

CureJoy Company Bio:

CureJoy acts as the connective tissue for the aspirational healthy everyday consumer, who can tap into an online community of 3000+ experts and 100 million consumers around the world. Fake news' about healthy living products, overstated or spurious claims, pose a real threat to consumers, especially around ayurvedic best practices. We have seen that social media has a powerful impact on the way consumers eat, shop, exercise and relax. However, with the unprecedented amount of content available today – accurate, inaccurate and everything in between – consumers must be more diligent than ever when sourcing health and wellness information. We strive to bring our consumers accurate, credible, authentic and simple content around holistic healthy and Ayurveda to educate and inspire them to live their best life.

CureJoy is the fastest growing and now largest publisher in the healthy lifestyle segment with 15M unique users on our site and over 16M Facebook followers across our social platforms (the largest being www.facebook.com/curejoyinc).

Via its Engage Platform, CureJoy is now helping other brands and consumer companies build their communities and harness the social media power.