



BEYOUTIFULLY POWERFUL

*Be Strong, Be Confident,
Be Who You Are...*

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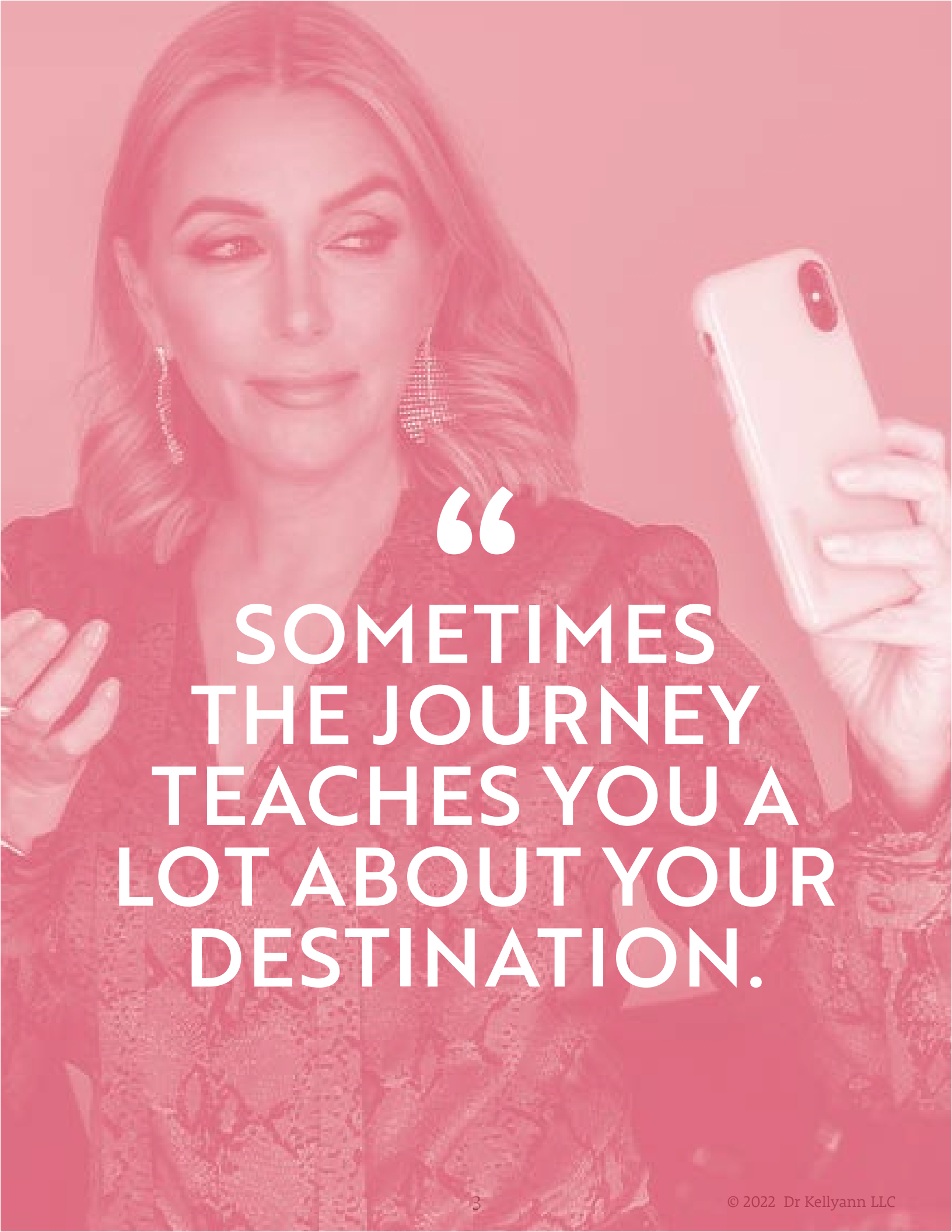
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SOMETIMES
THE JOURNEY
TEACHES YOU A
LOT ABOUT YOUR
DESTINATION.



MY STORY

Someone once said, “The journey teaches you a lot about your destination.” That rings true for me in so many ways. When we follow our passion and curiosity, the road opens up. And life becomes a fabulous adventure.

I’ve always worked on myself—relentlessly at times. And while there have been setbacks along the way, I never dreamed that just by doing what I love that I’d have the privilege and honor to meet so many fabulous women: ones determined to show up authentically while advocating for ALL women near and far.

It’s not always easy to stand in your power. And reveal your true essence for the world to see. It takes courage. Reminders. And now and again, a strategic kick in the ass!

EARLY LIFE

Puberty is equal parts magical and downright horrifying. And for me, there was a line in the sand: before debilitating menstrual cramps and after my endometriosis diagnosis. The day my doctor informed me that I probably wouldn't be able to have children was one of the lowest points of my life.

Fast forward to my early twenties: I was fully immersed in the sport of bodybuilding, preparing for a show. My trainer put me on a diet protocol that involved cutting out certain foods like gluten. When I'm passionate about something, I don't mess around. I followed that diet to a tee! Within a month, the cramps were GONE. F-o-r-e-v-e-r.

The natural healing I experienced—just by changing what I put into my body—set me on a life-transforming course. I gave birth to two beautiful sons. And my passion for helping others on their wellness path took flight.





Like many of you, my calling took me to unexpected places. I was like a sponge—soaking up all the knowledge I could absorb from every possible direction. From schools and programs stateside to work I did in Switzerland with Dr. Thomas Rau—one of the world’s leading physicians.

I fell in love with the field of medicine immediately. And that love affair grows stronger by day. My no-strings desire to empower people like you compels me to wake up every morning with purpose.

ANCESTRAL FOODS

During my formal education, I learned quite a bit about ancestral foods. And while I studied many aspects of that diet, bone broth kept popping up in the literature. The more research I poured through, the more I questioned why it ever left our table.

Later, when I began creating protocols for my patients, I included ancestral foods like bone broth. The results were consistently impressive. Time and again, bone broth proved its weight in gold.

“

**FROM REPAIRING TO
REPLENISHING, BONE
BROTH WILL RESTORE
YOU INSIDE AND OUT!**

—Dr. Kellyann

While many patients loved creating bone broth from scratch, others kept asking me if there was an easier solution. At the time, commercial bone broth didn't exist in any real way. There were oodles of stock and broth brands on the shelves, but it was impossibly hard to find a genuine, gelatinous, protein-rich bone broth at the local supermarket.

Like all the best dreams, mine started with a simple idea: bring nutritious, homestyle bone broth into homes across the country.

WHEN I STUMBLED UPON THE HEALING POWERS OF BONE BROTH—IT WOULDN'T JUST BE A BIG MOMENT IN MY LIFE.

It would be a catalyst for transformation so many people were seeking. The secret I was about to reveal wasn't shiny and new. But a back-to-basics discovery with an important place in our dietary evolution.

You know the rest: the *Bone Broth Diet* became a *New York Times* bestseller. It launched me into the spotlight and put the Bone Broth Revolution on the map. What started as a phenomenon in the wellness space quickly expanded into celebrity circles and beyond.

Bringing a brand to life with staying power takes sweat equity and grit. I made a commitment early on: I would never compromise quality. My products would reflect the best of me. And our mission to help others reinvent themselves from sick and overweight to healthy and happy would be central to all we do.

Those who know me well have witnessed the highs and lows of my journey—from debilitating debt to a multi-million-dollar brand. Dark nights of the soul are inevitable when you're clearing a path to a dream.



THE VISION I HAD FOR MY LIFE WAS MIGHTIER THAN ANYTHING THAT STOOD IN MY WAY

Ultimately, the vision I had for my life was mightier than anything that stood in my way. Even on the bad days, one thing was clear: the people I wanted to help were on the other side of whatever was holding me back at that moment.

A hometown doctor with no connections and limited resources, I had very little knowledge of the digital world. Navigating the TV industry was just as brutal. But I couldn't stop myself from dreaming of bigger things. I wanted the moon for my patients, the world for my kids.

Many of you know the Herculean

challenges of growing a business while raising children. And if I didn't have 100% belief in bone broth and a talented DKA team, I wouldn't have had the energy to write a book, let alone leave the house, to share my message with the masses.

My gutsiness paid off two decades and a gazillion frequent flyer miles later. And while my practice today is global, the best part of my younger self is alive and well: I'll meet you wherever you are on your wellness journey.

Forever and a day, I will always show up to empower women.


CHAPTER ONE

NOTHING COMPARES TO YOU

Maya Angelou said it best: I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

I've met many inspiring women in my life. The ones who hold a special place in my heart make me feel seen, heard, and loved for who I am.

These women show up for me in the most beautiful of ways—whether I'm out and about in a gown or at home with sweats and a collagen-boosting face mask. Each lovely one makes my life richer.



**“
THERE IS NO
FORCE MORE
POWERFUL
THAN A WOMAN
DETERMINED
TO RISE.**



ELYSE WALKER, *BUILT A FASHION EMPIRE*

Elyse is one of fashion's most powerful retailers, with a killer eye for identifying emerging talent and an affinity for color and proportion. Her brand is synonymous with uncompromising quality and next-level service. When she's not spending time with her family, she's making things happen for her clients in the studio.

"I am redefining luxury and doing what I do best: sharing my love for fashion and breaking the rules."



BOBBI BROWN, *BUILT A BEAUTY EMPIRE*

Makeup legend Bobbi Brown is a world-renowned makeup artist, best-selling author, sought-after speaker, and serial entrepreneur. In 2016, she staged her own revolution by expanding her global empire with a modern lifestyle brand: Beauty Evolution.

"The secret to beauty is simple: be who you are."



DEBBIE GIBSON, *BUILT AN ENTERTAINMENT EMPIRE*

For more than 30 years, Debbie Gibson has entertained us with her timeless talent. A singer, songwriter, musician, actress, and dancer, she embodies what it truly means to live an inspired life. Debbie penned the #1 hit, "Only In My Dreams," but we know the truth: she has been living her dreams out loud for decades, inspiring us along the way.

"Think with your heart, speak with your soul."

CHAPTER TWO

WE ARE SOULS NOT ROLES

Self-care keeps my world afloat. A labor of love or a tough day on the road—it doesn't matter. I carve out time every day to nourish my heart, mind, body, and soul. Turning down the noise to listen to my inner voice helps me stay centered.

Running on empty isn't a good look on anyone. Am I right?! And for women who spin all the plates all the time, we need to make wellness a priority.

Whether it's meditating, enjoying a cup of tea, or pampering your skin with a collagen mask, daily rituals replenish us so that we have the oomph to take on the world.

“

THE TRICK TO
LOOKING AND
FEELING YOUR
BEST IS TO THINK
FROM YOUR
CROWN.



My Favorite Tips on Looking & Feeling Your Best

1

Put your crown on each morning:

Crack a window, put on high-energy music, and start your daily affirmations—more on that, below.

2

Take a lifestyle approach to healthy eating:

Diets come and go, but wellness is a long game. [My 80/20 meal plan](#) is for real people who want real results. Yet it leaves wiggle room for indulging in your favorite foods.

3

Love on your skin:

Healthy skin starts from the inside out. Nutrient-dense foods like [Bone Broth](#) (hello, collagen!) and blueberries support your skin. Same for supplements like [BellaBiotics](#). Keep an eye on toxic ingredients in your skincare products, as well.

4

Meditate or visualize for 15 minutes each day:

Mindfulness-based practices are invaluable in creating the life you truly desire, whether you use meditation or visualization to bring your dreams to life.

5

Wear a beautiful scent:

Fragrance awakens powerful emotions. Wear one that makes you feel like a rock star.

6

Set up a nighttime routine:

Light candles, indulge in a bath with essential oils, and pour yourself something warm like a nighttime tea. I also take ashwagandha two hours before bedtime to help my body wind down.

Affirmations & Favorite Places

Affirmations embody positivity and self-love. My favorite is, **"All I need is within me now"**. It reminds me that no matter where the day takes me, I can handle it. You can, too!

These also boost my confidence:

- **I am creating the life of my dreams.**
- **I will surround myself with people who love and care for me.**
- **I love and appreciate myself.**
- **I can change the world with what I do.**
- **I set healthy boundaries to protect my wellbeing.**

Say these affirmations in the mirror as a daily act of self-care to help you feel extraordinary when you step outside. If you aren't bursting with self-love and confidence after the first try—worry not. Just keep at it, without judgment.

MY FAVORITE PLACES

I'm in my happy place at the beach because it can rev me up and calm me down. All my senses are engaged. And I'm inspired by the healing vibe of life by the ocean.

Dancing is another thing that lights me up. There's nothing like feel-good music to turn a tough day around! Moving releases any negative energy stuck inside my body (being out in the world is draining sometimes!). And if you want to lop up all the good that life offers, being open and in a flow state works wonders.

CHAPTER THREE

CELEBRATING WOMEN IS ALWAYS IN SEASON

There's nothing like a group of powerful women who share a common vision and purpose. I am lucky to be surrounded by such ladies every day (and, yes, they straighten my crooked crown!).

Meet the fearless women behind the scenes moving mountains to make our products the best they can be. My gratitude for them runs deep.

“

MY “WHY” IS
TO INSPIRE &
HELP OTHERS LIVE
THEIR HEALTHIEST,
& HAPPIEST LIVES.



TEAM DR. KELLYANN



KELLY SMART
Vice President of
Customer Success



MEGAN BROWN
Chief Marketing Officer



SUE KIM
Sr. Project Manager



JODI LAWLER
Director of Operations



JENNA KRUMLAUF
Director of Content



RADWA MADKOUR
Sr. Email
Marketing Manager



ESONIA WEBB
Social Media
Representative



KRYSTAL PEREZ
Coordinating Producer

Who Inspires You?

Maya Angelou. She had no fear and acted on injustices she felt strongly about with love and harmony. She was not only a prominent activist and author, but she also had many passions and talents such as dancing, singing, acting, and poetry. Her quotes lift me up when I'm having a tough day and remind me that everything will be OK. Her poise and gracefulness are inspiring. She is one remarkable woman.



My sister. She is always there for me for when I need to talk through something. She celebrates my accomplishments. She has picked me up off the ground and reminded me of my worth when I couldn't see it. She is raising strong and beautiful and kind young women who are going to make a difference in the world.

My close friends inspire me every day to be the best version of myself. As the saying goes, you are who you surround yourself with.



What Makes You Feel Empowered?



Working out! I actually don't enjoy it in the moment, but I love the feeling afterwards—the rush, knowing I gave it my all, that I challenged myself and the proof is all in the sweat (or sparkle).

Being in nature and moving my body. I enjoy rock climbing, mountain biking, and skiing. All these activities allow me to be with Mother Nature and enjoy the beauty and excitement she has to offer.



When I'm able to make a positive impact with a team member or with our business. I'm also my best when I feel good, so I really try to take good care of my physical and mental health.

What Self-Care Practice Makes You Feel Your Best?

Skincare is my self-care. It's the one thing I really indulge in. I wear a mask twice a week, and it makes me feel refreshed, brand new, and fabulous!



I write myself a **gratitude note** before bed or first thing in the morning as a constant reminder to always be kind to myself and celebrate the small wins daily.

Besides my vitamins & supplements, I love a **good skincare routine.** My favorite skincare product is sunscreen!



What's Your Go-To DKA Product & Why?

BellaBiotics! I'll be 46 this month so I'm all about preserving and restoring my skin and that means what's happening externally and internally. BellaBiotics helps to repair and protect your skin from blue light damage from the inside out. Given I'm always staring at my laptop or phone, Bella is my secret weapon!



Bone Broth is my favorite midday pick me up to having something warm and filling during my busy days, it also helps me avoid the 'post-lunch slump' I sometimes feel after a heavy lunch.

The **Flavorless Collagen Peptides**. I add it to my morning coffee with a little grass-fed butter or coconut oil and cinnamon and it powers me through my morning.



CHAPTER FOUR

RECIPES THAT MAKE ME FEEL GOOD

If you've been following me for a while, you know about my 80/20 plan. For 80% of my meals, I stick with slimming foods, like bone broth, lean proteins, fibrous vegetables, and healthy fats (olive oil, clarified butter, and coconut oil). I also eat small amounts of nuts, seeds, and berries. For my 20% meals, the fairy dust I can't live without is pasta (hey, it's the Italian in me!)

“

I HAVE A
FEELING IT'S
GOING TO
BE LOVE AT
FIRST SIP.





CHICKEN & "RICE" SOUP

Prep Time: 15 min • **Cook Time:** 20 min • **Serves:** varies

- 4 cups Chicken Bone Broth
- 2 tablespoons ghee or pasture raised butter
- 1 small onion (about ½ cup), diced
- 4 to 5 cups cauliflower, 1 medium head, chopped or pulsed in food processor into rice-sized pieces (measure after it has been processed)
- 2 ribs celery, diced
- 2 medium carrots, diced
- 1 can unsweetened full fat coconut milk, 13 ½ to 15 ounces
- ¼ cup fresh parsley, coarsely chopped
- 1 teaspoon fresh thyme leaves, or about ½ teaspoon dried
- 1½ teaspoons Celtic or pink Himalayan salt
- ½ teaspoons freshly ground black pepper

1. Melt ghee/butter in a large stockpot over medium-high heat. Add onion and reduce heat to medium-low. Sauté for three to five minutes until translucent.
2. Add cauliflower, celery and carrots and cook for about eight minutes until vegetables are tender.
3. Add bone broth, coconut milk, parsley and thyme and bring to a boil. Immediately reduce heat to low and simmer for 8 to 10 minutes to heat through. Add salt and pepper and adjust seasonings to taste. Serve immediately.



From Dr. Kellyann:

Bone broth is known far and wide for its life-changing bennies: it helps boost your health, wellness, and weight-loss goals. And people love how its gelatin supports the production of collagen, an anti-aging powerhouse that helps fight the signs of wrinkles while soothing the digestive system! PS. If cooking isn't your thing, try my ready-to-go [bone broth](#)!



COCONUT MATCHA SHAKE

Prep Time: 3 min • Serves: 1

- 1 cup water, unsweetened carrageenan-free almond milk, or unsweetened coconut milk (not canned)
- 1 teaspoon matcha powder (powdered green tea)
- 1 packet or 1 scoop of [Dr. Kellyann's Vanilla Collagen Shake](#) or [Vanilla Bone Broth Protein](#)
- 1/3 to 1/2 (14-ounce) can full-fat coconut milk
- Ice (optional; add to blender or pour shake over ice)
- Monk fruit sweetener or stevia for additional sweetness (optional)

- 1. Pour the liquids into a blender, then add all the other ingredients. Blend until smooth and serve.



From Dr. Kellyann:

Did you know that matcha is a highly concentrated, ground green tea that provides you with far more phytonutrients than regular green tea because you consume the entire leaf, rather than just drinking the water it steeps in? Think of matcha as high-octane tea—or, as some fans call it: green tea on steroids.



SALMON & BROCCOLINI

Prep Time: 10 min • **Cook Time:** 15 min • **Serves:** 4

For Salmon:

- 4 salmon fillets (about 6 ounces each)
- 2 tablespoons olive oil
- ½ teaspoon salt - or to taste
- ¼ finely ground black pepper
- 2 teaspoons minced garlic
- 1 teaspoon Italian herb seasoning blend
- OR herbs de provence, or ¼ teaspoon
each dried thyme, parsley, oregano, and
basil
- 1 medium lemon

For Broccolini:

- 1 bunch Broccolini
- 1 tablespoon olive oil
- 1 teaspoon Celtic Sea Salt
- 2 cloves garlic, minced

For Salmon:

1. Preheat oven to 400 degrees and grease a large baking pan. Arrange salmon fillets on the baking sheet and season generously with salt and pepper.
2. Stir together olive oil, garlic, herbs, and juice of 1/2 lemon. Spoon over salmon fillets being sure to rub all over the tops and sides of the salmon so it has no dry spots. Thinly slice remaining 1/2 of lemon and top each piece of salmon with a slice of lemon.
3. Bake for 12-15 minutes until salmon is opaque and flaky when pulled apart with a fork. You can broil the last 1-2 minutes if desired.

For Broccolini:

1. Wash Broccolini and trim 1/2-inch of stems.
2. Heat olive oil and garlic in skillet over medium-high heat. Sauté for 5-7 minutes. Top with salt and pepper to taste. Serve with lemon wedges, if desired.



From Dr. Kellyann:

Salmon has been my go-to lately! This delicious fish is a versatile, high-quality protein. It contains a significant source of essential omega-3 fatty acids, which support heart and eye health. Loaded with nutrients and healthy fat, I pair it with non-starchy veggies to keep me full all evening! P.S. I prefer wild-caught salmon as the flavor is much more robust!

CHAPTER FIVE

MUSIC IS THE SOUNDTRACK OF YOUR LIFE

Celebrating our emotions through music is self-care at its finest—especially when we're unapologetic.

Need to shake off an icky moment? Dance to your favorite artist—it'll help release blocked energy. Did you reach your goal weight? Congratulations, now go belt out your favorite lyrics!

Feel homesick? Listen to a song that reminds you of happy times. And how far you've come.

In my self-love lineup, music tops the list. And I'm in good company. Our team shared their playlist favorites. And, in turn, we'd love to hear what songs brighten your day! Tag us on socials with #drkellyann.

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MUSIC IS THE
LANGUAGE OF
THE SPIRIT.



MY FEEL-GOOD PLAYLIST



I am Woman
Emmy Meli



Run the World (Girls)
Beyoncé



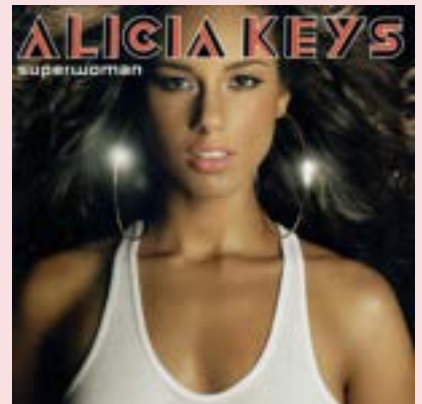
Stronger
Kelly Clarkson



I'm Every Woman
Whitney Houston



Confident
Demi Lovato



Superwoman
Alicia Keys



To the Brim
Jennifer Kamikazi



Man! I Feel Like a Woman!
Shania Twain



Fighter
Christina Aguilera

LET THAT OLD STORY GO



MANTRA: I LOVE AND ACCEPT ALL OF ME

Whether running a marathon, giving birth, or scaling a business, we all want to push ourselves and live fearlessly. Women are breaking down barriers in their sleep these days. We've got the girl power thing down. And we deserve every celebration heading our way. WE'VE EARNED IT, DAMMIT. And then some.

But let's not forget that we deserve downtime, too. Learning to love ourselves may not be as sexy as being on national TV, but without it, where are we?

Self-love begins with our inner dialogue. What is looping through your mind every day? How are you setting boundaries so that you have time to sit with yourself and bask in all the loveliness that is you?

Because you are enough, you always have been.
And always will be.

*Dr Kellyann
XO*

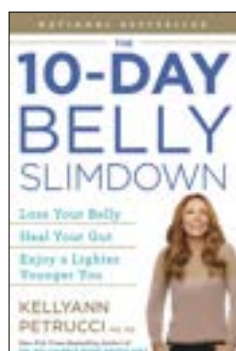
ABOUT DR. KELLYANN

Dr. Kellyann Petrucci, M.S., N.D., board-certified naturopathic physician, celebrity nutritionist, and *New York Times* bestselling author, is a weight-loss and anti-aging expert who put Bone Broth on the map. She recently expanded into the retail channel with her first **ready-to-drink bone broth** sold nationwide exclusively at Whole Foods Market.

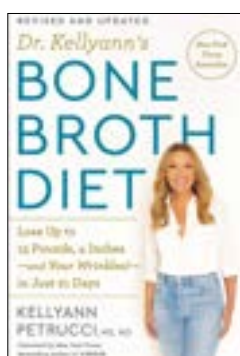
A regular contributor on Good Morning America and Dr. Oz, she hosts numerous TV specials, including the PBS broadcasts “21 Days to a Slimmer, Younger You” and “The 10-Day Belly Slimdown.”

DR. KELLYANN’S BOOKS

Dr. Kellyann’s books provide a plan for proven and lasting transformative results. Her wellness programs feature bone broth—complete with targeted nutrients and collagen support to jumpstart a healthy lifestyle.



10-Day Belly Slimdown
[Learn More](#)



Bone Broth Diet
[Learn More](#)



Cleanse and Reset
[Learn More](#)



FAVORITES OF DR. KELLYANN & TEAM

The women of DKA have picked their favorite products!
Each support a healthy gut and gorgeous skin.

1. Bellabiotics™

A prebiotic + probiotic to support a healthy gut + beautiful skin. [Shop Now](#)

2. Lemon Sips

Detoxifying lemon water with cellulite-smoothing properties. [Shop Now](#)

3. Cleanse & Reset Kit

A complete 5-day cleanse, just add water. [Shop Now](#)

4. Complete Collagen Protein

Flavorless collagen peptide powder that can be added to anything. [Shop Now](#)

5. Powdered Bone Broth

All the flavor of homemade bone broth with none of the work. [Shop Now](#)

dr. kellyann

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DKA Every Day Group



@ DrKellyannPetrucci