



**TheHolisticOption.com
B2C FACT SHEET**

CORPORATE MAILING ADDRESS:

P O Box 993
Nyack, NY 10960
Main (845) 353-7771
Sales (845) 358-1729
Fax (845) 353-7772
www.TheHolisticOption.com

PARENT COMPANY: **The Holistic Option, Inc.**

HISTORY: Founded in 2007 and launched on April 30, 2008, New York-based TheHolisticOption.com is the premier web resource for consumers seeking information on complementary and alternative health options, as well as qualified, holistic practitioners in their area.

TheHolisticOption.com offers consumers free and unlimited access to all content, including articles, videos, directories, podcasts and discussion forums, while licensed practitioners and schools pay to be listed on the site. Every practitioner wishing to be listed on the site submits an application that is screened by The Holistic Option's advisory board, to ensure proper member certification and professional credibility in their particular modality.

The reliable holistic health information found on the site is entirely contributed by renowned, licensed practitioners and experts in the field of complementary and alternative medicine.

The website, described as 'a health community for *the whole you*' is poised to become the top-ranked site on the Internet for searches related to holistic health and wellness.

EXECUTIVE

SPOKESPERSON:

Kelly L Campbell, *President and Founder*
(Bio available upon request)

DESCRIPTION: Holistic health care website, covering 25+ modalities within complementary, alternative and integrative medicine. This 'health community' serves to educate American consumers, and is the only one-stop, central resource on the web to provide user-friendly information, a directory of practitioners and schools throughout the U.S., natural remedies, discussion forums, videos and relevant shopping that is targeted to user search criteria and geographic location.

SITE FEATURES: Information on Holistic Healthcare Modalities
Practitioner Directory (national)
School Directory (national)
Natural Remedies
User Discussion Forum
Featured Articles, Videos and Blogs
Podcast, *Holistic Health and Wellness*
Email Newsletter
Shopping Opportunities

COSTS: General Users – FREE
Practitioners – \$100/year
Schools – \$500/year

SCREENSHOTS/PRESS KIT:
www.TheHolisticOption.com/Pages/EPK_Media_Contact_76.aspx

WEBSITE: www.TheHolisticOption.com

MEDIA CONTACT: John Rarrick
BullsEye PR
(212) 671-1080 x 103
jr@bullseyepublicrelations.com