

MEDIA RELEASE

WELLBEING FIRM NEURON IN GOOD HEALTH AFTER FIRST ROUND OF SMART WELLNESS FUNDING

Smart Wellness® by

neuron™

LONDON: AUGUST 2022 Health and wellbeing company Neuron has closed its first investment round - landing a series of high profile investors to help drive its continued innovation.

Neuron, founded by neuroscientist Dr. Julia Jones, is a revolutionary smart wellness business at the intersection of technology, science and health. It aims to improve the mental and physical wellbeing of the population and workplaces through a habit-based approach combining neuroscience, longevity science, and biohacking techniques, with particular focus on gut health.

The EIS seed investment round launched by author Dr. Jones, also known as Dr. Rock, was led by Naz Bashir, Director at Evolutia Venture Partners, and further supported by Louise Farley, Partner at City Alliance. Investors include FS Ventures, senior executives at a number of leading UK companies and Channel 4 TV presenter and former BBC 1 Breakfast business journalist Steph McGovern, who herself underwent a life-changing health transformation after completing the Neuron smart wellness course.

Louise Farley said: “This female STEM (Science, Technology, Engineering and Mathematics) entrepreneur has spent a lifetime quietly searching for, and finally creating, a new revolutionary method that will transform the way we all approach our health. It was a hugely exciting opportunity to bring the financial backing to accelerate the roll-out of this startup online, in workplaces and on high streets.

“Adopting her simple smart wellness habit plan has boosted my own approach to health and will now help many others as the reach of the venture expands. Julia really is a global expert in this space - she is the Professor Brian Cox of the smart wellness world.”

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And Naz Bashir added: “When I discovered Julia’s work it astonished me it was not being more widely recognised. She’s a world expert with a proven record of entrepreneurial innovation as well as applied academic research. Her health trilogy book series and smart wellness plan will eventually be considered a landmark piece of work in the history of public health. We’re so excited to be on this journey with her and to be supporting the financial scale up of this venture to help the nation live healthier for longer through simple habit adjustments.”

Neuron will also offer a food box subscription service containing 30 fruits and veg to meet the new weekly nutritional recommendations, gut health analysis, and online wellness courses and webinars. The smart wellness plan focuses on simple daily biohacking tips to improve health such as intermittent fasting, eating a higher diversity of plants and improving sleep patterns.

A pilot hub and live bacteria bar opened in Folkestone, Kent, earlier this month and the team hope to roll out similar centres in other cities across the UK - alongside working with corporations. Several leading employers are already signed up to this smart wellness programme since its soft launch last year alongside sports stars, celebrities and Oscar nominees.

Julia, who will release the third and final instalment in her neuroscience, biohacking and smart wellness book trilogy in September, undertook a 12-month experiment on her own health using these smart wellness techniques - combining basic science knowledge, simple habits, the latest tech devices and lab tests of gut health and biological ageing speed. This was the subject of her 2021 book entitled Neuron: Smart Wellness Made Easy.

www.neuronwellness.com

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NOTES FOR EDITORS:

ABOUT DR. JULIA JONES:

Julia has been studying wellness for 30 years. As an academic her PhD, MSc, MBA, PG Cert and BA (Hons.) studies and research all examined various aspects of neuroscience and psychology. She began her professional career as a Sport & Exercise Psychologist and Physiologist in the early 1990s coaching Olympic squads, with published research examining the effect of music on exercise performance in the Journal of Sport Sciences.

Her PhD examined the lifelong effect of music memories from youth and her post-doctoral studies at the Institute of Psychiatry, Psychology & Neuroscience (King's College London) ignited her interest in the gut-brain-axis. She subsequently took Professor Christopher Gardner's nutrition science course at Stanford University. As a consultant and coach she advises business leaders, elite sports, health and music industry organisations, government groups and celebrities. She sits on the Education Task Force of the UK Parliamentary Group for Artificial Intelligence. Julia has recently written innovative wellness and care strategies for the new £5bn Brent Cross Town development in London, and the NHS' first dementia village.

The final book in her Health Trilogy is released in September 2022 and will reveal how the latest technology, combined with biological science, will easily keep our in-built, evolutionary, biological, wellness systems ticking.

It will explain how these practices and breakthroughs are going to change the way we approach wellness and healthcare forever (and possibly significantly extend our healthy lifespans beyond 100 years), without the need for a diet or gym.

MEDIA CONTACT:

dominicomohan@dominicomohanmedia.com +44 (0)7824 428240

Dominic Mohan Media.

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