

From Medevac to Mental Wealth: Army Veteran Builds NootriMind After Loss and Brain Fog

Indianapolis veteran Joe Mousa turned personal loss and post-service struggle into NootriMind, a wellness brand built around his Mental Wealth philosophy.

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“

We spend our lives trying to build wealth, but your mind is the asset behind everything you are trying to build. I believe we should invest in our Mental Wealth too.”

*Joe Mousa, Founder & CEO,
NootriMind®*

veteran, Integrative Health Coach and entrepreneur Joe Mousa, [NootriMind®](#) did not begin with a supplement formula. It began with loss, a military career cut short, and a question that would eventually become the foundation of the company.

Why do people spend decades building financial wealth while often neglecting the asset behind every decision, relationship, career and goal they pursue?

Their mind.

Joe calls the answer "Mental Wealth," a philosophy centered on treating mental and cognitive well-being as something people can intentionally protect, build and invest in over time.

The idea is deeply personal.

In 2016, Joe lost his father to dementia and joined the U.S. Army. He went on to serve as a military police officer and K9 handler before a medical incident requiring a medevac brought his military career to an unexpected end.

After leaving the Army, Joe struggled with persistent brain fog and a loss of direction. Rebuilding did not happen through one breakthrough. He began training consistently, studying mental health and wellness, and focusing on the fundamentals that helped him regain structure, clarity and purpose.

Those experiences eventually became the foundation for NootriMind.

"I watched dementia take my father, and years later I found myself struggling with my own clarity in a completely different way," Joe said. "That changed how I viewed the mind. We spend our lives trying to build wealth, but your mind is the asset behind everything you are trying to build."

Rather than positioning NootriMind simply as another supplement company, Joe is building the business around the broader concept of Mental Wealth.

The company's framework follows three stages: Stabilize, Build and Optimize. NootriMind's current product line includes Ashwagandha+, Original Complex and Mushroom+, with each product aligned to a stage of that framework. The brand also offers a free [Mental Wealth Pattern Assessment](#) designed to help people identify where they may want to begin.

The philosophy extends beyond supplementation.

Joe is also an Integrative Health Coach. In July 2026, he completed the Integrative Health Coaching program at the University of Health & Performance, also known as Unlock Human Potential, a veteran-focused schoolhouse centered on helping veterans build purpose and careers in health, fitness and human performance. His training included behavior change, motivational interviewing, nutrition, sleep and stress management.

That experience reinforced an idea already shaping NootriMind: mental and cognitive well-being cannot be reduced to one product or one habit.

"I never wanted NootriMind to be built around miracle promises," Joe said. "Supplements can be one piece. Sleep matters. Training matters. Stress matters. Purpose matters. Mental Wealth is about looking at the whole picture and recognizing that what you do repeatedly compounds."

Joe also holds a bachelor's degree in business administration from Purdue University Global and is pursuing an MBA with a concentration in marketing.

That mission also shapes how the self-funded company gives back.

Orders placed through NootriMind's website help support three causes connected to Joe's life: the Alzheimer's Association in honor of his father, [The Headstrong Project](#) in support of veteran



Joe Mousa, U.S. Army veteran, Integrative Health Coach and founder of NootriMind®, a veteran-owned wellness brand built around the Mental Wealth philosophy.

mental health, and Assyrian Chaldean Syriac Mental Health (ACSMH), which serves Assyrian, Chaldean and Syriac communities facing mental health challenges.

For Joe, those organizations represent family, military service and heritage.

NootriMind is also expanding beyond ecommerce as Joe works to introduce the Mental Wealth concept through wellness clinics, health-focused businesses, creators and other partners.

But his larger ambition is not simply putting more bottles on shelves.

"I want Mental Wealth to become language people actually use," Joe said. "We talk about building financial wealth, protecting our physical health and investing in our future. I believe we should approach our minds with that same level of intention."

It is the reason NootriMind exists.

ABOUT NOOTRIMIND

NootriMind is a veteran-owned wellness brand based in Indianapolis, Indiana. Founded by U.S. Army veteran and Integrative Health Coach Joe Mousa, the company is built around the Mental Wealth framework of Stabilize, Build and Optimize. NootriMind offers third-party tested daily supplements and educational resources designed to support everyday mental and cognitive wellness. Learn more at www.nootrimind.com.

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

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