

# Online Wellness Platform Features New Innovative Products from the Natural Products Expo West

*The DR1224 team attended the Natural Products Expo West 2018 to seek out the most unique and innovative products*

SAN JOSE, CALIFORNIA, USA, April 4, 2018 /EINPresswire.com/ -- The Natural Products Expo West & Engredea 2018 recently concluded an action-packed weekend in the world of health and wellness. With over 80,000 industry professionals attending and 3,100 exhibits presented, the Natural Products

Expo West continues to be the leading trade show in the natural/organic and health products industry. The expo serves as the mecca for all wellness and lifestyle contributors and enthusiasts to come together from all parts of the world to showcase their offerings. The goal is to progress our shared health and wellness initiatives by introducing new and innovative products to the community, in hopes of creating sustainable solutions for all.

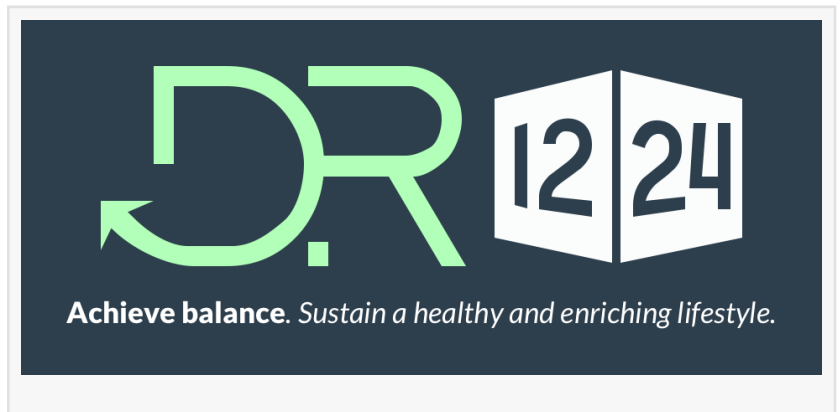
We, the DR1224 team, attended the expo this year in search of these new and innovative product solutions to help bring awareness to the public. Our goal is to bridge the gap between consumers, product developers, innovators, thought leaders, and more within the world of health and wellness in a more targeted and meaningful way.

We strongly believe DR1224 can achieve these ambitions, and so far, it has surpassed our expectations. The online platform features dedicated and rich wellness essentials content that is made for global access. We use the power of social media, technology, and globalization to revolutionize the approach of health education.

At the Natural Products Expo West, we were able to identify the most innovative and useful products that can generate a positive impact in the wellness world.

“One of our main goals is to help achieve a direct connection between product developers and consumers”, stated Dr. Izza Jahari, visionary of the DR1224 platform. “It’s important. Part of the responsibility of a product developer is to provide direct support for their consumers, in order to make for a positive and personalized experience. It’s not just about supporting your consumers with information, but about educating and giving them the knowledge to make well-informed decisions based on their own merit. This level of care is what makes for a mutually beneficial experience. Consumers can build trust and loyalty for a product or company, and the company can have a customer for life.”

We’ve taken our first steps toward building this connection by featuring the inventive products from the



exclusive Natural Products Expo on our online platform, as a means of spreading awareness. Not just any product can be featured on DR1224, though. We carefully vet the efficacy and impact of each product and only features products that provide scientific-based evidence to back their claims. In addition, the social impact of each product is taken into consideration, as well as the overall impact on our environment.

As of now, we're inviting all key influencers who have the power to spread awareness to join us and compliment our efforts in creating a happier and healthier society. Our platform's vision is to create a noticeable impact in overall wellness through continuous education and improvement at all levels.

"When we connect product developers with consumers, this helps to create a cooperative effort. After all, our shared goal is to achieve a sustainable and enriching lifestyle. By working together and supporting each other directly, we can make this happen", Dr. Jahari concluded. And that's exactly what we intend on doing. We're excited to be collaborating with like-minded individuals within the health and wellness ecosystem, and we believe with our combined efforts, we can make for a long-lasting and positive impact.

DR1224 is now allowing product developers to submit their products for review on the platform, following sign up for a company profile.

DR1224 is live now at: [www.DR1224.com](http://www.DR1224.com)

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## ABOUT DR1224

DR1224 is an interactive online platform / tool that connects worldwide health and wellness communities on a global scale. The platform was established to serve as a community-based health and wellness essentials hub. DR1224 will focus on its target market, health and wellness enthusiasts who are looking to network with like-minded people by creating and sharing content about their wellness journey, and to be always "in-the-know" about the latest research and major breakthroughs in the health and wellness industry. We will strive to abide with DR1224's core values, which includes offering a user-friendly online platform dedicated solely to health and wellness, giving our members exclusive access to share their wellness advocacies and journeys, and provide them with a voice to share first-hand information in the industry to keep them ahead and give them competitive advantages.

The live platform enables both individual users and businesses (or company' accounts) to hold an educated, proactive, and concentrated conversation about a variety of topics related to an overall healthy lifestyle. In bridging the gap between the science and wellness arenas, DR1224 brings opportunities to stakeholders, contributors, experts, and consumers alike within its single platform to create a greater understanding and appreciation for the underlying science behind healthy living. DR1224's five sections serve as a tool for users to go beyond basic lifestyle topics to delve deeper into health, wellness, life balance, happiness, mental health, technology, love, relationships, career, family news, writing, and research.

For more information, contact DR1224 at:  
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