meet your healer

Brand Partner Intelligence Report

Your Complete Archetype Matching Guide

15 PRACTITIONER ARCHETYPES	15 PATIENT ARCHETYPES	15 BRAND ARCHETYPES

This report maps your Brand Archetype to the specific Practitioner and Patient Archetypes you are most naturally aligned with on the Meet Your Healer platform. Use it to understand who will 12champion your brand, who will buy from you, and how to speak to both

Created by Allie Chandler, Founder & CEO

Overview

How the Matching System Works

Meet Your Healer is the first three-sided wellness marketplace powered by a proprietary psychographic matching engine. Every user on the platform, whether a patient, a practitioner, or a supplement brand, is assigned one of 45 archetypes across three parallel systems.

These archetypes determine compatibility, surface aligned matches, and drive conversion. The matching algorithm does not use demographics or search behavior. It uses philosophy, communication style, and healing identity.

This document is your brand's intelligence report. It is organized as one page per Brand Archetype so you can find your archetype quickly, understand your Practitioner and Patient matches in depth, and walk away knowing exactly who to speak to on this platform.

How to use this report

1. Find your Brand Archetype section using the Table of Contents on the next page.
2. Read your Practitioner Match section to understand who on the platform will naturally champion and recommend your brand.
3. Read your Patient Match section to understand the psychology of the patients most likely to purchase from you.
4. Use both sections to shape your messaging, partnership strategy, and content approach on the platform.

The Mind Behind the Matching

Meet Allie Chandler

Allie Chandler is a marketing strategist and the founder of Upsell Health. She is the former Head of Marketing at Microbiome Labs, where she helped scale the company to over $100 million, and the former Head of Content at CellCore Biosciences, where she helped scale to over $60 million. She has spent a decade embedded in the functional medicine industry from the inside: on the agency side, the brand side, and the patient side.

At 26, Allie was bedbound with Lyme disease, Babesia, Bartonella, mold toxicity, and heavy metals. Her heart rate spiked above 180 just from standing. She had over 130 rotating symptoms that doctors dismissed as anxiety. What she discovered changed everything: you cannot fully heal unless you address the brain, nervous system, and trauma alongside the physical body. She went from bedbound to building multiple companies.

That dual perspective, having sat in both the patient chair and the marketing chair, is what makes the Meet Your Healer archetype system unlike anything else in the functional medicine space. Allie built it from lived experience and industry expertise combined.

Industry Experience

MICROBIOME LABS — Head of Marketing

CELLCORE BIOSCIENCES — Head of Content

upsell HEALTH — Founder

10+ years of functional medicine industry



Education

- MFA in Writing
- California College of the Arts
- Certified Lyme Specialist
- Homeopathy Certification

Recognition

- WIN Entrepreneurship Program
- (1 of 25 founders selected)
- Non-provisional utility patent filed
- for the 45-archetype system

"The 45 archetypes are not personality profiles. They are marketing identities. They tell you how to speak, who to speak to, and why your message is landing or falling flat. This system is the reason the Meet Your Healer matching engine works."

~Allie Chandler, Founder & CEO, Upsell Health

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01

The Defender

THE DEFENDER

Protection Triad
Triad #1

BOLD & PROTECTIVE

"Clinical-grade quality. No compromise. No BS."

Brand Energy	Core Promise	Your Voice
Authoritative, no-BS, clinical-grade. You are built on proof, not personality. Every claim you make is backed. Every product you launch has earned its place.	Clinical-grade quality, third-party testing, and practitioner-recommended formulations that actually do what they say.	Direct, evidence-heavy, trust-building through results. You do not need to shout. Your credentials speak. Keep it clean, keep it substantiated, and let the data do the work.

Your brand is **The Defender**. You are the brand that stands between consumers and an industry full of empty promises. You do not chase trends. You set the standard.

YOUR PRACTITIONER MATCH	
Guardian Superhero	The Guardian Superhero is a fierce patient advocate who demands product quality the way they demand clinical excellence. They have seen too many patients hurt by inferior supplements, and they will not recommend anything they cannot stand behind completely. When they find a brand that passes their rigorous standards, they champion it without reservation. Your brand is the one they have been looking for. They will recommend you to every patient who walks through their door because recommending you makes them look like the protector they are.

YOUR PATIENT MATCH	
Pragmatic Problem-Solver	The Pragmatic Problem-Solver is not moved by stories or aesthetics. They want proof. They want credentials. They want to know a practitioner has vetted what they are taking before they spend a single dollar on it. They are efficient, results-oriented, and deeply skeptical of the supplement industry as a whole. When your brand earns their trust through evidence and practitioner endorsement, you earn a customer who does not shop around. They found the right answer. They stay.

01

The Defender

Protection Triad
Triad #1

YOUR CHALLENGING MATCH	
The Luminary	The Luminary operates in the language of frequency, energy, and spiritual resonance. Your brand speaks in clinical evidence. Their patient, the Emotional Healer, leads with feeling. Yours, the Pragmatic Problem-Solver, leads with fact. This is not a conflict to avoid. It is a gap to be aware of. If a Luminary practitioner or patient encounters your brand, lean into the human story behind your clinical standards rather than doubling down on data alone.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Set up your brand profile with your third-party testing credentials and practitioner endorsement count front and center. Your bio should open with your biggest proof point, not your brand story. Sponsored challenges work best when they are protocol-specific: name the health goal, name the mechanism, name the result. Start at the Advocate tier to access archetype-filtered audience targeting so your content only reaches practitioners and patients already primed for clinical credibility.

What Your Patients Are Searching For

- What supplements do functional medicine doctors actually recommend
- Third-party tested supplements for chronic illness
- How do I know if a supplement brand is legit
- Practitioner-grade supplements I can trust
- Supplements with real clinical backing

Shadow to Watch: You can come across as cold or elitist. Your rigorous standards may slow your time to market. Watch the tendency to let clinical authority replace warmth entirely.

Your Results Page

THE DEFENDER

02

The Catalyst

Revolution Triad
Triad #3

BOLD & PROTECTIVE

"Disrupt the narrative. Change the conversation."

Brand Energy	Core Promise	Your Voice
Disruptive, bold, truth-telling. You challenge what the mainstream has gotten wrong and offer a genuinely different solution. You are a movement, not just a brand.	To ignite change, expose what is broken, and give consumers a solution the conventional world refuses to acknowledge.	Confrontational, bold, movement-driven. You name the enemy: toxins, misinformation, pharmaceutical overreach. You rally a tribe that is ready to reject the status quo and build something better.

Your brand is **The Catalyst.** You are not here to fit into the wellness industry. You are here to expose what it has been getting wrong. Your product is the alternative people have been waiting for.

YOUR PRACTITIONER MATCH	
Rebel Disruptor	The Rebel Disruptor is a truth-teller who has built a following by saying what conventional medicine will not. They challenge orthodoxy in every piece of content they create, and they attract patients who are done being dismissed. These practitioners do not partner with safe, status-quo brands. They partner with brands that back up their boldness with real formulations and real results. Your brand is the product that proves their point. When they recommend you, it is not a referral. It is a statement.

YOUR PATIENT MATCH	
Determined Health Reclaimer	The Determined Health Reclaimer has been failed by the medical system. They have been misdiagnosed, dismissed, and told their symptoms were in their head. They are battle-tested and they are done. They are not looking for a gentle wellness brand. They want a brand with the courage to say what doctors will not, back it up with products that work, and stand with them in the fight. When your marketing feels like resistance, they buy. When your brand feels like a movement, they become your most loyal advocates.

02

The Catalyst

Protection Triad
Triad #1

YOUR CHALLENGING MATCH	
The Wellspring	The Wellspring is built on patience, warmth, and slow trust-building. Their practitioner, the Healer's Healer, and their patient, the Trust-Driven Delegator, are looking for exactly the opposite of confrontation. Your bold, disruptive voice can feel alarming to them rather than liberating. If you find yourself in front of this archetype, soften the entry point. Lead with the transformation story rather than the industry critique. You do not need to abandon your edge. You just need to earn the relationship before you deploy it.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your profile should open with a clear statement of what you stand against and what you stand for. Do not be vague. The Rebel Disruptor practitioner will scroll past anything that sounds like every other brand. Sponsored challenges are your most powerful tool: create a challenge that names a specific health myth and provides your product as the answer. Start at Beacon tier to access sponsored challenge creation, which lets you distribute directly to archetype-matched practitioners who already have the audience you need.

What Your Patients Are Searching For
- What Your Patients Are Searching For
- Alternatives to what my doctor recommended that are not working
- Brands that tell the truth about what is in their supplements
- Functional medicine supplements that actually work
- Health brands that challenge pharmaceutical narratives

Shadow to Watch: Bold positioning can tip into polarization. Watch the tendency to overuse controversy for shock value at the expense of clinical credibility. Not everyone in your audience is ready for full confrontation mode.

Your Results Page

THE CATALYST

03

The Rising

THE RISING

Transformation Triad
Triad #5

BOLD & PROTECTIVE

"From suffering to solution. The story is the brand."

Brand Energy	Core Promise	Your Voice
Story-driven, transformational, founder-led. Your brand does not just sell a product. It sells the proof that transformation is possible. The founder's journey is the promise.	If it worked for our founder, it can work for you. Real transformation. Real results. Born from real experience.	Vulnerable, narrative-driven, aspirational. You lead with the story, let the emotion land, and then introduce the product as the vehicle of transformation. The experience comes first. The clinical details follow.

Your brand is **The Rising.** Your story is your most powerful marketing asset. You were built on a personal journey from suffering to solution, and every patient you reach sees themselves in that story.

YOUR PRACTITIONER MATCH	
Phoenix	The Phoenix practitioner is someone who healed themselves and now practices from that place of lived transformation. Their marketing is built on vulnerability and personal story, and their patients come to them because of the human journey they represent. Your brand mirrors exactly what they stand for. When they recommend your products, they are not just recommending a supplement. They are extending their own transformation story into a product that their patients can hold in their hands and take home. That kind of endorsement is worth more than any ad campaign.

YOUR PATIENT MATCH	
Transformation Seeker	The Transformation Seeker is not just trying to fix a symptom. They are using their health journey as a catalyst for becoming someone entirely different. They buy from brands that speak to who they are becoming, not just what is wrong with them right now. Your founder story gives them permission to believe their own transformation is possible. Your product becomes a physical artifact of the life they are building. They will share your brand everywhere because recommending you is how they show the world who they are choosing to become.

03

The Rising

Transformation Triad
Triad #5

YOUR CHALLENGING MATCH	
The Protocol	The Protocol brand and the Data-Driven Practitioner operate in pure clinical evidence. Their patient, the Research Warrior, will immediately ask for the peer-reviewed studies behind your founder story. Your narrative-led approach can feel anecdotal to them, which creates a credibility gap before trust is established. If you encounter this archetype on the platform, bridge the gap by pairing your transformation story with a specific mechanism or result metric. The story earns the click. The data earns the purchase.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile is a story, not a credential list. Open with the founder moment: the before, the turning point, the after. That is your hook. Video content on your profile will outperform text because your audience needs to feel you before they buy you. Healing Closet drops are a strong play for your archetype: limited, story-backed product moments that feel like chapters in your brand's journey. Start at Advocate tier and invest in sponsored content that centers real patient transformation stories alongside your founder's.

What Your Patients Are Searching For
- Supplements from someone who has actually been through chronic illness
- Founder story wellness brand that actually healed
- Real recovery supplements not just marketing
- Health brand built from personal healing journey
- Transformation supplements that worked for real people

Shadow to Watch: Bold positioning can tip into polarization. Watch the tendency to overuse controversy for shock value at the expense of clinical credibility. Not everyone in your audience is ready for full confrontation mode.

Your Results Page

THE RISING

The Protocol

Evidence Triad
Triad #2

DATA & PRECISION

"Measurable outcomes. Evidence-based formulations. No guesswork."

Brand Energy	Core Promise	Your Voice
Precise, measurable, evidence-based. You are the clinical-grade, research-backed option for patients who do their homework and practitioners who have a reputation to protect.	Measurable outcomes through evidence-based protocols. The research exists. The lab work confirms it. The results are real and reproducible.	Data-heavy, citation-supported, mechanism-driven. You explain how things work, not just that they work. Before and after lab panels. Peer-reviewed references. No storytelling without science underneath it.

Your brand is **The Protocol**. In an industry full of vague promises and feel-good marketing, you are the brand that shows the receipts. Every claim is backed. Every formulation is documented. Every outcome is measurable.

YOUR PRACTITIONER MATCH	
Data-Driven Practitioner	The Data-Driven Practitioner has built their entire clinical reputation on evidence. They cite research in their content, order labs before they adjust protocols, and will not recommend anything they cannot justify scientifically. When they recommend your brand, it is because your formulations have passed a standard that most brands do not even attempt to meet. They become your most vocal advocates because recommending you reinforces the clinical identity they have spent years building. Your brand makes them look like exactly who they are.

YOUR PATIENT MATCH	
Research Warrior	The Research Warrior reads the studies. All of them. They check references, cross-examine ingredient bioavailability, and approach every supplement purchase like a clinical decision. They are deeply skeptical of marketing and will see through anything that is not substantiated. When your brand backs its claims with real data, this patient becomes one of your most loyal customers and most powerful word-of-mouth engines. They recommend you because recommending you makes them look like the informed expert they have worked to become.

04

The Protocol

Evidence Triad
Triad #2

YOUR CHALLENGING MATCH	
The Elixir	The Elixir operates in the language of alchemy, ritual, and energetic transformation. Their patient, the Intuitive Explorer, makes purchasing decisions based on felt sense, not evidence. Your rigorous data-first positioning can feel clinical and cold to this archetype. If you find yourself in front of an Elixir-aligned audience, introduce a human element first. The science can follow once the relationship exists. Do not abandon your evidence base. Just lead with the person behind the protocol before you show them the data.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should read like a clinical abstract: clear, specific, substantiated. List your key mechanisms, your testing standards, and your practitioner endorsement credentials. Use the sponsored challenge feature to run lab-backed challenges where practitioners guide their patients through measurable protocols using your product. The Research Warrior patient will engage deeply with challenge content that includes tracking frameworks. Start at Advocate tier for archetype-filtered audience access and build toward Beacon for sponsored challenge distribution.

What Your Patients Are Searching For
- What do the studies actually say about this supplement
- Bioavailability comparison of supplement forms
- Supplements with peer-reviewed clinical research
- Lab-tested supplements with published results
- Evidence-based protocols for gut health slash adrenal slash thyroid

Shadow to Watch: You can feel cold, inaccessible, or like reading a medical journal. The risk is that your precision becomes a barrier to connection. The most effective version of your brand still has a human voice underneath the data.

Your Results Page

05

The Frontier

THE FRONTIER

Innovation Triad
Triad #7

DATA & PRECISION

"What medicine will look like in ten years. Available now."

Brand Energy	Core Promise	Your Voice
Innovative, cutting-edge, future-focused. You give your audience access to emerging science before it goes mainstream. Being early is not just your positioning. It is your promise.	Access to the next generation of wellness science before anyone else. You do not wait for the mainstream to catch up. You bring the future to your patient right now.	Forward-looking, emerging science, longevity culture, biohacking language. You speak to the edge of what is clinically possible. You name mechanisms and research that most brands do not even know exist yet.

Your brand is The Frontier. You are not playing catch-up with the wellness industry. You are two steps ahead of it. Your products represent what serious biohackers, longevity patients, and forward-thinking practitioners have been waiting for.

YOUR PRACTITIONER MATCH	
Medical Futurist	The Medical Futurist is pioneering next-generation healthcare models and is always looking at what conventional medicine will be adopting five to ten years from now. They attract early adopters: longevity patients, biohackers, and people who do not want to wait for the mainstream to catch up. When they introduce you to their audience, you are not just a product recommendation. You are evidence that their patients are getting access to medicine before anyone else. That exclusivity is deeply valuable to both the practitioner and the patient they serve.

YOUR PATIENT MATCH	
Rational Experimenter	The Rational Experimenter does not need ten years of studies, but they need enough scientific reasoning to justify trying something new. They are calculated early adopters who stay current with research, track their own biometric data, and approach their health like an ongoing experiment. Your brand gives them both the innovation and the reasoning they need to say yes with confidence. When your product delivers measurable results, they document it, share it, and become an organic case study for your emerging science.

05

The Frontier

Innovation Triad
Triad #7

YOUR CHALLENGING MATCH	
The Inner Compass	The Inner Compass is built on safety, gentleness, and never moving faster than the patient's nervous system can handle. The Cautious Contemplator patient has often been harmed by protocols that pushed too hard. Your cutting-edge, early-adopter positioning can feel overwhelming or unsafe to this archetype. If they find your brand, slow down the pitch. Do not lead with what is new. Lead with what is safe and well-tolerated, even if it is also advanced. Safety is the prerequisite for innovation in their world.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your profile should position you at the edge of what is possible while remaining credible. Name the emerging mechanisms your formulations address before they are household terms. That specificity is what signals to the Medical Futurist and Rational Experimenter that you are the real thing. Use sponsored challenges to create biohacking-style experiments that your audience can participate in and track. The Frontier brand thrives at the Beacon tier where you can reach archetype-matched audiences with sponsored content that feels more like an early access program than an ad.

What Your Patients Are Searching For
- Cutting edge supplements not yet mainstream
- Longevity supplements backed by emerging research
- What biohackers are supplementing with right now
- Next generation wellness protocols
- Novel delivery mechanisms for supplements

Shadow to Watch: The risk of future-focused positioning is over-promising on unproven science. Watch the tendency to prioritize novelty over results. Your audience wants to be first, but they also need the formulation to actually work.

Your Results Page

06

The Calibrator

CALIBRATOR

Organization Triad
Triad #11

DATA & PRECISION

"Track everything. Optimize everything. Nothing left to chance."

Brand Energy	Core Promise	Your Voice
Optimizing, performance-driven, precision-focused. You are built for patients who measure everything: labs, sleep data, HRV, symptoms, and supplement response. Generic protocols are not your product. Precision is.	Fine-tuned, measurable, personalized optimization. Every recommendation is based on data. Every product is designed to move a specific needle in a specific direction.	Metrics, precision, personalization, performance language. Before and after tracking. Optimization frameworks. You speak the language of someone who takes their biology seriously and expects a brand to match that seriousness.

Your brand is The Calibrator. You exist for the patient who treats their body like a precision instrument and is not satisfied until every variable is dialed in. You are not a wellness brand. You are a performance tool.

YOUR PRACTITIONER MATCH	
Biohacking Clinician	The Biohacki[illegible]eir practice like a laboratory. They customize every protocol based on real-time biomarker data and are constantly searching for the next optimization breakthrough. They need supplement brands that can keep up with their precision approach. Your product is not a general recommendation. It is a specific clinical tool that fits into a larger optimization system. When they integrate your brand into their protocols, they will track results, and when those results are positive, they will build your brand into their standard of care.

YOUR PATIENT MATCH	
Systematic Optimizer	The Systematic Optimizer tracks everything: labs, wearable data, symptom journals, supplement response. They do not want to be told to trust the process. They want to see the process in the data. Once your brand proves it moves their metrics, they will not switch. You become a non-negotiable part of their stack, and they will tell every other optimizer they know.

06

The Calibrator

Innovation Triad
Triad #7

YOUR CHALLENGING MATCH	
The Terrain	The Terrain is about purity, simplicity, and working with the body's natural intelligence rather than optimizing it. Their patient, the Holistic Harmony Seeker, finds the language of biometrics, stacking, and performance optimization alienating. They want nature, not a laboratory. If your brand encounters this archetype, step back from the performance language and connect with the quality and purity of your sourcing instead. There is more common ground than the positioning suggests, but you have to find the shared language first.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should function like a product spec sheet: clear inputs, measurable outputs, and the biomarkers or health metrics your product is designed to move. Practitioners who use your brand will want to feature you in protocol-style content, so give them the data they need to do that. Create sponsored challenges built around a specific optimization goal with a tracking framework built in. The Systematic Optimizer patient will complete those challenges, document their results, and share them widely. Beacon tier gives you the challenge creation tools you need to make this work at scale.

What Your Patients Are Searching For
- Supplements that move specific lab markers
- How to optimize my supplement protocol based on biomarkers
- What supplements actually improve HRV
- Precision dosing supplements for optimization
- Tracking supplement effectiveness with wearables

Shadow to Watch: Your precision positioning appeals powerfully to a specific patient and can feel alienating to anyone who is not already deep in their health optimization journey. Be mindful of the barrier to entry your language creates.

Your Results Page

CALIBRATOR

The Playbook

Empowerment Triad
Triad #4

EMPOWERING & EDUCATIONAL

"Education first. Empowerment always."

Brand Energy	Core Promise	Your Voice
Educational, empowering, DIY-friendly. You give patients the tools, the frameworks, and the knowledge to take genuine ownership of their healing journey. You respect their intelligence and they reward you with their loyalty.	The knowledge and tools to take control of your own healing. You do not have to be dependent on a broken system. You have options, and here is exactly how to use them.	Empowering, instructional, tool-forward. Clear step-by-step guidance. Practical frameworks your audience can implement immediately. You speak like a knowledgeable friend who happens to have the clinical background to back up everything they share.

Your brand is The **Playbook**. You believe that an informed patient is a powerful patient. Your marketing does not just sell a product. It teaches your customer how to understand their own health so thoroughly that choosing you becomes obvious.

YOUR PRACTITIONER MATCH	
Wellness Guide	The Wellness Guide is an educator at heart. Their clinical model is built around building patient autonomy and self-sufficiency. They create content that teaches patients how to understand their bodies, their labs, and their options, and they want supplement brands that reflect that same philosophy. Your brand is the natural extension of their clinical work into daily life. When a patient leaves a Wellness Guide appointment, your product is what they recommend to continue the education at home. You are not just a supplement. You are a tool in the patient's education toolkit, and the Wellness Guide is the teacher who hands it to them.

YOUR PATIENT MATCH	
Independent Self-Healer	The Independent Self-Healer wants to understand everything about their protocol so they can manage it themselves. They research before they buy, they ask detailed questions, and they want brands that treat them like the intelligent, capable adults they are. They are not looking for someone to do the healing for them. They are looking for the right tools and the knowledge to use them well. When your brand gives them that, they give you their loyalty, their word of mouth, and their long-term business.

The Playbook

Empowerment Triad
Triad #4

YOUR CHALLENGING MATCH	
The Wellspring	The Wellspring operates on deep relational trust built slowly over time. Their patient, the Trust-Driven Delegator, wants to hand over the decision-making entirely. They are not looking for education or empowerment. They are looking for someone to trust completely. Your instructional, tool-forward voice can feel like too much work to this archetype. If you encounter them, pull back on the frameworks and lead with warmth and reassurance. Make it simple. Make it feel safe. Then layer in the education once the relationship is established.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should read like a resource, not an ad. Open with what your customer will learn or be able to do after using your product. Practitioners who align with your archetype will want to co-create educational content with you, so build that into your sponsorship pitch. Run challenges that teach a specific health skill while incorporating your product as the tool that makes the skill achievable. The Independent Self-Healer patient will go deep into that content and share it with their community. Start at Advocate tier and invest in content-led sponsored placements rather than pure product promotion.

What Your Patients Are Searching For
- How to build my own supplement protocol
- What does this supplement actually do and why
- How to read my labs and know what to take
- Step by step guide to healing leaky gut slash adrenal fatigue
- Supplements I can manage myself without a practitioner

Shadow to Watch: Your education-first approach can inadvertently position patients to feel like they do not need a practitioner. Be intentional about honoring the practitioner relationship in your content, especially on a platform built around connecting patients with healers.

Your Results Page

The Amplifier

Amplification Triad
Triad #6

EMPOWERING & EDUCATIONAL

"The brand that builds a movement through education."

Brand Energy	Core Promise	Your Voice
Movement-making, content-rich, inspiring. You educate at massive scale, turning consumers into advocates by making them smarter about their own health. The brand that teaches best wins the most trust.	Access to the deepest, most comprehensive wellness education available anywhere. You do not give soundbites. You go deep. Your audience does not just buy your products. They consume everything you create.	High-volume, documentary-style, thought leadership, multi-platform education. Long-form content. Deep dives. You treat your audience like they can handle nuance, because they can. That respect is the foundation of your brand relationship.

Your brand is **The Amplifier**. You do not just sell products. You broadcast knowledge at scale. Your content ecosystem is as much a part of your brand identity as your formulations, and your audience comes to you for the depth you offer.

YOUR PRACTITIONER MATCH	
Creator	The Creator practitioner is building a content empire alongside their clinical practice. They run podcasts, YouTube channels, online courses, and social platforms. They are not just treating patients. They are educating thousands. Your brand is a natural partner because you match their commitment to education at scale. When they integrate your brand into their content ecosystem, it does not feel like a sponsorship. It feels like a collaboration between two entities that share the same belief: that a well-educated patient is a better patient.

YOUR PATIENT MATCH	
Wisdom Collector	The Wisdom Collector consumes health content the way others consume entertainment. They have read the books, listened to the podcasts, followed the thought leaders, and they want depth, not soundbites. They are drawn to brands that treat them like the serious health students they are. When your brand consistently delivers substance, they become deeply loyal and they talk about you everywhere. They recommend you because recommending you is a form of sharing knowledge, and sharing knowledge is core to who they are.

08

The Amplifier

Amplification Triad
Triad #6

YOUR CHALLENGING MATCH	
The Defender	The Defender and their practitioner, the Guardian Superhero, are skeptical of brands that talk more than they prove. High-volume content marketing without equally high-volume clinical substantiation reads as noise to this archetype. Their patient, the Pragmatic Problem-Solver, has no patience for content that does not quickly arrive at a verifiable claim. If you are in front of this archetype, lead with your most substantiated content first. Let the depth of your education demonstrate the depth of your clinical credibility rather than just the breadth of your publishing schedule.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should feature your best long-form content asset prominently, a guide, a research deep dive, a video series. This signals to the Creator practitioner that you are a knowledge partner, not just a product vendor. Sponsored challenges are a natural fit for your brand: design them around a multi-week educational experience where each step of the challenge teaches something new and uses your product as the vehicle. The Amplifier brand thrives at Beacon tier where challenge distribution reaches archetype-matched audiences at scale.

What Your Patients Are Searching For
- Deep dive into the science of gut health slash methylation slash mold illness
- Best educational resources for functional medicine patients
- What actually causes chronic fatigue according to research
- Comprehensive guides to understanding your health
- Wellness brands that actually teach you something

Shadow to Watch: When a brand produces so much content that the product itself gets lost, conversion suffers. Be intentional about connecting your educational content directly to purchase intent. Education without a clear next step is media, not marketing.

Your Results Page

THE AMPLIFIER

09

The Synthesis



Integration Triad
Triad #6

EMPOWERING & EDUCATIONAL

"Where conventional meets holistic. Finally, both."

Brand Energy	Core Promise	Your Voice
Integrative, balanced, bridging. You honor everything the patient has already tried. You do not dismiss conventional care. You build on it and bring functional medicine alongside it so the patient finally feels like their whole experience is being seen.	The bridge between the medicine you have already tried and the medicine that will actually complete the picture. Both worlds. One comprehensive approach.	Balanced, validating of all healing modalities, credible to both conventional and holistic audiences. You never pick a tribe. You are the safe harbor for patients who have been caught between two medical philosophies and told they have to choose.

Your brand is The Synthesis. You exist in the space between conventional and functional medicine, and that is exactly where your patients live. You do not ask them to choose a side. You give them both, integrated into something that actually makes sense.

YOUR PRACTITIONER MATCH	
Bridge Builder	The Bridge Builder is fluent in both conventional and functional medicine. Their patients come from traditional healthcare and they need someone who can translate between the two worlds without asking them to abandon everything they already know. Your brand is that translation in product form. It uses language and clinical credibility that earns trust from conventionally-trained minds while embracing the whole-person approach of functional medicine. The Bridge Builder recommends you because you make their clinical philosophy tangible.

YOUR PATIENT MATCH	
Mindful Balancer	The Mindful Balancer has often been pushed into aggressive protocols that felt violating by well-meaning practitioners who moved faster than they were ready to go. They want healing that honors every dimension of who they are. They are drawn to brands that do not demand they choose between conventional and holistic, that give them permission to move at their own pace and integrate everything that resonates. Your brand gives them that permission. When your marketing reflects genuine respect for their wholeness, they buy and they stay.

09

The Synthesis

Integration Triad
Triad #6

YOUR CHALLENGING MATCH	
The Catalyst	The Catalyst is a disruption brand that names enemies and rallies a tribe. The Rebel Disruptor practitioner has no patience for brands that try to honor conventional medicine alongside functional medicine. To them, that balance reads as complicity. If you encounter this archetype, you do not need to match their confrontational energy. But you do need a clear point of view. The Synthesis brand is most vulnerable when it appears to have no strong opinion about anything. Know what you stand for and say it clearly, even if you choose not to name what you stand against.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile needs to communicate your integrative philosophy without sounding like you are trying to be everything to everyone. Name the specific gap you fill: the patient who has been through conventional treatment and wants to go deeper. That precision makes your bridge positioning feel intentional rather than indecisive. Practitioners who recommend you are doing so because you make their cross-system work easier. Give them language for that in your profile and content. Advocate tier allows you to reach archetype-filtered audiences on both the conventional-leaning and holistic-leaning ends of the spectrum.

What Your Patients Are Searching For
- Supplements that work alongside my conventional medication
- How to bridge functional medicine and my regular doctor
- Holistic supplements that my MD would actually approve of
- Integrative approach to healing chronic illness
- Do I have to choose between natural and conventional treatment

Shadow to Watch: Trying to speak to everyone can erode a distinctive brand voice. The risk is positioning that feels indecisive. The strongest version of your brand has a clear point of view about integration, not just a willingness to include everything.

Your Results Page

SYNTHESIS

The Elixir

Alchemy Triad
Triad #9

MYSTICAL & INTUITIVE

"Ancient wisdom. Modern science. Sacred formulation."

Brand Energy	Core Promise	Your Voice
Alchemical, transformational, sacred. You blend traditions with research in a way that feels ceremonial. Your products do not just address symptoms. They invite a shift at the cellular and energetic level.	Transformation at the whole-being level. Products formulated with the kind of intentionality that honors both the science and the soul of healing.	Mystical, sensory-rich, ceremonial. You speak the language of transformation, ritual, and inner alchemy. The experience of using your product is part of what you sell. Your marketing creates an experience before the customer has even placed an order.

Your brand is The Elixir. You are not just a supplement company. You are a formulation philosophy. Your products exist at the intersection of ancient herbal wisdom and modern science, and every product you create carries that intentionality.

YOUR PRACTITIONER MATCH	
Alchemist	The Alchemist practitioner works at the intersection of science and spirit in a way that defies easy categorization. They blend modalities, honor ancient healing traditions, and approach their clinical work as a transformational art. Their patients come for something that goes beyond a protocol. When the Alchemist recommends your products, they are not adding a supplement to a protocol. They are extending their healing philosophy into a product their patients can take home and experience daily.

YOUR PATIENT MATCH	
Intuitive Explorer	The Intuitive Explorer follows their body's signals above everything else. They are drawn to healing that feels right before they can fully explain why. They cannot be sold with data alone. They need to feel the brand before they buy it. When your marketing creates an experience that resonates with who they are at a felt level, the purchase follows naturally.

The Elixir

Alchemy Triad
Triad #9

YOUR CHALLENGING MATCH	
The Protocol	The Protocol is evidence-first, mechanism-driven, and deeply skeptical of anything that does not cite its research. The Data-Driven Practitioner and the Research Warrior patient will find your mystical language immediately suspect. To reach them at all, you need to surface the science underneath the ceremony. Lead with the botanical research, the bioavailability data, or the clinical tradition behind your formulation. The story of ancient wisdom becomes credible when it has modern evidence standing beside it.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile is an experience. It should feel beautiful, intentional, and specific. Name the traditions your formulations draw from and the specific healing philosophy behind each product. Healing Closet drops are a natural match for your archetype: limited, ceremonially named, visually distinctive product moments that feel like sacred objects rather than supplements. Practitioners who recommend you will do so through content that explains the philosophy, so equip them with that language directly. Start at Advocate tier and invest in sponsored content that creates a felt experience rather than a product pitch.

What Your Patients Are Searching For
- Herbal supplements rooted in traditional medicine
- Adaptogens with both ancient and modern research
- Supplements that feel intentional and ceremonial
- Functional medicine meets plant medicine
- Healing from the inside out at an energetic level

Shadow to Watch: Your mystical voice can create distance with science-first practitioners and patients who need clinical validation before they trust. The most powerful version of your brand has enough grounding in mechanism and evidence to earn trust across the bridge.

Your Results Page

elixir

The Luminary

Illumination Triad
Triad #12

MYSTICAL & INTUITIVE

"Frequency is real. Your brand is broadcasting it."

Brand Energy	Core Promise	Your Voice
Light-filled, visionary, frequency-based. You believe the body is a broadcasting system and that wellness operates on an energetic level that most brands are not even aware of. You are the brand that speaks to that reality.	To raise the frequency of your customer's body, mind, and environment through products that carry genuine energetic intention. This is not metaphor. This is your clinical and philosophical commitment.	Poetic, visionary, spiritually elevated. You talk about light, frequency, resonance, and consciousness without apology. Your marketing reads like an invitation to a higher version of health that your audience can feel in the language itself.

Your brand is The Luminary. You operate at the intersection of wellness and energetic medicine, and you do not apologize for it. You believe that healing happens at the level of frequency and that your products carry that intention.

YOUR PRACTITIONER MATCH

Mystic Cosmic	The Mystic Cosmic practitioner works at the intersection of energy medicine, quantum biology, and spiritual wellness. Their patients are drawn to them because they offer something conventional medicine simply does not: a sense of the sacred in the healing process. When the Mystic Cosmic introduces your products to their audience, they are already primed for the language of frequency and energetic intention. Your brand is not a product recommendation in their hands. It is an extension of the healing environment they have created for their patients.

YOUR PATIENT MATCH

Emotional Healer	The Emotional Healer is processing grief, stored trauma, or deep emotional wounding that has manifested physically. They know their healing is emotional as much as physical. They are drawn to brands that give language to that truth and that create products and experiences that honor the whole of what they are carrying. Your brand is the one that sees them at the level they actually need to be seen. When your marketing speaks to their emotional and energetic reality, they feel found. And when they feel found, they commit.

The Luminary

Alchemy Triad
Triad #9

YOUR CHALLENGING MATCH	
The Calibrator	The Calibrator and the Systematic Optimizer patient are metrics-first, performance-driven, and deeply skeptical of anything that cannot be measured. Frequency language and energetic positioning will land as unscientific noise to this archetype. If you encounter them, do not try to convert them to your philosophical framework. Instead, point to any measurable outcomes your products support: stress markers, sleep quality, cortisol response. Give them something to track and let the data do what your language cannot in that context.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should be visually and linguistically elevated above the rest of the platform. Treat your profile as a frequency broadcast, not a product catalog. The Mystic Cosmic practitioner will want to feature you in content that describes the energetic shift their patients experience, so give them language for that. Video content, atmospheric rather than informational, will outperform text for your archetype. Start at Advocate tier and use sponsored content slots for immersive brand experiences. Healing Closet drops with ceremony-inspired naming and design are a strong revenue play for your brand.

What Your Patients Are Searching For
- Supplements that support emotional healing and nervous system regulation
- Energy medicine and supplements that work together
- High vibrational wellness products
- Healing trauma through the body with natural support
- Supplements for empaths and highly sensitive people

Shadow to Watch: Frequency-based language can create a significant credibility gap with science-first practitioners and patients who need clinical anchoring before they open to energetic concepts. Know where your audience sits on that spectrum.

Your Results Page

The Inner Compass

Earth Triad
Triad #13

MYSTICAL & INTUITIVE

"Purity. Simplicity. Deep respect for the body's natural intelligence."

Brand Energy	Core Promise	Your Voice
Nature-based, earth-rooted, environmental. Your products work with the terrain of the body, not against it. Sourcing philosophy, ingredient purity, and environmental integrity are not marketing points. They are foundational commitments.	Purity, simplicity, and deep respect for the body's natural intelligence. Nothing synthetic. Nothing unnecessary. Everything your body needs, exactly as nature intended it.	Clean, elemental, earth-language. Your marketing speaks the language of nature: ingredients sourced with intention, philosophy behind the formulation, the land as the original medicine. Nature is your authority and your aesthetic.

Your brand is The Terrain. You believe the body heals best when you work with its natural intelligence rather than forcing interventions upon it. Your products are a reflection of that philosophy: pure, simple, and deeply respectful of what the body already knows how to do.

YOUR PRACTITIONER MATCH

Nature-Centric Guru	The Nature-Centric Guru has built their entire practice around earth-based, terrain-focused, ancestral approaches to healing. They talk about soil health, circadian rhythm, wild-harvested ingredients, and environmental medicine. Their patients come to them because they want healing that honors the wisdom of the natural world. When they recommend your brand, they are not recommending a supplement. They are recommending nature, condensed and made accessible. Your sourcing philosophy, your ingredient integrity, and your earth-rooted marketing are exactly the credentials they need.

YOUR PATIENT MATCH

Holistic Harmony Seeker	The Holistic Harmony Seeker reads every ingredient label and researches every brand before they spend a dollar. They care deeply about where ingredients come from, how they are sourced, and whether the brand's values align with theirs. When your brand is as committed to purity and environmental integrity as they are, they do not just buy. They become your ambassadors. They recommend you to every person in their wellness community because recommending you is an expression of who they are.

The Inner Compass

Guidance Triad
Triad #13

YOUR CHALLENGING MATCH	
The Frontier	The Frontier is built on novelty, early adoption, and cutting-edge science that most patients have not heard of yet. The Rational Experimenter loves this. The Cautious Contemplator is terrified by it. Your patient is looking for safety and reassurance above all else. A brand that leads with emerging and unproven science is the opposite of what earns their trust. If you find yourself positioned near Frontier-aligned content, be explicit about the safety profile and the tolerability of your formulations. Proven, gentle, and well-researched is your credibility. Own it.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile needs to communicate safety before it communicates efficacy. Open with who you are designed for: sensitive systems, complex cases, patients who have tried everything. That specificity will immediately resonate with the Cautious Contemplator and the Functional Psychologist practitioners who serve them. Avoid high-pressure promotional language anywhere on your profile. The Cautious Contemplator is allergic to urgency. Sponsored content should feel like a gentle introduction, not a sales push. Advocate tier gives you the audience targeting to reach only the archetype segments that are ready to trust you.

What Your Patients Are Searching For
- Gentle supplements for sensitive people and mast cell issues
- Low dose slow approach supplements for nervous system healing
- Supplements safe for MCAS and histamine intolerance
- How to start supplements without making yourself worse
- Trauma-informed approach to supplementation

Shadow to Watch: Gentleness is your greatest strength and your greatest positioning risk. Results-driven practitioners and patients can misread your soft voice as a lack of clinical potency. The strongest version of your brand carries both gentleness and genuine efficacy.

Your Results Page

INNER COMPASS

The Terrain

the terrain

Guidance Triad
Triad #13

MYSTICAL & INTUITIVE

"Safe. Gentle. Always meeting you where you are."

Brand Energy	Core Promise	Your Voice
Trauma-informed, nervous system-aware, deeply reassuring. You are not a quick-fix brand. You are a safe container for sensitive systems that need to rebuild trust with their own bodies before they can absorb any protocol.	Products formulated for sensitive systems. Gentle, intentional, and designed to meet the patient where they are, not where a standard protocol expects them to be.	Slow, reassuring, never pressuring. Soft language. Deep emphasis on safety, sensitivity, and the radical act of honoring the patient's own pace. You never push. You invite.

Your brand is The Inner Compass. You exist for the patient whose nervous system has been pushed too hard, too fast, by too many protocols. You are the brand that understands that safety is the prerequisite for healing, and every product you create reflects that.

YOUR PRACTITIONER MATCH	
Functional Psychologist	The Functional Psychologist is trauma-informed above everything else. They prioritize nervous system safety in every clinical decision, and they work with patients who have been retraumatized by aggressive healing protocols. They will only recommend products that reflect their clinical philosophy of gentle, paced, nervous-system-first healing. Your brand is the one that passes that test. When they recommend you to their most sensitive patients, it is the highest possible expression of clinical trust. You are not just a supplement. You are a therapeutic choice.

YOUR PATIENT MATCH	
Cautious Contemplator	The Cautious Contemplator has been burned before. They have tried things that made them worse, worked with practitioners who pushed too hard, and experienced protocols that felt violating rather than healing. They research everything extensively and approach every new product with significant skepticism. When your brand consistently signals that you understand sensitivity and will never push them faster than their system can handle, you become one of the very few they trust. And that trust is extraordinarily durable.

The Terrain

Guidance Triad
Triad #13

YOUR CHALLENGING MATCH	
The Calibrator	The Calibrator and the Systematic Optimizer patient are performance-optimization oriented. They want to track, measure, and quantify. Your nature-first, simplicity-first positioning can feel like it lacks the precision they need to justify a purchase. If you encounter this archetype, highlight the specific mechanisms and measurable outcomes your earth-based ingredients support. Bioavailability data, sourcing transparency, and specific therapeutic applications give this archetype enough of the precision language to engage with your brand without requiring you to abandon your nature-first identity.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should look and feel like the land it draws from. Ingredient sourcing stories, farm relationships, and environmental philosophy are your highest-performing content because they are the proof behind your purity positioning. Nature-Centric Guru practitioners will want to feature you in content about soil health, environmental toxins, and ancestral nutrition, so give them specific sourcing details they can share. Healing Closet drops with earth-inspired packaging and seasonally named products are a strong fit for your brand aesthetic. Start at Advocate tier and build sponsored content around ingredient origin stories.

What Your Patients Are Searching For
- Supplements with clean ingredients sourced from nature
- Wildcrafted and organic supplement brands
- What is terrain theory and how do I support it
- Chemical-free supplements for whole body healing
- Brands that care about environmental impact and ingredient purity

Shadow to Watch: Purity positioning can become its own kind of perfectionism. Watch the tendency to communicate standards so high they feel exclusionary to patients who cannot achieve a perfectly natural lifestyle. Aspiration is magnetic. Rigidity is not.

Your Results Page

the terrain

The Architect



THE ARCHITECT

Architecture Triad
Triad #10

SCALABLE & NURTURING

"The infrastructure for a complete wellness practice or lifestyle."

Brand Energy	Core Promise	Your Voice
Scalable, systematic, empire-building. You think in ecosystems, not individual products. Your brand is a platform that practitioners and serious patients can build their entire wellness approach around.	The infrastructure for a complete, sustainable wellness practice or lifestyle. Everything connects. Everything scales. Nothing exists in isolation.	Strategic, structured, ecosystem-language, practitioner-first. You speak the language of systems, long-term investment, and building something that lasts. Your marketing sounds like it was written for people who are playing a long game, because it was.

Your brand is The Architect. You are not selling a single supplement. You are providing the infrastructure for a complete wellness system. Your customers are builders: practitioners building scalable practices and patients building comprehensive healing maps.

YOUR PRACTITIONER MATCH	
Entrepreneurial Leader	The Entrepreneurial Leader thinks like a CEO and a clinician simultaneously. They are scaling their practice, building team infrastructure, and making decisions about every element of their business including which brands they integrate. They want supplement brands that fit into a larger ecosystem and reflect the professional-grade quality their scaling practice demands. When they integrate your brand into their infrastructure, you become part of their standard of care. That is not just a placement. That is a long-term clinical partnership.

YOUR PATIENT MATCH	
Resourceful Navigator	The Resourceful Navigator is managing their health like a project. They are coordinating multiple practitioners, tracking variables across multiple body systems, and building their own comprehensive healing protocol. They are not looking for a single magic supplement. They are looking for brands that fit logically into the larger system they are building and that they can rely on consistently. When your brand earns their trust as a foundational element of their protocol, they do not switch. You become a load-bearing pillar of their entire health architecture.

The Architect

Architecture Triad
Triad #10

YOUR CHALLENGING MATCH	
The Rising	The Rising is built on founder story and emotional transformation. The Transformation Seeker patient buys based on narrative and emotional resonance. Your systems language and long-term infrastructure positioning can feel cold and impersonal to this archetype. They want to feel something. If you are in front of a Rising-aligned audience, lead with the human outcome: the practitioner who finally built the practice they dreamed of, the patient who finally has a protocol that holds. The system is the vehicle. The story is what sells.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should communicate scale and reliability. Show practitioners that you are built for integration into existing clinical systems: multi-patient protocols, bulk ordering, practitioner portals, professional support. The Entrepreneurial Leader will want to know you can grow with their practice. Sponsored challenges that involve a full-system approach work well for your archetype: a challenge that addresses multiple health dimensions simultaneously and positions your product as the cornerstone of the protocol. Beacon tier gives you the full three-way archetype audience targeting that lets your content reach entire practitioner ecosystems at once.

What Your Patients Are Searching For
- How to systematize my supplement protocol
- Best supplement brands for building a complete health system
- Functional medicine protocol for multiple conditions at once
- How do functional medicine practices choose which brands to carry
- Comprehensive wellness approach with supplements

Shadow to Watch: System-level thinking can create distance between your brand and the emotional realities of the patients you serve. Watch the tendency to be so strategic that you forget warmth. Even architects need a human touch.

Your Results Page

The Wellspring

the wellspring

Nurture Triad
Triad #15

SCALABLE & NURTURING

"Long-term. Relational. The brand that holds you."

Brand Energy	Core Promise	Your Voice
Nurturing, sustainable, relationship-centered. You are not built for quick wins. You are built for long-term loyalty, practitioner trust, and the kind of patient relationship that results in referrals for years. You hold your customers the way the best practitioners hold their patients: with consistency, warmth, and genuine care.	Long-term, sustainable wellness rooted in genuine relationship and trust. This is not a quick fix and you do not pretend it is. This is a partnership built to last.	Warm, consistent, relational. Never pushy. Never urgent. You build trust slowly, show up reliably, and let the relationship do what no ad campaign can do. Your marketing feels like receiving a letter from someone who genuinely cares.

Your brand is The Wellspring. In an industry obsessed with quick results and aggressive conversion, you are doing something rare: you are building genuine trust. You are not rushing anyone. You are not pushing anyone. You are simply showing up, consistently and warmly, until the relationship is deep enough to last.

YOUR PRACTITIONER MATCH

Healer's Healer	The Healer's Healer has built their entire career around deep, trusted, long-term patient relationships. Their patients return for years, send referrals consistently, and trust them with the most personal dimensions of their health. This practitioner will not recommend a supplement brand until they have used it long enough to be certain of its quality. When they finally recommend you, the endorsement carries the full weight of everything they have built. Their patients will buy without question because the person they trust most has already told them you are worth it.

YOUR PATIENT MATCH

Trust-Driven Delegator	The Trust-Driven Delegator is not a researcher. They are not an optimizer. They are someone who has been managing a complex health situation and is genuinely exhausted by the amount of decision-making that requires. They want a brand they can hand their trust to completely. They are looking for warmth, consistency, and clear evidence that the brand actually cares about them as a person. When you earn that trust, you earn a customer who will never leave, will never comparison shop, and will tell every person in their life about the brand that finally felt safe to trust.

The Wellspring

Nurture Triad
Triad #15

YOUR CHALLENGING MATCH	
The Catalyst	The Catalyst is confrontational, disruptive, and allergic to anything that moves slowly. The Rebel Disruptor practitioner has no patience for brands that lead with warmth and relationship over bold clinical statements. Your gentle, consistent, relationship-first approach reads as passive to this archetype. You do not need to match their energy, but if you encounter Catalyst-aligned practitioners or patients, you do need to show them you have convictions. Name what you stand for clearly. Warmth without point of view reads as weakness. Warmth with a clear clinical philosophy reads as wisdom.

HOW TO WIN ON THIS PLATFORM

Your Platform Strategy
Your brand profile should feel like meeting someone you immediately trust. Warm, specific, and unhurried. Do not lead with product claims. Lead with your philosophy about what sustainable healing actually looks like and who you are designed to support. The Healer's Healer practitioner will evaluate you over time before recommending you, so your presence on the platform needs to be consistent and genuine for months before you see the endorsement. That is exactly how this works and it is worth the wait. Start at Advocate tier, invest in long-form sponsored content, and let your engagement rate build the algorithmic trust that earns you Magnetic status over time.

What Your Patients Are Searching For
- Supplement brand I can actually trust long-term
- Supplements my functional medicine doctor has used for years
- How to find a wellness brand that is not just trying to sell me something
- Consistent reliable supplements for chronic illness management
- Brands that actually care about the patient not just the sale

Shadow to Watch: Warmth builds loyalty slowly, which means your growth arc is longer than more aggressive brands. In clinical audiences, warmth can also be misread as a lack of potency. Be intentional about demonstrating clinical efficacy alongside your relational voice.

Your Results Page

Thank You for Being a Founding Partner

You Are Part of Something Bigger

The Meet Your Healer platform exists because too many patients are suffering without finding the right healer. Too many practitioners are doing extraordinary work without the right audience. And too many supplement brands are creating life-changing products without reaching the practitioners and patients who need them most.

Your brand on this platform is not just a listing. It is a match. The archetype engine ensures that every practitioner who encounters your brand and every patient who sees your product is already philosophically aligned with what you do and how you do it.

That is not marketing. That is magnetism.



Meet Your Healer
The wellness platform built on archetype matching
Launching 2026
Founding partner spots are limited.



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