andrew Weil, M.D.

- Founder and director of the Program in Integrative Medicine (PIM) at the College of Medicine, University of Arizona, where he is also clinical professor of medicine and professor of public health
- Graduated with a medical degree and an undergraduate degree in biology (botany) from Harvard University
- World-renowned leader and pioneer in the field of integrative medicine
- Internationally recognized expert on integrative medicine, medicinal plants, mind-body interactions, and the future of medicine and health care



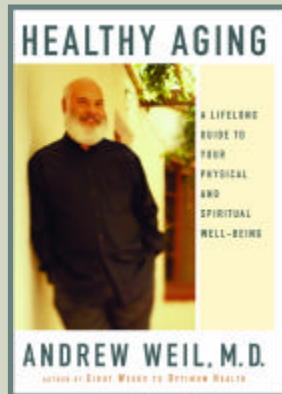
**Self Healing  
Newsletter** Most widely  
read newsletter of its kind  
with 250,000 subscribers

## The Trusted Weil Brand (continued)

Andrew Weil, M.D., is known and respected by national media and is seen as the expert resource for health and well-being

- Regular Columnist for *TIME* magazine
- Frequent guest on *Larry King Live* – called “America’s Doctor” *Oprah*, *The Today Show*, and *CNN*
- Consistently featured in leading news publications
- *USA Today*, *New York Times*
- Named one of the 100 Most Influential People in the World by *TIME* magazine in April 2005
- Featured on cover of *TIME* magazine twice - October 2005 and May 1997
- Keynote speaker for prestigious seminars throughout the world
- Author of the *Self Healing* monthly newsletter
- Editorial Director of [DrWeil.com](http://DrWeil.com)

# New York Times Bestselling Author

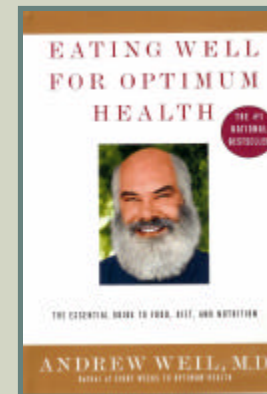
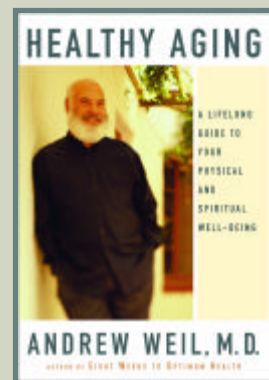
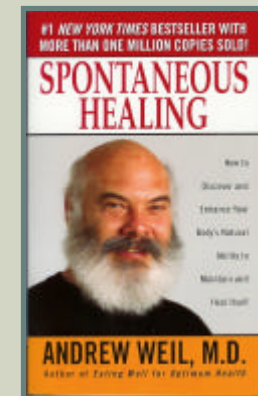
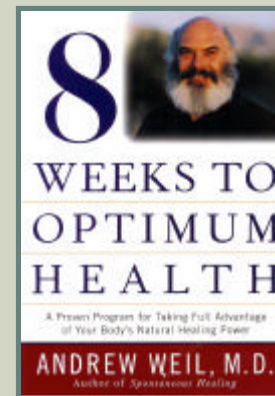


## Healthy Aging: New in October 2005

Launched book, *Healthy Aging: A Lifelong Guide to Your Physical and Spiritual Well-Being* with Knopf / Random House

### National Bestselling Books

- Five consecutive *New York Times* #1 bestsellers with over five million copies sold







# THE WEIL FOUNDATION

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.

# The Weil Foundation

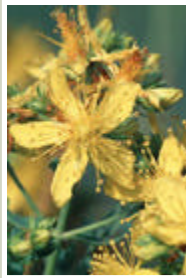
A not-for-profit, independent 501(c)(3) organization, founded by Andrew Weil, M.D., in September 2004 is a charitable foundation dedicated to advancing integrative medicine by supporting education and research. It is funded by donations from Dr. Weil and by others committed to education and research in integrative medicine.

The Weil Foundation seeks to:

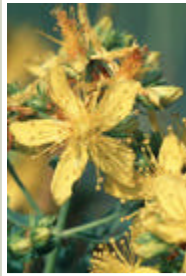
- Improve the training of physicians, nurses, pharmacists, and allied health professionals
- Educate the public about health, healing, and lifestyle
- Reform public policies governing health care and the practice of medicine
- Expand and deepen research in integrative medicine



***Andrew Weil, M.D., donates all of his after-tax profits from the sale of Weil Lifestyle, LLC, products to the Weil Foundation (www.weilfoundation.org)***



# The Weil Foundation



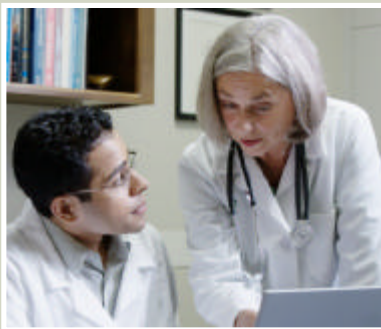
## 2005 - 2006 Grant Awards

- Consortium of Academic Health Centers for Integrative Medicine
- University of Arizona Program in Integrative Medicine
- Maine Medical Center Integrative Family Medicine Program
- Oregon Health & Science University Integrative Family Medicine
- American Botanical Council



# GROWTH OF DrWeil.com

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.



# Market

## \$1.2 Trillion Health Industry

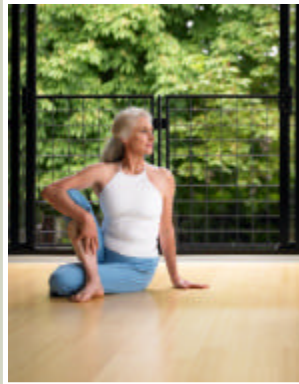
- Largest segment of US economy (18% of GNP)
- \$1.5 Billion per year in online advertising by pharmaceutical companies alone

## “Health and Medicine” Booming on the Web

- Consumers want to be involved in their own health care
- 77 million adults sought online health information in 2004
- 32% of all web users buy health-related products

## Huge Growth in Integrative Medicine

- Dissatisfaction with traditional medicine
- Substantial growth in Americans seeking alternative medicine (JAMA)
- 42% of Americans have used alternative therapies (JAMA)
- Spending (alternative services and remedies) exceeded \$45 billion in 2004



# Audience

## Demographics

- Women (81%)
- Primarily 35-54 years old (59%)
- Primarily married (72%)
- Highly educated: 75% Degreed, 33% Advanced Degrees
- \$75,000+ household income (52%)
- Primarily live in large metro areas on the West and East coasts

## Psychographics

- Primary health decision maker for herself and loved ones
- She buys with her heart as well as her head
- She thrives on information
- She's well networked and will proselytize her beliefs
- She is willing to pay a premium price for a product she can feel good about buying
- She sees our product through a larger world perspective – it's important for her to understand our mission



# DrWeil.com

Award-winning Web site and the leading online resource for healthy living based on the philosophy of integrative medicine

- Dr. Weil's philosophies and recommendations on a variety of health, healing, and lifestyle topics
- Latest news and information in the field of integrative medicine
- Popular "Ask Dr. Weil" Q&A feature



# DrWeil.com

## DrWeil.com features

- 7,000 page Web site
- 15 million page views per month
- 15 million opt-in e-bulletins delivered each month
  - Daily Tips, Weekly Bulletins, Weekend Editions
- Over 1.4 million site visits per month
- Active community with 6,000 messages posted per month



DrWeil.com

SPONSORSHIP OPPORTUNITY

**WEIL**<sup>TM</sup>

Andrew Weil, M.D.

## Homepage and Run-of-Site (ROS) Programs

DrWeil.com offers banner advertising placement displayed in various locations throughout the DrWeil.com site.

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<b>Home Page</b>	<b>300 x 250 Right Banner</b> <b>728 x 90 Top</b> <b>728 x 90 Bottom</b>
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<b>Run-of-Site</b>	<b>160 x 600</b> <b>728 x 90 Top</b> <b>728 x 90 Bottom</b>
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<b>Q &amp; A Library</b>	<b>300 x 250</b>
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<b>Daily Tip</b>	<b>300 x 250</b> <b>728 x 90 Top</b> <b>728 x 90 Bottom</b> <b>Sponsor Text Blurb</b>
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<b>Weekly e-Bulletin</b>	<b>160 x 600 Right Tower</b> <b>728 x 90 Top</b> <b>728 x 90 Bottom</b> <b>Sponsor Text Blurb</b>
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# Advertiser Requirements and Process

DrWeil.com has one of the most loyal followings in the world of health. Visitor evaluations have confirmed that the inclusion of an advertising message on his Web site - or in any customer correspondence - is often considered an endorsement. It is to our advertisers' benefit to keep it that way! There is a 3-4 week acceptance period. Pre-qualified advertisers will be contacted sooner.

## Pre-qualification Requirements

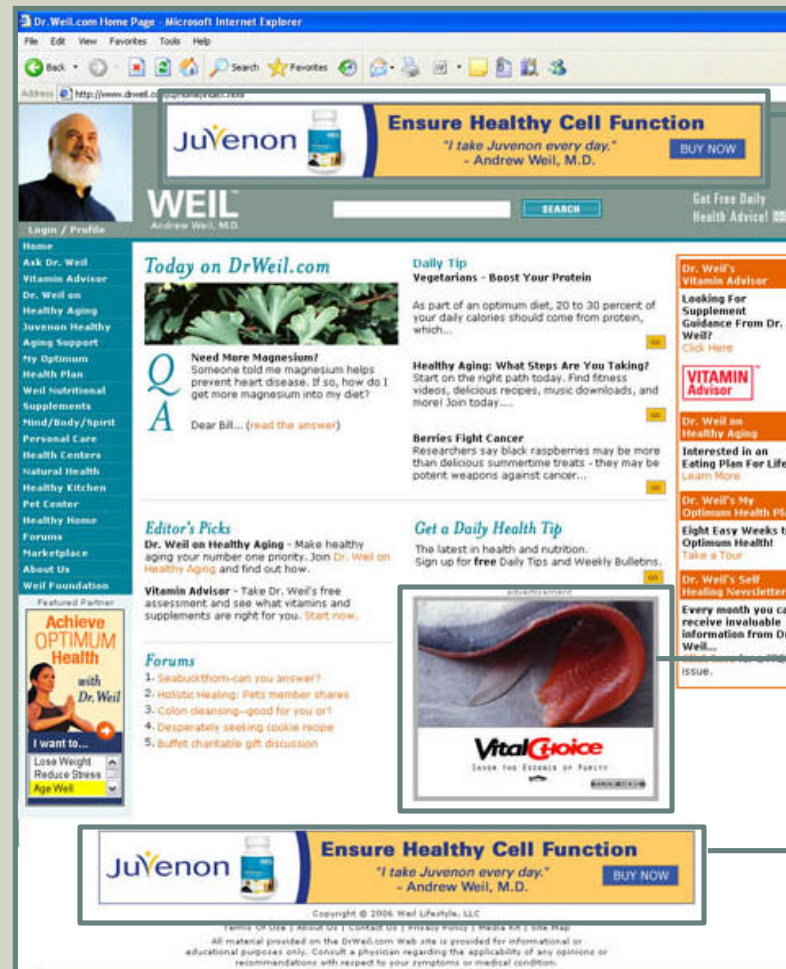
- 1) Dr. Weil's Advisory Board has previously recognized the product or service by inclusion within Dr. Weil Recommends.
- 2) Dr. Weil has personally used and would recommend your product or service.
- 3) The product or service has been recommended by customers, staff or colleagues of Dr. Weil and the Advisory Board has reviewed it prior to contact by a DrWeil.com Advertising Consultant.

## To Qualify

- 1) Contact: [advertisers@drweil.com](mailto:advertisers@drweil.com) or [partners@drweil.com](mailto:partners@drweil.com)
- 2) Submit a letter of interest with product sample(s), a brief statement of why your product or service is a good fit, and contact information.

# Sponsorship Opportunities

# Home Page



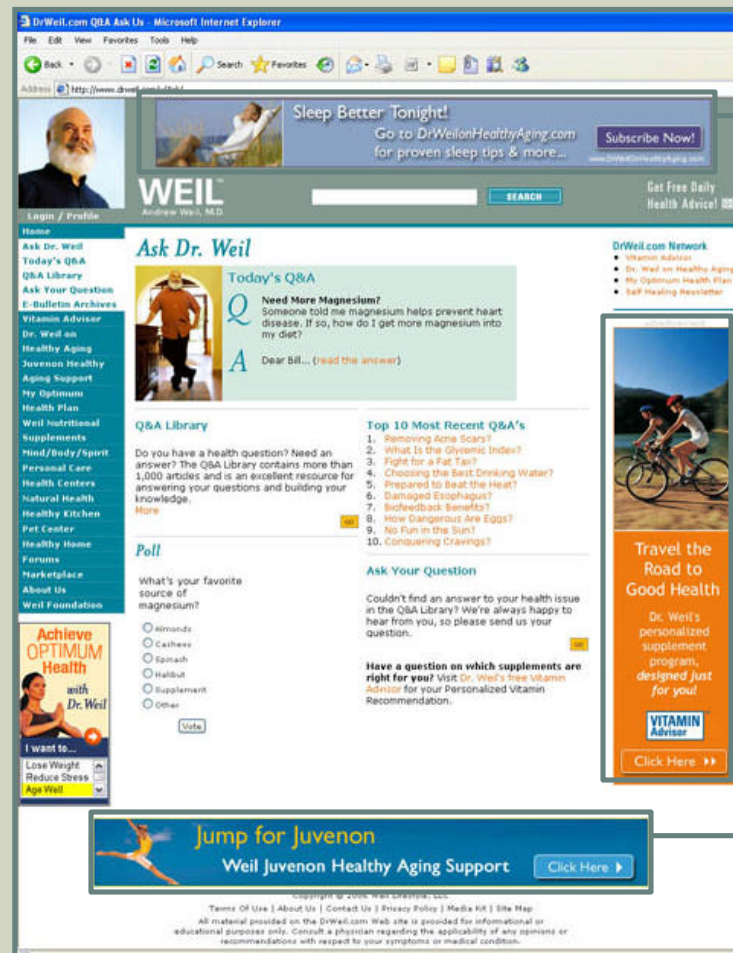
728 x 90 Top

300 x 250 Right Banner

728 x 90 Bottom

# Sponsorship Opportunities

# Run-of-Site



728 x 90 Top

160 x 600

728 x 90 Bottom

# Sponsorship Opportunities

# Q & A Library

The screenshot shows the Dr. Weil.com website interface. At the top, there's a navigation bar with 'Jump for Juvenon' and 'Weil Juvenon Healthy Aging Support' buttons. Below that is a search bar and a 'Get Free Daily Health Advice!' link. The main content area features 'Today's Q & A' with a question: 'Someone told me magnesium helps prevent heart disease. If so, how do I get more magnesium into my diet?' and an answer: 'A study by Northwestern University researchers published in the April 4, 2006, issue of Circulation...'. A sidebar on the left lists various health topics like 'Ask Dr. Weil', 'Q&A Library', and 'Vitamin Advisor'. A right sidebar includes 'Dr. Weil.com Network' and 'Jump for Juvenon' banner. A '300 x 250' ad box is overlaid on the bottom right of the screenshot, containing a 'Travel the Road to Good Health' advertisement for a personalized supplement program.

300 x 250



# Sponsorship Opportunities

## Daily Tip Sponsorship

We offer sponsorship of our very popular "Daily Tip from Dr. Weil."

This is a daily e-mail in tip format about health and wellness topics.

The screenshot shows an email layout with several sponsorship areas:

- Top Banner:** "Achieve OPTIMUM Health with Dr. Weil" with a search bar for "I want to..." containing "Lose Weight", "Reduce Stress", and "Age Well".
- Header:** "WEIL" logo and "Daily Tip From DrWeil.com Your Trusted Health Advisor".
- Main Content:** "Dear Callie, Today's Tip 06.28.2006" with text about flower remedies, a Q&A link, and a "Vitamins A - Z" section.
- Right Side Ad 1:** "Juvenon Ensure Healthy Cell Function" with a testimonial from Andrew Weil, M.D. and a "BUY NOW" button.
- Right Side Ad 2:** "Tired of dating? Join PerfectMatch.com" with a testimonial and a "BUY NOW" button.
- Bottom Banner:** "Juvenon Ensure Healthy Cell Function" with a testimonial from Andrew Weil, M.D. and a "BUY NOW" button.

728 x 90  
Top

300 x 250

Sponsor Text Blurb

728 x 90  
Bottom

# Sponsorship Opportunities

## e-Bulletin Sponsorship

We offer sponsorship of our Weekly Wellness Bulletin from Dr. Weil.



728 x 90 Top

160 x 600

Sponsor Text Blurb

728 x 90 Bottom



# PRODUCTS

**WEIL**<sup>TM</sup>  
Andrew Weil, M.D.

# Weil Retail Products

Providing consumers who are interested in following Dr. Weil's recommendations with quality products and services to enhance their health and well-being and to help them live a life guided by the philosophy of integrative medicine



Weil Nutritional Supplements



Weil Juvenon  
Healthy Aging  
Support

## Weil Nutritional Supplements

A premier line of vitamins, minerals, herbs and condition-specific formulas personally designed and approved by Dr. Weil

- Based on strict scientific research and formulated in a state-of-the-art facility using the highest possible quality control procedures
- Each supplement is meticulously tested for purity and potency to ensure that constituents and doses are correct
- Products are free of preservatives, artificial colors or flavorings and non-essential additives
- Currently in exclusive retail locations throughout the country
- U.S. and Canada launch, January 2005

U.S. Licensee: IdeaSphere, Inc.; Natural food retail stores, including Whole Foods

Canada Licensee: Quest Vitamins Co-Brand; Jamieson Laboratories; Over 500 natural health food retailers

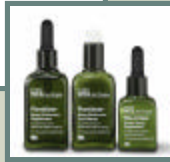
*All of Dr. Weil's after-tax proceeds from this product line benefit the Weil Foundation*

## Weil Juvenon Healthy Aging Support

A patented composition of mitochondrial metabolites that has been shown in laboratory experiments to help restore, preserve and maintain mitochondrial function as cells age

Licensee: Juvenon Co-Brand

# Weil Retail Products



Dr. Andrew Weil for Origins

## Origins and Dr. Weil

Aligned with the leader in the cosmetics industry, **Estée Lauder**

Groundbreaking integrative skin care line launched globally in October 2005

- New wellness skincare concept that features both topical and ingestible products
- Origins is available in more than 425 department and specialty stores and 125 free-standing retail stores in the US and key global markets
- Integrated online presence
- Integrated retail presence -- Books, CD's and Self Healing sold in Origins Stores

Licensee: Origins Natural Resources, one of the Estée Lauder Companies

## Pet Promise

Aligned with the leader in the pet care industry, **Nestle Purina PetCare**

Pet Promise line of natural pet foods launched nationwide in natural food stores and leading chains

- Strong presence at Expo West and Expo East
- Line features truly pure nutrition for pet health, while striving to help change the way our ranch animals are raised, nationwide

Licensee: Co-brand with Natural Pet Nutrition, a division of Nestle Purina PetCare

## Cookware

Unique and innovative line of appliances, cookware, and cooking utensils that support Dr. Weil's Anti-Inflammatory Diet

Licensee: Waterford Wedgwood



Pet Promise



# Weil Online Products and Services

## Dr. Weil's Vitamin Advisor ®

Online service provides consumers with customized vitamin and supplement recommendations prioritized according to the individual's health concerns and based upon their age, gender, medical history, diet, and lifestyle

Products formulated on Dr. Weil's recommendations are available in personalized Vitamin Advisor ® Complete Program daily dose packets

## Dr. Weil's My Optimum Health Plan

Based on Dr. Weil's *8 Weeks to Optimum Health*, the Plan is a customized, interactive program designed to help individuals incorporate Dr. Weil's philosophy into all aspects of life – body, mind, and spirit

Licensee: Waterfront Media, Inc. - Provides leading internet publishing services to consumers to create online personal growth programs. Waterfront Media markets, develops, and distributes Dr. Weil's My Optimum Health Plan





# Weil Online Products and Services

(continued)

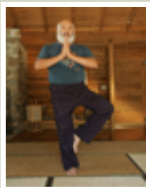
## DrWeilonHealthyAging.com with Andrew Weil, M.D.

The companion Web site to Dr. Weil's ground-breaking *New York Times* best-selling book, *Healthy Aging: A Lifelong Guide to Your Physical and Spiritual Well-Being*.

With the companion Web site, DrWeilonHealthyAging.com consumers will find the support, information, and tools they need to begin their personal journey to graceful aging.

Four of the many elements to this in-depth resource for Dr. Weil on Healthy Aging:

- Healthy aging fitness
- Healthy aging Anti-Inflammatory Diet
- Advice from Dr. Weil's team of experts
- Recipes and kitchen guides





WEIL LIFESTYLE, LLC

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