Niche Smoothie-based Wellness Brand Acquired in a Health & Nutrition Deal by Website Closers

With this acquisition, TUSOL Wellness enters a new phase of growth backed by strategic leadership and expanded market opportunities.



TAMPA, FL, UNITED STATES, September 23, 2026 /EINPresswire.com/ -- TUSOL Wellness, a premium wellness and functional nutrition brand known for its organic “smart smoothie” formulations, has been successfully acquired in another successful and strategic transaction facilitated by Website Closers, the world’s largest Tech & Internet business brokerage.

> Website Closers, along with their wonderful brokers, handled the process with professionalism and helped ensure the brand is positioned for continued success.”
>
> *Ilana Friedman, TUSOL Wellness founder*

The deal was represented by Paul Volen on the sell side and Paul Vartanian on the buy side, bringing together buyer and seller in a high-growth health and wellness acquisition.

Founded by Ilana Friedman, TUSOL Wellness has built a strong presence in the functional nutrition space through its science-driven approach to wellness products. The company specializes in organic superfood smoothies, plant-based protein blends, and targeted nutritional formulations designed to support energy, metabolism, gut health, cognitive performance, immunity, and overall wellness.

A Premium Brand Built on Functional Nutrition

TUSOL Wellness differentiated itself in the competitive wellness market by positioning its products as more than traditional meal replacements. Its “smart smoothie” concept focused on delivering targeted functional benefits through carefully formulated ingredient blends designed to support specific bodily systems and performance outcomes.

The brand's products feature USDA-certified organic, non-GMO, gluten-free, dairy-free, and sustainably sourced ingredients, supported by third-party lab testing and transparency in formulation. Each serving includes more than 29 superfoods, 16 adaptogens, probiotics, digestive enzymes, and 16 grams of plant-based protein, all designed for convenient preparation in under one minute.

Strong Positioning in the Expanding Wellness Sector

As demand for clean-label nutrition and functional wellness products continues to rise globally, TUSOL Wellness established itself as a scalable direct-to-consumer brand with strong consumer appeal and recurring revenue potential.

"TUSOL Wellness represents the type of premium wellness brand that continues to attract strong buyer interest," said Paul Volen, sell-side broker at Website Closers. "Its formulation quality, strong branding, and positioning in the functional nutrition market made this an exceptional acquisition opportunity."

Buy-side broker Paul Vartanian added:

"The wellness industry is evolving toward performance-focused nutrition and ingredient transparency, and TUSOL was ahead of that curve. This transaction brought together a buyer who recognizes the brand's growth potential and long-term market relevance."

Buyer Hemanth Reddy sees significant opportunities to scale the brand's product offerings, customer reach, and retail presence.

"TUSOL Wellness has built a strong foundation based on product integrity, premium ingredients, and consumer trust," said Reddy. "We're excited to continue expanding the brand while maintaining the quality standards and wellness-focused mission that made it successful."

A Successful Exit for the Founder

For founder Ilana Friedman, the acquisition marks a successful transition after building a trusted brand in the wellness industry.

"TUSOL was created to help people nourish their bodies with clean, functional nutrition that genuinely supports wellness," said Friedman. "Website Closers, along with their wonderful brokers, handled the process with professionalism and helped ensure the brand is positioned for continued success. It was such a breeze working with them."

With this acquisition, TUSOL Wellness enters a new phase of growth backed by strategic leadership and expanded market opportunities. Its premium positioning, science-driven

formulations, and commitment to ingredient transparency provide a strong platform for continued expansion in the rapidly growing functional wellness industry.

Congratulations to Website Closers and all the parties involved in this successful transition!

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