

About Dr. Ross

Sheryl A. Ross, M.D., received her OB/GYN training at the University of Southern California School of Medicine was honored with two teaching awards as a senior medical resident. She has been in private practice in Santa Monica, California for the past 20 years. Recently, she was honored with a Patients' Choice Award for Compassionate Doctor Recognition and a Top 10 Obstetricians & Gynecologists Award.



Dr. Ross was a medical consultant for the books, *Expecting Fitness* and *Two at a Time*. As an advocate for women's health, Dr. Ross takes the conversation about women's health issues beyond the examining room and shares her knowledge with others on Twitter @DrSherylRoss. She has made TV appearances on MTV, Channel 7 and KTLA news medical segments. Dr. Ross has also contributed to magazines such as *Fit Pregnancy*, *People*, *In Touch* and *Shape Magazine*.

Born and raised in Southern California, Dr. Ross attended the University of California, Santa Barbara and graduated with a Bachelors of Science degree. She received her doctorate in medicine from New York Medical College before completing her OB/GYN residency at the University of Southern California School of Medicine. In addition to her medical practice, Dr. Ross was the President of the Upper and Middle Division of Brentwood School and has been on the board of the Planned Parenthood, Los Angeles for 4 years. She is married and has 3 children.



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DR.ROSS

DEFY

Defy. Define. Defend.

Defy your age | Define your health needs now and in the future | Defend through healthy living

THE DEFY STORY

As a physician in private practice for 20 years, I am in the unique position to educate, empower and speak honestly to women about their health. It is through these intimate conversations that I became determined to develop a vitamin line to help women feel and look healthier.



Seeing patients daily in my obstetrics and gynecology practice, it became evident that most women had no idea what vitamins and minerals they should be consuming. Guidelines make it clear that our nutritional needs should be met primarily through our diet. The reality is that most of us do not eat a fully balanced diet and we might miss out on vital nutrients. Educating women about healthy choices meant offering them a practical plan for vitamin, mineral and antioxidant intake.

It never made sense why we take one vitamin during the most important time of our lives, when we are pregnant or breastfeeding, and then take a different vitamin when we are not. My patients would often say "I love how I felt on a prenatal vitamin. My nails grew longer, my hair was fuller and I had more energy." I understood what women wanted and my inspiration for the DR. ROSS DEFY brand came when my patient Kym Gold visited me for a routine check-up.

Kym Gold's energetic personality and engaging spirit made her a lovable patient as well as a close friend. Over the years, she built her True Religion and Babakul clothing empires, all while being a hands-on mother of 3 boys, a community activist and a world traveler. Kym would ask me, "What vitamins should I take to not only give me energy, but to also protect me from illness?" Her mother had been diagnosed with breast cancer and she was concerned about what she could do to possibly decrease her risk.



Like most women, Kym was confused by the supplements on the market and just wanted a streamlined solution. Always an inventor, Kym said, "Why don't we just make our own super vitamin?" That simple question started us on our research and development quest.

We worked with the top formulators and created a powerful vitamin that addresses women's greatest health needs. The DR. ROSS DEFY line was born!



DR ROSS DEFY Vitamins



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