

IAED USA Webinar: The Wholesome Story - Changing the World Through Nourishing Families

Roger Wetherall
August 17, 2024



Young Entrepreneurs Making a Difference

Webinar



Tuesday, Aug 20, 2 – 3 PM (EST)

The Wholesome Story

Changing the World Through Nourishing Families

Dear,

Shinghi and Junghwa Detlefsen started Wholesome story as a way to support women in their struggle with hormonal imbalances, infertility and to allow themselves the freedom and independence to contribute to the causes that they are passionate about. Their story is a great example of how a vision to help others can lead to building a successful company that provides time and resources for building a strong family while also serving the community. Perhaps you too will get inspired to take your idea and make it a reality!

Register to join the webinar

If registration is full, you can join the [Live Feed on our Website](#)



About Wholesome Story

In 2016 when we had our first child, Leon, it felt like it was a metaphorical rebirth for us. The raw intensity of parenthood – both the joys and the challenges – made us realize the indescribable power of a parent’s love. The experience was (and still is) so profound that it inspired us to pursue a tangible way to give hope and to help others who struggle to start their own family.

Our nearest and dearest cause is to support women with infertility and hormonal imbalances, particularly PCOS (Polycystic Ovarian Syndrome).

We want to empower them to experience the same joys of parenthood while taking back

control of their bodies.

“Change the world through nourishing families” is our mantra and mission because we believe a nourished mother is the first step for a wholesome family. Six years and 700,000 happy customers later, hearing your success stories continues to fuel our passion. We want to keep being a part of that story. And to grow with that story.



Shinghi Detlefsen

President, Wholesome Story

Shinghi previously spent 6 years at Amazon, rising to the position of Senior Product Manager after spending time at Google as a Marketing Manager. He joined Wholesome Story full-time in Nov 2017 and with over 700,000+ customers, are on the mission of changing the world through nourishing families.



Alan Jessen

Moderator

North American Coordinator,
International Association for Peace and
Economic Development

If you missed any of our previous IAED webinars, you can [watch them here](#).

[Click here](#) to be kept informed of future IAED Programs.

We look forward to your participation and engagement in this event.

Thank you,

Roger Wetherall
IAED-USA Coordinator
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International Association for Peace and Economic Development - USA

We affirm our belief that business leaders have the opportunity and responsibility to work in collaboration with other sectors of society to make the world a better place, addressing its most significant challenges, and promoting world peace, long-term mutual prosperity and truly sustainable development.



The Wholesome Story - Changing the World Through Nourishing Families

Date & Time Aug 20, 2024 12:00 PM in [Mountain Time \(US and Canada\)](#)

Description Series: IAED Young Entrepreneurs Making a Difference

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Meeting Registration

First Name*

Last Name*

Email Address*

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