



# FORMULA WELLNESS

*Michael Bennett | Chief Executive Officer*

*Brian Rudman, MD | Founder & Chief Medical Officer*

*Amar Thakrar, PharmD | Chief Operating Officer*

*Christopher Crosby | Chief Financial Officer*

*Christina Rudman | Co-Founder & VP of Wellness Integration*

*Lanear Allen | VP of Human Resources*

*Lauren Andreacchi | VP of Marketing & Patient Experience*

With its commitment to optimizing health, Formula Wellness is a leader in the wellness and aesthetics industry and is poised to become the largest provider in the category.

What are your specialties in your industry?  
FW: Formula Wellness is a pioneer in concierge-level wellness and aesthetics. We specialize in a personalized approach that integrates medical treatments with a focus on longevity, aesthetics, hormone balance and brain performance. We pride ourselves on our commitment to health from the inside out, aiming for sustainable results.

What is your favorite part of your job?  
FW: The leadership team at Formula Wellness finds joy in driving innovation and positively impacting our patients' lives. The transformations we witness—both in health and confidence—are profoundly rewarding. Empowering our team to excel every day remains a core passion for us all, and it has allowed us to expand from five to approximately 20 locations within the first full fiscal year of operation.

What does it mean to be powerful in your area of expertise?  
FW: Our distinction lies in our unwavering commitment to patient experience and outcomes. Being powerful in our field means shaping the wellness and aesthetics landscape through integrity, innovation and strategic

collaboration, providing a journey for our patients that is unmatched elsewhere.

Is there a mentor who has influenced your career?  
FW: Our leadership has been shaped by invaluable mentors who instilled a profound understanding of leadership and patient care, which is crucial in creating a brand that genuinely improves lives.

What is the most valuable life lesson you've learned in your career?  
FW: Staying true to our core values of integrity, collaboration and innovation is the key to our

success. These principles drive every decision, focusing our efforts on delivering exceptional value to our patients and community.

Outside of work, what do you love about living in Dallas?  
FW: Dallas's vibrant culture and dedicated wellness community make it a fantastic place for our team. The city's diversity and commitment to health and aesthetics provide an inspiring backdrop for both living and working.

