



Name: Paleovalley

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Industry: Retail

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Description

Who We Are

At Paleovalley, our mission is to help people reclaim vibrant health. We provide products that prioritize nutrient density in an industry that prioritizes everything else. We believe that every dietary choice and every added ingredient is a powerful opportunity to love and care for oneself

Let us introduce our Paleovalley team:

- **Chas:** Marketing, Design, & Product Development
- **Autumn:** Content Creation, Product Development & Nutritional Counseling
- **John:** Operations & Finance
- **Matt & Kayla:** Affiliate Marketing
- **Jess & Andrea:** Customer Service
- **Matthew:** Web Development & Tech Support

Smsll Company. Big Heart.

The story of Paleovalley is a love story. Autumn and Chas Smith, co-founders, met in 2007, fell in love, and married on the magical Sunset Cliffs in San Diego, CA. This year they were blessed with an amazing baby boy, Maverick.

Autumn suffered acute digestive issues since she was a teenager and numerous experts failed to offer solutions that worked. Very concerned, Chas took matters into his own hands. His extensive research led him to the paleo diet.

Together they implemented its principles for 30 days (eliminated refined foods, shopped at local farmers' market, ate fresh organic fruits and vegetables, grass fed meats and wild seafood) and by the end, Autumn's IBS was completely resolved. Autumn was so inspired that she quit her job as a personal trainer at the Tracy Anderson Method, and earned a master's degree in holistic nutrition.

Though they originally focused on disseminating information, they soon realized that there simply weren't many truly healthy food products on the market. Many products claimed and even appeared to be to be healthy, using all the buzzwords such as gluten free, soy free, dairy free, natural and more but they were also nutrient free; free of the minerals, vitamins, and antioxidants that promote thriving health.

Realizing that they had an important job to do, Autumn and Chas joined forces with Chas' brother Matt and a good friend, Matthew, and launched Paleovalley with the belief that everything you eat and every added ingredient is an opportunity to either detract from your health or improve it.

Their mission is to create products that live up to their own strict standards and always prioritize health over profit. Paleovalley creates products with integrity that are free from problematic ingredients and teeming with ingredients that promote vibrant health.

They strive to inspire people to view every dietary choices for what it really is: a profound opportunity to love and care for oneself. Paleovalley products are a labor of love, and their only hope is that they help your family feel as vibrant as theirs.