

ABOUT WILL CARR

FOUNDER, WILLPOWER PRODUCTS



Founder of WillPower, the leading Hemp CBD Sports Nutrition Brand. Carr earned his Bachelor's in Industrial & Systems Engineering from University of Alabama - Huntsville. After graduating, Carr played basketball professionally in Lima, Peru. Carr is dedicated to providing the highest quality, all-natural, products to the consumer marketplace.



My story starts on a farm in the Midwest. My mother, a school teacher, and my father, a farmer, and entrepreneur himself. I have one older brother who was severely disabled at birth, he's experienced kidney failure, mental disabilities, scoliosis, and blindness to name a few. Every one of my family members attributed a great lesson that led me to create WillPower Products. Growing up watching my dad work for himself gave me the entrepreneurial bug. My mom taught me to love unconditionally and live life with a heart filled with joy. And my brother motivated me to be the best I could be at everything I attempted.

Fitness has always been an important part of my life, as has an education. I started my college career on a basketball scholarship to a Junior College in Illinois, eventually leveling up to the University of Alabama-Huntsville, and ending my course at Colorado School of Mines to advance my education in engineering while continuing to play basketball. After finishing my college basketball career, I traveled to South America to play basketball professionally in Lima, Peru. My experience traveling the world with basketball and the drive to progress my fitness path led me to think: what is the fitness market missing?

It's missing natural products. I was tired of forcing my body to consume sports nutrition lines with harmful ingredients. I wanted to create a product using the

highest quality, best natural ingredients available. I wanted to provide a product for athletes, fitness enthusiasts, and individuals who live an active lifestyle, that benefited their health and truly nurtured their bodies. I wanted to provide a product that actually worked.

After being introduced to phytocannabinoid rich (PCR) hemp oil and CBD and experiencing the raw benefits first hand, it clicked. Why not create a sports nutrition dietary supplement line that combined the most natural ingredients, such as grass fed whey, with CBD?

I'm selling ReGen PCR today because as a former athlete I would have strongly benefited from this product. If I could have had access to a product that truly nourished my body through grass fed whey, promoted recovery through 6gs BCAA's and included PCR (CBD), my athletic experience would have been much better. Even today as I live a very active lifestyle, hiking, skiing, skydiving, being a father to my beautiful little girl, having a product that allows me to live a healthier, active life is such a blessing.

My life has been built around health and fitness, and I don't plan for that to ever end. I've made it my personal goal to help people achieve their ultimate fitness potential and live the active life that they desire through all-natural nutritional products. My team and I have many exciting new ventures planned for the future. I hope you'll check back often to learn how my story, the story of ReGen PCR, and, most importantly, the stories of all our customers out there unfold.