

# LIVING



# A PRÜVIT

# LIFE

BRINGING VALUE  
to YOURSELF and  
the WORLD

BY DAVID C JUSTIN



BY BEING THE BEST YOU CAN BE, **YOU START TO INFLUENCE THE PEOPLE AROUND YOU TO BETTER THEMSELVES AS WELL.**

### WHAT DOES IT MEAN TO LIVE A PRÜVIT LIFE?

**W**HEN Prüvit was founded two years ago, the goal wasn't to sell diet or health products or to change the health industry. The goal was to create a lasting change that would make the world a better place. But having a goal and achieving it are two completely different things. How do you make the world a better place? That's the question that's been asked over and over again by philosophers, innovators, theologians and politicians. But the answer is simple.

You become the best version of yourself that you can be.

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**THE WORLD A**  
**BETTER PLACE.**



BEING A PRÜVER IS ABOUT **CREATING  
AWARENESS AND INSPIRING INNOVATION.**

**“P**RÜVIT was formed out of the ideology of creating something that can transcend, something that can inspire people to be better versions of themselves,” says Founder & CEO Brian Underwood. “We want to inspire people to become the best versions of themselves through our technologies, programs and education. And, in the pursuit of their goals and dreams, they will inspire other people.”

With the help of **KETO//OS**<sup>®</sup>, the world’s first consumer-based ketone supplement drink, Prüvit has given people a way to live up to their fullest potential while keeping with their core philosophy: make people better, whether that means getting stronger, faster, smarter or living longer lives.

Prüvit believes that once you begin to better yourself, you begin to positively impact your community. By being the best you can be, you start to influence the people around you to better themselves as well. That’s why the company focuses on creating environments through their communities to help people contribute to the Prüvit vision and mission.

When the ketone conversation flipped the narrative of what we thought we knew about nutrition and energy, Prüvit focused on education. The reason? Education creates a deeper level of awareness that allows independent Prüvit distributors, known as Prüvers, to bring value to their communities. Because of this, the company goes to great lengths to provide educational opportunities through its

website, blog, social media, events and specialists. In support of their mission, Prüvit rewards its Prüvers based on the value they bring to others, whether it’s directly or indirectly.

“We know that in today’s environment, the most important thing is having a real connection and real influence, and the ability to support everyone,” Brian says. “People can really bring a ton of value to any brand and company.”

Prüvit practices a business philosophy referred to as the blue ocean strategy. Based on the 2005 book of the same name written by business theorists W. Chan Kim and Renée Mauborgne, the concept encourages companies to succeed by creating “blue oceans” of uncontested markets instead of fighting tooth and nail in the “red oceans” that are full of competition. Whereas red ocean companies focus on making money, companies with a blue ocean strategy focus on education and innovation, typically leading the industries they are helping to create.

As such, being a Prüver is about creating awareness and inspiring innovation. And everyone can innovate. It’s simply bringing additional value to others and to the world.

“Become passionate about bringing value to other people and to the world and the money will fall into place,” Brian says. “When you lead with vision and mission, you’ll better the world.”

And that’s living a Prüvit Life. ■