



## **Indur Welcomes 7x IRONMAN Champion Chris McDonald as Official Indur Athlete**

*Founder of Team Big Sexy Racing Joins Health and Wellness Lifestyle and Products Company to Help Spread Smarter Approach to Healthy Living*

**DALLAS – August 28, 2017** – [Indur](#), a health and wellness lifestyle and products company dedicated to empowering individuals to take control of their own physical health and appearance, today announced a partnership with 7x IRONMAN Champion Chris McDonald and [Team Big Sexy Racing \(BSR\)](#). McDonald will be representing the results-based health and wellness company as an Indur Athlete.

McDonald, an Australian native currently residing in Boulder, Colorado, began his professional career in 2004 and is one of a select group of elite athletes who carries seven Ironman titles. He's known as "Big Sexy" in the triathlon community due to his inspiring journey to health. Once an overweight baker, weighing in at over 250 pounds, to now a successful professional triathlete. He has raced as a professional in 53 Ironman's with 23 podium and 35 top 10 finishes over the full and half distance. In 2013, McDonald and his wife, Erika, launched Team BSR, an elite amateur triathlon team comprised of 200 athletes all over the United States.

Indur, launched earlier this year, offers an array of products and services to empower individuals to look and feel their best and offer a smarter approach to healthy living. The Indur system starts with diagnostic testing for individuals to first understand what's going on inside their bodies and eliminate the guesswork. The lab results, reviewed by a board-certified physician, allow individuals to make better decisions about nutrition, fitness and lifestyle changes – at a fraction of the cost of traditional blood testing. [Indur IQ](#) provides specific product, as well as fitness, nutrition and lifestyle recommendations, from supplements to skincare, to help individuals along the journey to optimal health. Whether goals are to lose weight, increase performance, build muscle or just feel better inside and out, Indur was created with all consumers in mind.

"We're thrilled to have Chris join our team as an Indur Athlete," said Brandt Beal, founder and CEO of Indur. "Chris is a tried and true champion. With his story and background, he really exemplifies and relates to our customers. We're excited that he's chosen Indur as his partner, to help us take his fans and followers' health to the next level."

McDonald and the BSR team will help spread Indur's message and industry leading panels with social media promotion, online training opportunities, event activations, press opportunities and more.

"The more you understand about your body, the better you can train and race. Indur gives you the tools to learn about what's best for you, inside and out. Partnering with Indur has opened my eyes to the possibilities of blood testing, including increased performance, muscle building and more. I'm eager to share those possibilities and the system as a whole," said McDonald, Indur Athlete.

For more information about Indur's products, services and approach, visit [www.getindur.com](http://www.getindur.com).

#### **About Indur**

Founded in 2017, Indur was created to help discerning men and women improve their health and appearance through direct access to laboratory services; wellness insight; and, healthy, effective supplementation and skin care solutions. Indur is dedicated to cutting through a crowded, ineffective, cookie-cutter industry with a contemporary approach to health and wellness that helps millions look and feel their best by supporting a lifestyle of empowerment and control regarding one's own physical health and appearance - from the inside out. For more information, visit [www.getindur.com](http://www.getindur.com). *Life is hard no matter what. It's all about how we INDUR.*

#### **About Big Sexy Racing**

In 2013 Chris and his wife, Erika, launched a racing team of brand ambassadors, Big Sexy Racing, comprised of 200 brand ambassadors from all over the U.S. Additionally, in 2015, due to his love of the sport and his desire to give back to the sport that has given him so much, Chris launched the coaching company BSRX3, whose mission is to guide athletes to fulfill their goals-whether competing in a marathon, sprint, Olympic, or full distance Ironman. For more information, visit <http://bigsexyracing.net>.

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