

## Zilis Doubles Prenatal Vitamin Donation in Response to COVID-19

For Immediate Release



**Argyle, Mar 18, 2020 ([Issuewire.com](http://Issuewire.com))** - Zilis LLC, a CBD industry leader, has announced that they will increase their donations of prenatal vitamins to help expectant mothers protect their health and that of their unborn children during the COVID-19 pandemic.

Through their partnership with Vitamin Angels, Zilis donates prenatal vitamins to underprivileged

expectant mothers in order to prevent the ravaging effects of motherhood malnutrition on their unborn babies. In 2019, over 12 million days of prenatal vitamins were provided free of charge in all 50 states and multiple countries.

The UK Department of Health recently released a finding that expectant mothers are among the highest risk population for COVID-19 and has grouped them in the same risk category as adults over age 70. In response to this finding, Zilis has launched the “Double Impact Initiative”, committing to double the number of prenatal vitamins matched with every sale of Ultra products from March 16 through April 30.

Howard Schiffer, Founder of Vitamin Angels, stated, “At this critical time, it is vital that we are given the resources to reach as many expectant mothers as possible with our prenatal vitamins. We are thankful to Zilis for doubling their efforts to support this initiative during this trying time.”

Matt Andry, M.D., Clinical Associate Professor, Indiana University School of Medicine and Zilis Medical Advisory Board Member, spoke on the importance of this donation, “Pregnant women are at increased risk for COVID-19 because their immune system is weakened during pregnancy. If they are suffering from vitamin deficiencies because of poor nutrition, it will have a significant impact on their ability to fight the virus.” He added, “This is especially dangerous in underprivileged communities. This commitment by Zilis will empower Vitamin Angels to reach twice as many expectant mothers during this most critical time.”

Marielle Weintraub, Ph.D., Zilis Director of Scientific Research and Development and Chairman of the Zilis Medical Advisory Board, also commented on this donation, “The increase in prenatal donations is significant, and can make a huge difference in the health of both a pregnant woman and her unborn child. At Zilis, it’s always been our mission to support wellness and pay it forward and this newest initiative is just the latest example of this mission.”

Steven Thompson, CEO and Founder of Zilis explained how this donation directly ties to the core values of the company, “Zilis was founded on the concept of social entrepreneurship and paying it forward. At a time when most philanthropy decreases, I see it as our responsibility to pay it forward even more. In a time of crisis, leaders don’t run from the fight, they run to it. I’m thrilled to double our donations, and thus double our impact, in this time of need.”

### **About Zilis LLC**

As a hybrid social marketing company focused on endocannabinoid system health, Zilis is the creator of UltraCell®, UltraCell® Powder, UltraCell® Pet, UltraCBG™, and a range of Ultra boosters to support specific areas of wellness. Zilis trusts its distributed workforce of Independent Ambassadors to sell its product to customers either independently or through their Ambassador retail business.

Zilis began as a social enterprise in 2015 by providing matching every sale with daily nutrition packs to infants in Haiti. It has since expanded to donating prenatal vitamins through its distribution partner, Vitamin Angels. The Zilis Patriot Program provides the proprietary Ultra Brand CBD products to veterans at no cost. In addition, Zilis gives veterans the opportunity to launch their own Zilis business free of charge. Zilis Ambassadors can also earn a monthly Blessing Bonus to donate to an individual or charitable organization in their community. Based in Argyle, Texas, a suburb of Dallas-Ft. Worth, Zilis is privately held.

### **About Vitamin Angels**

Founded in 1994, Vitamin Angels is a global public health organization working towards ending malnutrition worldwide by distributing life-changing vitamins and minerals to at-risk mothers and

children under five in the U.S. and around the world. In 2019, Vitamin Angels provided vitamins and minerals to nearly 70 million mothers and children in more than 70 countries, including domestically in the U.S. Both Charity Navigator and GuideStar give Vitamin Angels their highest marks for financial transparency. To learn more, visit [www.vitaminangels.org](http://www.vitaminangels.org)

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