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BetterAlt

BetterAlt is a Mumbai-based wellness company combining traditional Ayurvedic wisdom with modern science to create plant-based health products for stress, sleep, hormonal balance, gut health, and more. Since launching in 2021, the brand has grown a strong customer base through its hero product—Pure Himalayan Shilajit Resin—and other supplements, all designed to fit seamlessly into today's fast-paced lifestyles.



The Mission

BetterAlt's mission is to make ancient Ayurvedic remedies relevant and accessible to a modern global audience. As the wellness market in the U.S. continues to boom, the company saw a timely opportunity to introduce its hero products, particularly its Pure Himalayan Shilajit Resin, as credible, science-backed solutions. BetterAlt sought to educate consumers, normalize Ayurvedic supplementation, and differentiate itself from gimmicky wellness fads by focusing on efficacy, transparency, and customer testimonials.

The primary goal of the campaign was to generate earned media coverage in trusted U.S. publications, ranging from wellness and lifestyle to health and men's media. BetterAlt wanted to build trust, drive discovery, and spark purchase interest through awareness-building features that framed its products as both ancient and forward-thinking.

The Strategy

Eleven International designed a multi-layered PR campaign to position BetterAlt as a modern leader in ancient wellness remedies, blending education, credibility, and relatability. The first step was identifying culturally relevant angles that would resonate with health-conscious U.S. consumers—particularly the rise in interest around adaptogens, anti-aging, simplified routines, and celebrity wellness trends.

Tactics included: Crafting founder-driven storytelling to personalize the brand's origin and mission, developing targeted media outreach across wellness, lifestyle, health, and men's publications, packaging product features within larger health trends, like anti-aging and hormone balance, to insert BetterAlt into existing consumer conversations, leveraging data points (1M+ units sold, third-party lab testing, Amazon reviews) to boost product credibility, and conducting targeted product seeding to journalists writing about stress, sleep, vitality, and wellness routines.

This strategy allowed us to bridge the knowledge gap between Ayurveda and mainstream wellness while giving BetterAlt the spotlight it deserved as a premium, purpose-driven brand.

The Results

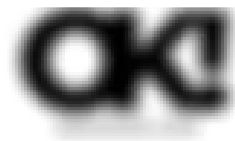
The campaign generated media coverage with a combined reach of over 34 million, firmly establishing BetterAlt's presence in the U.S. wellness conversation. Highlights include:

- **Men's Health** explored Shilajit's impact on testosterone and performance, reinforcing BetterAlt's credibility in men's health
- **Bustle** connected BetterAlt's Shilajit to celebrity wellness trends, positioning it as a practical alternative to costly routines.
- **Woman's World** and **Radar Online** highlighted BetterAlt's Shilajit as a standout natural remedy for hormonal balance, anti-aging, and energy—building credibility among wellness-focused women.
- **OK! Magazine** profiled BetterAlt's brand story and mission, elevating it as a standout player in the booming global wellness market.
- **Trend Hunter** featured BetterAlt's Sea Moss and Himalayan Resin products as emerging wellness trends, connecting the brand to forward-thinking health movements.

Through strategic storytelling and targeted media outreach, BetterAlt now holds a credible and competitive position in the U.S. wellness market—bringing ancient Ayurvedic remedies into the global spotlight.

Let's get started on achieving your business objectives. [Send us a message](#), or an email at connect@11.international.

Featured Media Coverage:



OK! Magazine: [How One Wellness Company is Taking Ancient Remedies Into the Future](#)

Men's Health: [Shilajit Is Called 'Nature's Viagra.' Does It Work?](#)

Bustle: [Achieving A Celebrity Wellness Routine At Home Starts With One Important Ingredient](#)

Radar Online: [The Future of Anti-aging Means Going Back to an Ancient Remedy](#)

Woman's World: [Cut Through the Wellness Clutter With This Ancient Remedy for Ultimate Health](#)

TrendHunter: [Himalayan Resin Supplements, Stamina-Enhancing Sea Moss Supplements](#)

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International**

Established in 2017, Eleven International is an award-winning cross-border communications agency for consumer tech, Web 3.0, and B2B tech brands.

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