

Cover
Story

Carol Ann
Tufera

 **SottoPelle**[®]
Hormonal Balance. Well-Being.





A Trailblazer's Personal Journey: An Interview with CarolAnn Tutera, Owner/Co-Founder and President of SottoPelle®

In this exclusive interview, we explore the remarkable journey of CarolAnn Tutera, the CEO and visionary behind SottoPelle®, a pioneering leader in the field of Pellet Hormone Therapy. CarolAnn Tutera, with her late husband Dr. Gino Tutera, embarked on a path that would revolutionize bioidentical hormone replacement therapy (BHRT). This journey saw them combine their passion, vision, and expertise to enhance the quality of life for patients. SottoPelle®'s unique method, involving natural BHRT pellets, has become a gold standard in the industry. CarolAnn Tutera reflects on her entrepreneurial spirit, challenges faced, and the ongoing mission to promote wellness and brain health through innovative hormone therapy. Her insights serve as a beacon of inspiration for aspiring entrepreneurs and shed light on the vital role of hormones in overall health.

Industry Recognition

CarolAnn Tutera's contributions to the field have garnered significant recognition. She has been honored as the "FACE of HRT" in Phoenix Magazine for four consecutive years and ranked as the Best Hormone Practice in Arizona for eight years running. Her commitment to excellence and patient well-being speaks volumes.

In conclusion, CarolAnn Tutera's journey is a testament to the power of vision, perseverance, and innovation. Her work at SottoPelle® continues to make a profound impact on the field of hormone therapy, emphasizing the crucial role hormones play in enhancing overall health and well-being. As she remains dedicated to her mission of helping people age gracefully and live healthier, her legacy continues to shine brightly.

A Vision Realized

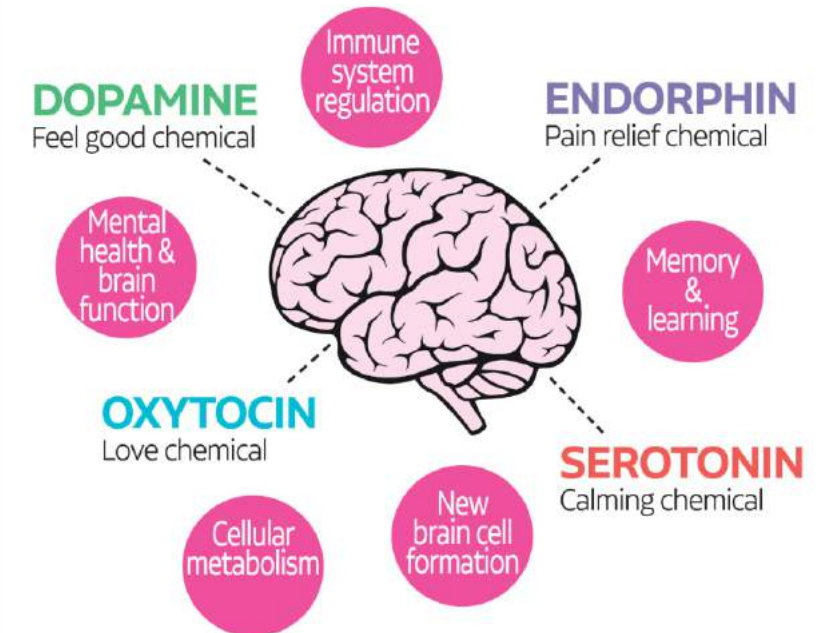
CarolAnn Tutera's journey began with an unexpected entry into the medical field. Dr. Gino Tutera's pioneering work in BHRT, initially intended to prevent pregnancy loss, opened the door to their collaborative venture. Together, they harnessed their talents and launched SottoPelle®, introducing a revolutionary method to treat menopause, andropause, and neurodegenerative conditions using natural BHRT pellets. This journey commenced in 1992 when Dr. Tutera agreed to assist a colleague in pellet insertion, despite his initial unfamiliarity with this method. Afterward, recognizing the need for personalized hormone dosing, Dr. Tutera developed a multi-patented dosing system, laying the foundation for the SottoPelle® Method. CarolAnn Tutera took charge of the business aspects, steering SottoPelle® towards industry leadership.

Overcoming Misconceptions and Challenges

One of the significant challenges CarolAnn Tutera and Dr. Tutera faced was the skepticism surrounding BHRT, often conflated with synthetic hormone therapy. Undeterred, they championed the importance of hormone delivery systems like pellets, which offer steady hormone release, contrasting with the hormone roller-coaster generated by pills and patches. Their mission involved educating

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BALANCE

Happy, Healthy Brain



the medical community, media, and patients about the value of BHRT. Over the years, as scientific research validated the effectiveness of pellet therapy in preventing illnesses and diseases, perceptions shifted, affirming Dr. Tutera's pioneering work.

Staying Ahead through Innovation

Remaining at the forefront of the industry necessitates a commitment to ongoing innovation. CarolAnn Tutera emphasizes the importance of staying attuned to the latest scientific developments. With the

rise of cognitive and mental health issues, SottoPelle® is currently delving into the role of hormones in brain health, addressing mood, memory, sleep, and motivation regulation. Dr. Tutera's decades-old research on hormones' impact on depression, anxiety, and neurodegenerative diseases like TBI and Parkinson's is now being recognized by neuroscientists and researchers. Establishing the Tutera Institute®, with over 1,200 Certified SottoPelle® Hormone Therapy providers and a vast patient base, further solidifies their commitment to innovation.

Advice for Aspiring Entrepreneurs

CarolAnn Tutera offers valuable advice to budding entrepreneurs: seek knowledge from experts, learn from the ground up, and allow your unique ideas to shine. Embrace your individuality and stand out boldly in your chosen field.

Key Strategies for Success

One of the key strategies that have contributed to CarolAnn Tutera's success is her unwavering dedication to continuing her late husband's legacy. By persistently upholding their mission to help people age gracefully, she has ensured that SottoPelle® remains the gold standard in bioidentical hormone therapy.

Shaping the Future of the Industry

With three decades of experience, CarolAnn Tutera asserts that the tried-and-true method developed by Dr. Tutera in 1992 continues to excel. Her current focus lies in understanding the pivotal role hormones play in supporting and safeguarding brain health, particularly for those with neurodegenerative conditions like Parkinson's, Alzheimer's, and Traumatic Brain Injury.

Fostering a Culture of Creativity and Innovation

In CarolAnn Tutera's organization, open communication channels, a supportive atmosphere, and a sense of humor nurture a culture of creativity and innovation. She treats her team as an extended family, fostering warmth, compassion, and a positive environment.

Influential Mentors

CarolAnn Tutera's father played a pivotal role in shaping her entrepreneurial spirit, having been a successful entrepreneur himself. His influence inspired her to embark on her own entrepreneurial journey.

Notable Projects and Initiatives

CarolAnn Tutera has recently launched the SottoPelle® Lifestyle movement, dedicated to educating and dispelling misconceptions about aging. She's also founded Bolster Beauty by SottoPelle®, a company offering nutraceuticals and innovative products aimed at enhancing well-being. Her podcast, "Adventures in Aging," highlights the importance of aging gracefully from the inside out.

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www.bolsterbeauty.com



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Why the SottoPelle® Method for HRT?

Here's what some of our patients say:

"...They keep me feeling human and full of life!"

"... Feel great!"

SottoPelle®

Helping us Age Gracefully from the inside out.™