

CHANNEL 4 STEPH IN BUSINESS WITH HER TV GUEST DR. JULIA JONES - TO LAUNCH UK'S FIRST LIVE BACTERIA BAR



LONDON: June 2022: TV presenter Steph McGovern and neuroscientist Julia Jones today announce a new health and wellbeing business partnership - after the doctor appeared on Steph's Channel 4 show and helped transform her life.

The Steph's Packed Lunch host and Julia - also known as Dr. Rock - have teamed up to improve the nation's wellbeing following Steph's successful health revolution resulting from Dr. Jones' 'Smart Wellness' longevity plan.

Steph has invested in Jones' Kent-based start-up company, Neuron Wellness, after Julia appeared on her show a year ago. She was so impressed by the doctor's simple biohacking tips and wellness courses that she took part in them herself and soon managed to control her debilitating IBS symptoms and drop two dress sizes.

Now the duo are on a mission to encourage individuals and business leaders to adopt the same approach and change their lifestyles - and those of their employees - to boost their physical and mental wellbeing without the need for a gym or diet. They are launching a new smart wellness hub together in Folkestone which will feature the UK's first live bacteria bar, serving

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innovative kombucha and kefir drinks that, according to the latest science, boost gut health and improve your chance of a longer, healthy lifespan.

The new company will also offer a '30 Diversity' home delivery food box subscription service, a 'Smart Gut' health analysis and online wellness tips and webinars. The Smart Wellness plan by Neuron focuses on simple daily biohacking tips to improve health such as intermittent fasting, eating thirty different fruits and vegetables each week, and improving sleep patterns and stress through music listening and breathing practices.

Steph said: "When Julia stepped into the Packed Lunch studio one year ago I had no idea it would change my life. Since then, I have been adopting her techniques and making small tweaks to my daily lifestyle, stopping bad habits and eating in a smarter way, having cold showers and working on my gut health.

"I feel so much better and people keep asking me how I have transformed my health. That's why I wanted to work with Julia and be part of the business. Hopefully we can help many others change too and reap the benefits - as we both have."

The business partners will launch the hub and bacteria bar together on July 13 in Julia's hometown of Folkestone and hope to roll out similar centres in other cities across the UK - alongside working with corporations.

Julia, who will release the third of her neuroscience, biohacking and smart wellness book trilogy in September, undertook a 12-month experiment on her own health using these smart wellness techniques - combining basic science knowledge, simple habits, the latest tech devices and lab tests of gut health and biological ageing speed. This was the subject of her 2021 book entitled Neuron: Smart Wellness Made Easy.

She said: "During lockdown, I was my own case study and used these simple techniques as an experiment on myself. I'm now the same weight that I was in my 20s and my sleep, focus and energy were also all boosted. I appeared as a guest on Steph's Packed Lunch to discuss this and my book and Steph was fascinated and looking for ways to improve her health.

"She has weaved these simple science-based techniques into her lifestyle and you can see the amazing results she's achieved in quite a short time. Steph is evangelical about the programmes and when she said she wanted to be part of the business it felt a perfect fit.

"We hope the smart wellness hub to be the first of many and want people to know that they can revolutionise their wellbeing by working on their gut

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health and daily habits. We are also working with business leaders and employers who know their workforce's health and wellbeing is a vital component of a modern post-Covid corporation. Our programme can be delivered either in our physical hub spaces or online so it's easy to engage with it."

And Steph added: "The UK's first ever live bacteria bar! It's a great place where you can learn all about your guts, do gut-testing, and there is a chance to sign up for a food box subscription where you are sent all the stuff that's good for your guts. See you there."

The Neuron smart wellness hub and live bacteria bar is located in the Creative Quarter at 23-25 Tontine Street, Folkestone, Kent CT20 1JU. See website for opening times.

www.neuronwellness.com



NOTES FOR EDITORS:

ABOUT DR. JULIA JONES:

Julia has been studying health and wellness for 30 years. As an academic her PhD, MSc, MBA, PG Cert and BA (Hons.) studies and research all examined various aspects of neuroscience and psychology. She began her professional career as a Sport & Exercise Psychologist and Physiologist in the early 1990s, working with Olympic squads and still works with professional sports performers today.

Her PhD examined the lifelong effect of music memories from youth and led to her NHS work in dementia care. Her Neuron book and smart wellness programme are effectively a dementia prevention toolkit targeting biological ageing drivers that are the risk factors for many chronic diseases.

Her post-doctoral studies examined the neuroscience of mental health at the Institute of Psychiatry, Psychology & Neuroscience (King's College London). As a consultant and coach she advises business leaders, elite sports, health organisations, government groups and celebrities. She sits on the Education Task Force of the UK Parliamentary Group for Artificial Intelligence. Julia has recently written innovative wellness and care strategies for the new £5bn Brent Cross Town development in London, and the NHS' first dementia village.

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The final book in her Health Trilogy is released in September 2022 and will reveal why our previous health strategies so spectacularly failed, and why the latest technology, combined with biological science, will easily keep our in-built, evolutionary, biological, wellness systems ticking in future.

It will explain how these practices and breakthroughs are going to change the way we approach wellness and healthcare forever (and possibly significantly extend our healthy lifespans beyond 100 years).

ABOUT STEPH MCGOVERN:

Steph McGovern presents her daily programme Steph's Packed Lunch live from Leeds, Yorkshire, with a mixture of entertainment and lifestyle and a variety of guests. She began her career at the BBC doing work experience on the Tomorrow's World programme, before securing part-time employment as a researcher in current affairs. She became the main producer for daily financial news on the Today programme on Radio 4, before becoming the lead producer of business news on the BBC's One, Six and Ten O'Clock news bulletins. She has previously presented BBC Radio 5 Live's Wake Up to Money and On the Money and began presenting on BBC Breakfast in 2010.

Steph joined the BBC Watchdog presenting team from autumn 2016. She also co-presented Can Britain Have a Pay Rise? for BBC Two but left the BBC in October 2019 to join Channel 4.

She attended University College London where, in 2005, she received a BSc for Science Communication and Policy in the Department of Science and Technology Studies. In 2013, she was awarded an honorary doctorate by Teesside University and In 2021, she was elected as an Honorary Fellow of the Royal Academy of Engineering, recognised as a "tireless champion for engineering and vocational skills".

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