



Wellness Within Your Walls®

## OUR VISION AND MISSION

At Wellness Within Your Walls®, our vision is in creating a legacy of Health, Harmony, and Sustainability in the Interior Environment. Our mission is to connect the global family with healthy eco-sensitive products that result in beautiful sustainable non-toxic environments.

**WE ASPIRE TO...** Simplify available information on how to achieve a healthier interior environment • Promote natural and sustainable manufacturing practices • Educate the global family on how to make healthier choices for the interior environment • Connect the global family with healthier home building and home furnishings products • Reduce harmful toxins in the interior environment responsibly • Encourage repurposing products whenever possible to help reduce consumption and waste • Support healthy cottage industries locally and globally.

## THE HIGHLIGHTS OF OUR JOURNEY

**2006** EcoManor, the inspiration for WWYW®. First Gold LEED certified home in the U.S., single family luxury residence. *Atlanta, GA*

**2007** WWYW® HBA Street of Dreams. Earthcraft, *The White House*, single family new construction. *Douglasville, GA*

WWYW® Birmingham Symphony Decorator Showhouse, Roberts Estate, restored 1930's single family Mountain Brook residence. *Birmingham, AL*

**2008** WWYW® High Museum Decorator Showhouse, Montaluce Winery. Recipient of *Best in American Living Award*. *Dahlonega, GA*

WWYW® South Village, Single Family Show House, design center and model. *Burlington, VT*

2006

2007

2008

**2006-2012** Jillian Pritchard Cooke has over 30 years experience in the interior design community as President of interior design firm DES-SYN, owner of the eco-living lifestyle boutique BEE.

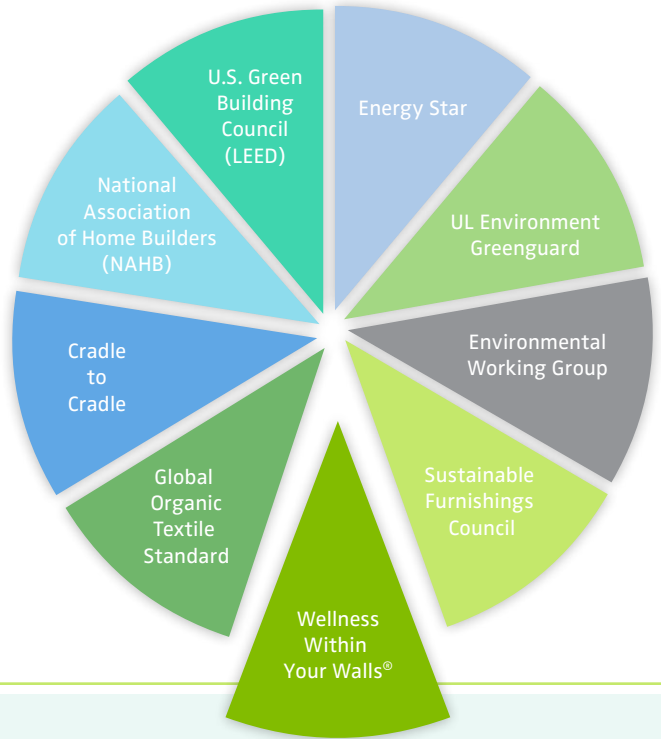
**WHAT IS WELLNESS WITHIN YOUR WALLS®?**

Wellness Within Your Walls® is the missing link to drastically reducing toxins in the interior living environment. Choosing WWYW® as part of the building and design process will promote longer life expectancy. WWYW® partners with builders, architects, designers, manufacturers and the consumer on making responsible decisions through education prior to the design and execution phase of the building process. WWYW® practices will result in a healthier living environment which translates into healthier families. The building and home furnishing industries can realize greater profits by meeting the consumers demand for healthier living environments.

**SERVICES AND EDUCATION**

Wellness Within Your Walls® offers services and education to the building and home furnishings industries, interior designers and specifiers, architects, retailers and consumers.

NATURAL, SUSTAINABLE, RESOURCEFUL, ECO-FRIENDLY, ENERGY EFFICIENT AND HEALTHIER BUILDING AND DESIGN PRACTICES



**2009** WWYW® Susan G. Komen Decorator Showhouse for the Cure. The Brookwood Condominiums. Silver LEED Certified. *Atlanta GA*

WWYW® Historical Society Decorator Showhouse, Green – *Leaving a Legacy. Cashiers North Carolina*

Receipt of the OBIE Award given by Greater Atlanta HBA, Recipient of *Best in American Living Award* given by NAHB

**2009**

**2010** WWYW® St. Andrews Episcopal School Decorator Show House. *DECO – Restored 1940's City View Condominiums. Jackson, MS*

BEE – first WWYW® retailer in the U.S. Products include GOTS, SFC and WWYW approved home furnishings. *Atlanta, GA*

**2010**

**2010-2012** Jillian Pritchard Cooke presented – Trends NAHB and Standards SFC to The Prince Foundation in conjunction with the construction of the Natural House located at Building Research Establishments (BRE) Resource sharing of Natural Building Technologies. *London, England*

**2012** WWYW® 4 Models Carnegie Abbey Tower at Carnegie Abbey Club Condominiums. *Portsmouth, RI*

**2012**

**2011** WWYW® Tennis Cottage Model Single family, Newport Beach Club of Narragansett Bay. *Portsmouth, RI*

**2011**

## 1 natural

Made from natural materials;  
free of harmful chemicals

## 2 sustainable

Made of sustainable materials;  
provide long term well being

## 3 responsible

Controlling toxins responsibly  
through accountability

**2013** WWYW® standards featured in *Pied a Terre* at the Atlanta Symphony Decorators' Show House and Gardens. *Atlanta, GA*

Panel discussion at the Earth Day luncheon sponsored by the Sustainable Furnishings Council on reducing toxins in furniture production, led by Jillian Pritchard Cooke, at the International Home Furnishings Show. *High Point, NC*

Inaugural presentation, *An Introduction to Wellness Within Your Walls®*, at the Atlanta Decorative Arts Center (ADAC). *Atlanta, GA*

WWYW® worked closely with Travis & Company Showroom at the Atlanta Decorative Arts Center to promote internationally recognized textile companies that meet the WWYW® standards. Textiles were identified as meeting 1 of 3 categories outlined in the WWYW® program. *Atlanta, GA*

WWYW® introduces education:

- WWYW® presents CEU credits courses 1-4 the inaugural INSPIRE! Continuing Education Event at the Dallas Design Center in the Baker, Knapp & Tubbs Seminar Room. *Dallas, TX*
- WWYW® designation offered to ASID and IIDA members upon completion of WWYW® exam

### 2014

Currently in discussions with Architects and Builders to promote WWYW® standards within the building community nationally

Currently in discussion with NAHB New American Home 2016 as becoming a WWYW® Residence. Presentation Spring Boards 2014

Currently in discussion with nationally recognized building and design manufacturing companies to endorse 50 states in 500 day tour promoting WWYW® CEU Courses 1-4. Final course to be offered in NYC. PR to include appearances in national news and lifestyle media outlets.

Seeking AIA , NAHB, HBA CEU credits

2013

2014

**2011-2012** Jillian Pritchard Cooke serves as Trends Coordinator of the NAHB Design Committee, presenting at the 2011 and 2012 NAHB International Builders Show

## THE WELLNESS WITHIN YOUR WALLS® STORY

Eco designer Jillian Pritchard Cooke founded Wellness Within Your Walls®. The need to simplify overwhelming information on toxins in the interior environment was the driving force.

Jillian became an expert on eco friendly design with her ground breaking work on EcoManor—the first LEED gold certified private residence. A subsequent cancer diagnosis became the catalyst for turning that expertise into a passionate commitment to creating healthier living environments, with a primary focus of reducing harmful toxins that can compromise one's health and well-being.

She soon discovered that there was no one source for clear and concise information on what to buy and where to buy it.

Over many cups of tea around kitchen counters to conference room tables, Jillian shared her passion, grew her commitment, and brainstormed with family, friends, co-workers and experts in the building and home furnishings industries. Soon Wellness Within Your Walls® and its three clear categories—**Natural, Sustainable, Responsible**—was born. WWYW® and its simple approach allow us all, whether in our roles as consumers or producers of home products and services, to easily make thoughtful and responsible choices for all interior environments.

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## OUR FAMILY

The Wellness Within Your Walls® team members all passionately believe in the power of small changes to create healthy lives of well being and beauty.

**Jillian Pritchard Cooke**  
Founder

**Katie Kitchens**  
Interior Specifier

**Tracey DeRosa**  
Business Development

**Jane Houlihan**  
Environmental Researcher

**Nonnie Preuss**  
General Manager

**Laura Butler**  
Communications

**Sloan Dobrin**  
Consumer Relations





reach out

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For more information about  
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