

The Proven Code Launches Global Proof-First Movement to Redefine Trust in Wellness

Initiative aims to fight misinformation and promote clinical validation, transparency, and accountability in the global nutrition industry.



New Delhi, Delhi Jan 16, 2026 ([IssueWire.com](https://www.issuewire.com)) - New Delhi, India – *The Proven Code*, an India-based wellness brand, announced the launch of the **Proof-First Movement**, a global initiative aimed at restoring credibility in the wellness and nutrition space. The movement advocates for a future where **clinical evidence, transparency, and scientific validation** form the foundation of every health-related product and practice.

The Proof-First Movement was conceived in response to rising consumer concerns about misinformation, unverified claims, and a lack of testing in the wellness industry. By emphasizing proof before promises, the initiative seeks to empower individuals, healthcare professionals, and researchers to collectively demand higher standards.

“Nutrition and wellness should be rooted in evidence, not empty marketing,” said **Gaurav Singh**, Founder of The Proven Code. *“Through the Proof-First Movement, our goal is to start a global conversation on why clinical research, transparency, and accountability must come first.”*

Core Objectives of the Proof-First Movement

- **Raise Awareness:** Educating consumers on how to identify evidence-based health products

and services.

- **Collaborate with Experts:** Partnering with doctors, nutritionists, and researchers to promote validated approaches in wellness.
- **Create Tools for Consumers:** Supporting initiatives like the **Gut Intelligence Test**, developed with microbiome researchers, to help individuals understand the root causes of their health issues.
- **Build a Global Community:** Encouraging people worldwide to join the **#ProofFirst pledge** and share knowledge that prioritizes science over hype.

The Proof-First Movement was officially introduced at the **International Health & Wellness Expo 2025** in New Delhi, where The Proven Code engaged with healthcare professionals, distributors, and educators about the need for an evidence-led shift in wellness.

Looking Ahead

The Proven Code plans to expand the Proof-First Movement across Asia, the Middle East, and Europe over the next two years. Educational campaigns, expert collaborations, and community-driven programs will form the backbone of this expansion.

About The Proven Code

The Proven Code is an India-based wellness brand founded in 2025. With its **Proof-First philosophy**, the company champions clinical research, transparency, and global standards in nutrition and wellness. Through the Proof-First Movement, The Proven Code is redefining how consumers worldwide evaluate health information and products.

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