



# well-bent

the podcast

## ABOUT

60% of Americans are living with at least one chronic disease. Nearly 40% have symptoms of anxiety or depression. 40% of men have prediabetes. 80% of women have some kind of hormone imbalance, and one in five women under 50 are struggling with infertility. And despite the scientific innovation in recent years and the trillions we spend on healthcare, life expectancy is falling in the U.S. Clearly, something is wrong. But how are we supposed to fix it when emerging studies reveal contradictory findings; there's little regulatory oversight on our toxin-laden food, beauty, and household products; and influencers are selling us one-size-fits-all solutions to our complex issues? How can we know who to trust?

As a health and wellness journalist for over a decade now, Rebecca Strong knows these pain points well, and she's *hell-bent* on taking all the guesswork out of what it really means to live well. On her new podcast *Well-Bent*, she's tapping board-certified doctors, registered dietitians, licensed therapists, certified personal trainers, and other credentialed experts to offer listeners actionable advice on how they can optimize their health. Because knowledge is power—and feeling good isn't a privilege — it's your birthright.

## BIO

Rebecca Strong is a Boston-based health, wellness, and lifestyle journalist who has written for Health.com, Business Insider, Healthline, Well+Good, Bustle, Men's Health, Eat This Not That, AskMen, Clean Plates, PopSugar, StyleCaster, and more.

Rebecca's work has been promoted and applauded by Drew Barrymore, Arianna Huffington, Esther Perel, The Media Freedom Foundation, and Robert F. Kennedy Jr. — and her articles have been featured on *Good Morning America*. In March of 2024, Rebecca appeared on *The Drew Barrymore Show* to discuss one of her articles for Drew's "It's Trending!" segment.

Some of her most memorable interviews include NBA player Grant Williams, actor-comedian TJ Miller, supermodel Camille Kostek, and Formula One driver Esteban Ocon.



## UPCOMING GUESTS

- Dr. Daryl Gioffre
- Dr. Edward Hallowell
- Dave Asprey
- Dr. Sara Gottfried
- Maggie Berghoff
- Maya Feller, RD
- Dr. Frank Anderson
- Dr. Dave Rabin
- Dr. Nicole Cain

## CONTACT

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## WHAT WELL-BENT IS

- Meeting people where they're at in their wellness journey
- Schooling without shaming
- Inclusive recommendations that factor in bio-individuality
- Accessible recommendations that accommodate a range of budgets
- Citing studies to support claims whenever possible
- A balanced, realistic perspective that encourages people to prioritize joy and pleasure just as much as wellness in their choices

## WHAT WELL-BENT ISN'T

28.8 million Americans, or 9% of the population, will have an eating disorder in their lifetime – and almost half of Americans know someone who exhibits disordered eating habits. Global eating disorder prevalence more than doubled between 2000 and 2018. And it's estimated that up to 57.6% of Americans engage in orthorexic behaviors – meaning an unhealthy obsession with healthy eating. Eating disorders have the highest case mortality rate of any psychiatric illness.

With that in mind, here's what we avoid on *Well-Bent*:

- Extremist advice that could promote or fuel a disordered mindset around eating
- Fear-mongering, particularly around whole, nutrient-dense foods (We can point out that kale is high in oxalates. We just don't want to tell people they \*can't\* eat it.)
- Promoting the idea that being well requires spending a lot of money
- Emphasizing the problem without the solution (If we discuss how peanuts have mycotoxins or brown rice is high in arsenic, we should offer listeners tips for avoiding these issues in their favorite foods and beverages, and/or suggested alternatives.)

## CORE TOPICS

### BODY

Gut health and the gut-brain-skin axis  
Chronic inflammation  
Chronic fatigue  
Immune support and autoimmunity  
Treating toxicity (mold, heavy metals, etc.)  
Hormone health  
Muscle building and recovery

### MIND

Causes of / coping with ADHD  
Stress management / resilience  
Holistic approaches to depression / anxiety  
Healing from trauma  
Psychobiotics, nootropics, adaptogens  
Vagus nerve stimulation and toning  
Neuroplasticity  
Cultivating mindfulness

### LONGEVITY

Senolytics  
Cellular repair / mitochondrial health  
Hormesis  
Stem cell uses / benefits

### LIFESTYLE

Nontoxic product swaps  
At-home health testing  
Sleep hacks  
Grocery shopping / nutrition label tips  
Food and fitness myth-busting  
Biomonitoring / wearables  
How to vet supplements

### BEAUTY

(Clean) skincare and makeup products/brands  
Nontoxic beauty tips and trends