

ROCKIN' WELLNESS INC. ENTERING 12th YEAR IN THE VEGAN, SUPERFOOD NUTRITION BUSINESS

Rockin' Wellness Inc. since 2011, is one of the original vegan, superfood nutritional and protein shake & smoothie mixes with our signature Chocolate Cacao

BRONX, NY, UNITED STATES, April 13, 2023 /EINPresswire.com/ -- Rockin' Wellness Inc. since 2011, is one of the original [vegan](#), [superfood](#) nutritional and protein shake and smoothie mixes on the market today! A true pioneer in this industry of making superfoods and healthy eating easy and delicious for people of all ages! The integrity of our products is unmatched in the marketplace by only using premium, responsibly sourced and sustainable superfoods that are organically farmed, using only non-GMO ingredients.

Rockin Wellness was created and formulated by Seth Luker. He was a stage IV colon cancer fighter that was doing research on the top superfoods to nourish his body from the inside out while going through extensive chemotherapy. Seth's prior career was a tour manager for the indy rock group, Submersed.

His diagnosis and treatment forced him to leave his job abruptly, as he was no longer to physically be on the road touring, living on a Prevost tour bus for 10 months out a year. That type of environment was not conducive to his recovery and healing. After a few months, Seth realized that music was a part of his soul and he needed a job doing something in the industry. He got a job as a production assistant with LiveNation Concert Promoters working gigs in the Long Island and Tri-State areas in all the major venues and stadiums.

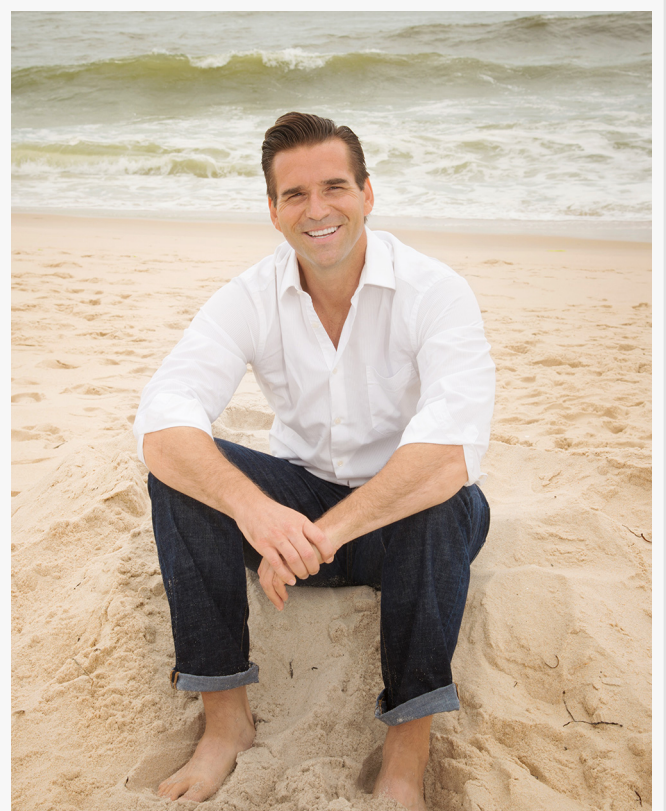
During this time in 2009, he was continuing his quest to create the most delicious vegan, superfood shake to take with him to work. He would carry baggies filled with "brown powder" with him each day. These mysterious baggies caught the eyes of his colleagues and peers. They were in awe when they learned of his battle with cancer - as he was so strong, healthy looking



Rockin' Wellness, Co-Founder Allison Luker

and incredibly handsome, as they all said they would have never guessed he was fighting for his life.

Curious, the tech guys, crew, management and even some of the bands and talent asked to try his superfood shake mix. Once they did, Seth got the nickname of “The Shake Guy”. This homemade shake mix quickly became the “behind the scenes” healthy boost that these hard-working music concert techs and crew desperately needed while working long, grueling hours setting up for shows and living on the road. In particular, the bands Creed & Alter Bridge’s, lead guitarist, Marc Tremonti became one of our Rockin Wellness’ biggest fans, boasting about it to everyone he knew! He encouraged Seth to make it for the masses and start a health food company with this signature [Chocolate](#) Cacao vegan shake mix.



Rockin' Wellness Superfood Nutrition
Shake Mix Creator & Founder, Seth Luker

Incorporated in 2011 and officially launched on our website, Rockin Wellness became one of the fastest-growing vegan brands, with over 1 million followers of organically reached people on Facebook. Today we have over 2.3 million followers and growing! The vegan and vegetarian lifestyles were quickly growing, and our shake mix was getting rave reviews - not only for the health benefits but for the incredible taste as well.

“

I'm proud to be a woman-owned, small business. This goes beyond being just a label. It represents progress, inspiration & overcoming life's challenges. I will always be ROCKIN WELLNESS”

Allison Luker

Seth purposely and meticulously formulated his secret recipe to make sure that each of the ingredients he chose, were dosed correctly for the intended effect; while also making sure that this mix would also be delicious for the general public to enjoy and not turn those off that may not have necessarily been “health nuts”, but just folks trying to make a positive diet change in their life. He was hustling every weekend to go to events, fairs, and farmers' markets and did demos to get the product out there. Seth loved to

talk and interact with folks, hearing about their health issues and concerns. These stories gave him the motivation to create other products to enhance people's lives and this became his life mission - to help others through nutrition.

Self-taught in everything he knew, Seth also loved picking the minds of those in the field he met

at various events. He also used this knowledge to continually battle his own aggressive colon cancer. It was NED (no evidence of disease) for over 7 years. Whereas the normal life survival period is 5 years from the time of diagnosis. He fought bravely and diligently for 14 1/2 years but ultimately lost his battle at the age of 40 in December of 2018.

Rockin Wellness was Seth's passion, and today that passion lives on through his wife, Allison Luker. She has devoted herself to keeping his life mission and legacy alive. Allison feels a deep connection, and sense of loyalty with the utmost respect for all her Rockin Wellness customers, both new and old! She hears what they are saying they would "love Rockin Wellness to come out with" and she listened! In addition to our signature classic nutritional mixes in Chocolate Cacao and Mocha and the Vegan Vanilla Protein+, Allison has brought to the line up our unique and innovative plant-based Collagen Revitalizer, Energy Greens, Mushroom Defense Tincture and a Liquid Melatonin.

"I'm proud to be a woman-owned, small business," says Allison Luker. "This goes beyond being just a label. It represents progress, inspiration & overcoming life's challenges. I will always be ROCKIN WELLNESS".

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Grammy Winning Guitarist, Mark Tremonti of the bands Creed & Alter Bridge on stage at a concert in Milan, Italy

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