



New Hope.
NETWORK™

In partnership with

INSPO

What are the advocacy themes of the FAB 5 Influencer Team?



weelicious

1. THE ORGANIC ADVOCATE

Represents: Organic matters, better soil, sustainability, regenerative agriculture, better products for body, home and world



2. THE WORLD-CHANGING WOMAN

Represents: Women finding their voice, diversity in natural, women-owned business, women supporting women, women who change the world



Edgarraw

3. THE PLANT REVOLUTIONIST

Represents: Plant-powered nutrition, the changing center plate, the plant revolution, plant-based innovation



Feel Good
FOODIE
EAT GOOD X FEEL GOOD

4. THE GLOBAL GURU

Represents: Try new things, the power of experience and travel, green living, protect this world we live in, less waste, conscious consumerism



nom nom paleo®

5. THE MODERN CONSUMER

Represents: Get-smart nutrition, slashing sugar, clean label products, the values of special diets