

The Global Metabolic Health Crisis

And How to Build a Business Tackling It

By Chris Carpenter – Health & Wellness Entrepreneur, Founder of MissionRemission

Introduction & The Crisis in Numbers

Three years ago, I was obese, type 2 diabetic, and facing a lifetime of medication. I reversed my condition, lost 140 pounds, and rebuilt my health — not through surgery, fad diets, or endless prescriptions, but through science-backed lifestyle interventions. That transformation didn't just change my life. It revealed the scale of the crisis we are facing — and the need for entrepreneurs to step up with solutions. This guide will give you two things:

1. Clarity on the **state of global metabolic health**.
2. A roadmap to build a **meaningful, profitable business** in the wellness space.

Global Crisis:

- **93%** of adults are metabolically unhealthy (JAMA 2022).
- Over **1 billion people** worldwide are obese.
- Type 2 diabetes cases are expected to reach **1.3 billion by 2050**.
- The cost to global healthcare systems is measured in **trillions annually**.

"This isn't a niche problem. This is the defining health challenge of our era."

The Root Cause & The Opportunity

Insulin is like a key. Insulin resistance is when the locks stop working. This leads to: weight gain, fatigue, diabetes, heart disease, PCOS, fatty liver. It is driven by ultra-processed foods, sedentary lifestyles, and disrupted gut health. **Key takeaway:** Medication manages symptoms. Lifestyle interventions address root causes.

Entrepreneurial Opportunity:

- The wellness industry will reach **\$8 trillion by 2030** (Global Wellness Institute).
- Consumers are desperate for **real solutions, not gimmicks**.
- Trust, community, and science-backed approaches are what people buy into now.

When you align with a proven system, you can impact lives and build a sustainable business at the same time.

The Business Model & Who This Is For

Business Model:

- **Proven system:** Science-backed products with a 90-day guarantee.
- **Scalable structure:** Low start-up risk, global distribution, mentorship included.
- **Community impact:** Build a movement, not just a business.

Who This Is For:

- **Health professionals:** PTs, nutritionists, coaches looking for extra revenue.
- **Entrepreneurs:** People seeking meaningful business opportunities.
- **Everyday people with a story:** Passion-driven individuals who want to help others.

If you care about health and want to build freedom, this is for you.

My Mission & Next Steps

I created MissionRemission to:

1. Lead a movement tackling the metabolic health crisis.
2. Mentor partners who want to grow their own wellness franchises.
3. Empower people to reclaim both their health and their financial freedom.

The health crisis is real. The opportunity is now.

If you're ready to explore how to build a meaningful business tackling the biggest health challenge of our lifetime, let's connect.

■ Book a discovery call with Chris Carpenter at missionremission.org