**WellnessFX Teams with Tim Ferriss on Formula for “Building the Perfect Human”**

*Company Expands Product Suite and National Footprint as Part of Consumer Health Revolution*

**San Francisco, Calif. – March 13, 2013 –** WellnessFX, a leading web-based consumer health service, is announcing several updates to their product line this quarter, along with an expansion of services to multiple states across the U.S. To help release these new products and services, WellnessFX is teaming up with renowned author and life-hacker Tim Ferriss in an upcoming San Francisco event, March 28th.

Founded in San Francisco in 2010, WellnessFX is a consumer-focused bio-health startup that allows individuals to measure, understand and improve their health by combining personalized health data with intuitive visualizations and expert practitioner recommendations. WellnessFX gives passionate health consumers the chance to engage in their own health and wellness management.

After a successful year with their flagship product, Baseline, WellnessFX has expanded its arsenal of blood panel tests to include Performance and Thyroid packages. Baseline includes a series of advanced biomarkers to measure cholesterol, inflammation, thyroid and blood sugar levels, liver and kidney health, and vitamins and minerals in the blood. A 20-minute consultation with a nutritional expert is included.

New products include:

[**Performance Package:**](http://www.wellnessfx.com/performance)

The WellnessFX Performance package builds on the Baseline assessment by adding biomarkers that address the needs of members looking to get the most comprehensive understanding of their personal bio-health. This package includes advanced hormone testing and biomarkers that measure nutrient levels and metabolic processes. It currently also includes a 40-minute consultation with a board-certified physician that will formulate a highly customized nutritional and supplemental plan for achieving maximum success.

**Thyroid Package:**

The Advanced Thyroid package is a comprehensive assessment of the blood markers related to thyroid function. As many as 1 in 10 Americans are impacted by thyroid imbalances that can cause a variety of symptoms ranging from weight gain to fatigue to restlessness or even fertility issues. Thyroid imbalances are traditionally difficult to identify and diagnose, so WellnessFX has addressed this growing need. This product will help identify and improve thyroid challenges, particularly for the female population, which is 5 to 8 times more likely than men to experience thyroid dysfunction.

[**Mobile App:**](http://www.wellnessfx.com/iphone)

Consumers can keep track of their data via the Web or through WellnessFX’s innovative iPhone app. This app makes personal blood test results and practitioner recommendations accessible anytime, anywhere. Users also have access to detailed definitions of popular supplements and are able to customize daily plans to include healthy habits they can check off throughout the day. The WellnessFX mobile app is available free in the iTunes App Store.

**Availability and Expansion:**

WellnessFX is currently available in 16 states, including Arizona, California, Colorado, Connecticut, Washington D.C., Florida, Georgia, Indiana, Illinois, North Carolina, Ohio, Oregon, Pennsylvania, Texas, Virginia and Washington. By mid-April, services are anticipated to be available in as many as eight additional states, representing over 70 percent of the U.S. population. Exact geographic updates will be announced via their website at [www.wellnessfx.com](http://www.wellnessfx.com) and in the WellnessFX [monthly newsletter](http://blog.wellnessfx.com/).

**Tim Ferriss Partnership:**

WellnessFX has teamed with author and luminary Tim Ferriss for a live, in-person event in San Francisco on March 28 from 6 to 7:30 pm PST. New York Times’ best selling author of *The 4-Hour Workweek and The 4-Hour Body*, Ferriss will be sharing life-hacking tips on “Building the Perfect Human: Tracking Biomarkers for Performance and Health Enhancement.” The event is by invitation only, made available to the first 200 new WellnessFX members that purchase a package between March 13 and March 28. [Details Here](http://45781119.cd.wellnessfx.com/timferriss#.UT-G-OsjozF)

**About WellnessFX**

Headquartered in San Francisco, WellnessFX™ is dedicated to putting health in the hands of the consumer. At the forefront of the consumer health revolution, WellnessFX’s digital medical marketplace offers an accessible, streamlined way to collect, interpret, and track personal health data. WellnessFX aggregates the underlying biomarkers of common conditions such as cardiovascular disease, diabetes, metabolic syndrome, and thyroid imbalance, and then provides actionable solutions. Data is communicated through rich, personalized visualizations and delivered via a sleek interface to bring healthcare into the 21st century. For more information, go to: www.wellnessfx.com.

**About Tim Ferriss**

Tim Ferriss is a start-up angel investor, blogger, and entrepreneur. He is best known for his first book *The 4-Hour Workweek*, a how-to-guide about outsourcing work and other aspects of life. Called “a Twitter-age savant,” who has “made a career of teaching readers how to achieve personal goals using the least amount of time and effort,” by The New York Times, Ferriss followed up on the phenomenal international success of that debut with *The 4-Hour Body*. Ferriss is a guest lecturer at Princeton University, where he has spoken on high-tech entrepreneurship since 2003. His newest book, *The 4-Hour Chef*, includes recipes based on his nutritional and timesaving philosophies.

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