

**Peggy Reichelt** is an experienced entrepreneur and passionate digital female health and nutrition expert. The engineer started her first company, the nutrition concept amapur, in 2004, wrote two books and became a licensed Food Coach (A-License). Confronted with her own perimenopause, she quickly realised that there was neither enough knowledge nor suitable solutions for midlife women. Without hesitation, she gathered a reputable board of health experts, and joined by her co-founder she started her latest venture, XbyX - Women in Balance, supporting women in their journey through menopause and aging healthy.