

Amare Global's FundaMentals Pack Selected as 2018 NutrAward "Best New Product" Finalist

Irvine, C.A., February 26, 2018 – The FundaMentals Pack, Amare Global's flagship gut-brain axis empowerment product system, is a NutrAward finalist in the Best New Finished Product with a Functional Ingredient category. NutrAward submissions are judged on their merit in the following areas: viable product, emerging category, creative product concept, distinct health application, unique packaging, and matchless marketing.

Launched on September 1, 2017, the FundaMentals Pack is a scientifically validated and patent-pending blend of specific, clinically proven strains of probiotic bacteria, prebiotic fibers, and phytobiotic nutrients to support multiple aspects of mental wellness. Designed as a three-product system, the FundaMentals Pack is formulated to support microbiome balance and communication within all aspects of the gut-brain axis (GBX). Each product: MentaBiotics for the gut; MentaFocus for the brain; and MentaSync for the axis; delivers stand-alone mental wellness benefits that are brought together as a holistic GBX system in the FundaMentals Pack.

"It's an incredible honor for our FundaMentals Pack to be a finalist for NutrAward's Best New Finished Product with a Functional Ingredient; and really a testament to the creativity and dedication of the entire Amare team," said Amare's Chief Science Officer Shawn Talbott, Ph.D. "As The Mental Wellness Company, our mission is to harness the latest science around the microbiome and gut-brain axis to help people improve mood, sharpen mental focus, and enhance motivation."

The NutrAward winners will be announced on Thursday, March 8th from 5:30 – 7:00 PM at the NutrAward reception during the Engredea and Natural Products Expo West 2018 in Anaheim, Calif. (USA). Results are determined by votes from the approximately 80,000 registered attendees, as well as a weighted score from the selection committee: a panel of industry experts, scientists and nutritionists. Expo attendees can place their vote on the [NutrAward Voting Site](#).

The NutrAward was first created in 1999 to reward and recognize companies that are investing in rigorous and measurable scientific studies to prove the efficacy of their proprietary ingredients or technologies.

For more information about the FundaMentals Pack visit www.amare.com.
Media inquiries and/or interview requests may be sent to press@amare.com.

About Amare Global

Amare Global® (www.amare.com) was founded in 2016 as "The Mental Wellness Company" and spent the better part of 2017 designing a platform of nutraceutical products focused on modulation of the microbiome and optimization of the gut-brain axis (GBX) to improve many aspects of mental wellness. With a vision to lead the global mental wellness revolution, Amare's mission is to create a holistic mental wellness platform that connects a purpose-driven community of passionate people. Amare's product formulations combine ancient natural wisdom with modern scientific innovation to develop natural health products and programs based on the emerging science of the microbiome.