



Media Contacts:

Natalie Mikolich / [natalie@elementmagency.com](mailto:natalie@elementmagency.com) / 561-414-4047

## MEDIA ADVISORY

April 15, 2021

FOR IMMEDIATE RELEASE

Move over Food Inc., here comes 'BETTER,' a transformative food documentary that examines a new, empowering, and unifying way of eating, thinking and living – because now more than ever, everyone needs a simple way to protect their mental and physical health. Unveiling a revolutionary way of eating endorsed by top medical doctors at Harvard Medical School, Johns Hopkins and The Mayo Clinic, and # 1 *New York Times* best-selling authors, *BETTER* attempts to put an end to all the diet wars with a scientifically backed approach that ends all the confusing and conflicting diet information while curbing diabetes and obesity (Diabesity). It also features inspiring success stories along with intimate testimonials by everyday Americans who have struggled with negative body image, vulnerability, feelings of inadequacy, and humiliation that bring the movie to life in all too relatable ways.

**WHAT:** The debut of *BETTER*, a ground-breaking food documentary that sets out to change the way we eat, think and live. *BETTER* asks the question “What if there were a “unified theory” of eating and living that cures not just diabetes and obesity, but also aims to end the shame and pain caused by the wellness industry?”

Is there a BETTER way to live? *BETTER* tries to answer this question by following the doctors leading this revolution and features intimate portraits of everyday Americans as they explore ways to decrease the dependence on medications and shame-based diets, while staying safe in an increasingly unhealthy world.

**WHEN:** Pre-Order: May 1<sup>st</sup> on iTunes, Official Release May 25<sup>th</sup> on iTunes

**WHERE:** [www.bettermovie.com](http://www.bettermovie.com)

**WHO:** *The New York Times* best-selling author of *The Calorie Myth* and *The Setpoint Diet*, and founder of Wellness Engineering, Jonathan Bailor, shares how personal tragedy led him to dedicate his life to finding a better way to eat, think and live, and that reverses the causes and symptoms of top risk factors for COVID complications and death: diabetes and obesity (Diabesity).

The film was shot on-location at Harvard Medical School with Dr. David Ludwig, author of *The New York Times* best-seller *Always Hungry*, Dr. JoAnn Manson, Dr. Kirsten Davison, and Dr. John Ratey.

**WHY:** Because now more than ever, everyone is in desperate need of a proven, practical, and simple way to protect their mental and physical health. *BETTER* is not just a food documentary, nor is it just a story of one man’s journey to dietary excellence, it is a story of hope, empowerment, protection, and betterment by every means necessary.

*BETTER* offers a proven path toward safer, better living through revolutionary methods that lower the body weight "setpoint" using simple, evidence-based solutions that anyone can use to optimize their diet (e.g., keto, vegan, paleo, kosher, halal, etc.) and to protect against today's most common diseases.