



# *Functional Roots Podcast*

THE BIOLOGICAL  
HYGIENE PODCAST

## THROUGH THE LENS OF BIOLOGIC HYGIENE

Rooted in Health explores the deeper connections between oral health and whole-body wellness. Each episode takes listeners beyond the surface of traditional care, uncovering how the mouth serves as a mirror—and a gateway—to systemic health. From the influence of microbiomes to the impact of hormonal balance, we dive into the root causes that support true, sustainable well-being. Rooted in Health is where science meets nature, and where oral care becomes a powerful tool in your overall health journey.



## CONNECT WITH US

[www.functionalrootspodcast.com](http://www.functionalrootspodcast.com)

[functionalrootspodcast@gmail.com](mailto:functionalrootspodcast@gmail.com)

Instagram:

[@functionalrootspodcast](https://www.instagram.com/functionalrootspodcast)



## AUDIENCE

- **Functional health enthusiasts** who understand the importance of getting to the root cause of health issues
- **Biologic and holistic dental professionals** seeking natural, integrative approaches to oral care
- **Wellness-forward consumers** who prioritize low-tox, whole-body healing strategies
- **Practitioners and educators** in the functional medicine, naturopathic, and biologic dentistry spaces
- **Health-curious individuals** looking to bridge the gap between conventional care and personalized, preventative approaches

# PODCAST CO-HOSTS



@HeatherKenneyRDH

**Heather Kenney, RDH, CDSO, HIAOMT,**

has over 20 years of dental experience, starting as a dental assistant. She has worked in various settings, developing a passion for mentoring in the field. Heather specializes in biological dental hygiene and the oral-systemic connection, focusing on oral microbiome testing with Bristle Health. She helps practitioners link oral microbial imbalances to issues like gut dysfunction and systemic inflammation, aiming to enhance patient outcomes through salivary diagnostics. A passionate educator, she often speaks on the oral microbiome's importance in healthcare. Outside of work, Heather enjoys camping, traveling, and spending time with her husband and three children.

@TheCurvyScaler

**Amanda Hale, RDH,**

**BSDH, HIAOMT, NBHWC-Candidate** is a nationally recognized dental hygienist, educator, and writer with over 15 years of experience. She is HIAOMT-accredited through the International Academy of Oral Medicine and Toxicology and is completing her training with the Functional Medicine Coaching Academy, with plans to sit for the NBHWC exam in 2025. A former co-host of Hygiene Elevated: Conversations & Innovations, Amanda continues to lead important conversations in the dental community. She serves as a Key Opinion Leader and educator for GuruNanda, Elevate OralCare, and RiseWell, and regularly contributes to RDH Magazine and DentistryIQ with a focus on holistic and integrative oral care.



# Functional Roots Partnership Packages




## About Us

### **Grow With Us. Reach Deeper.**

At Functional Roots, we're proud to partner with brands that align with our mission: supporting whole-body wellness through holistic oral health. Our Partnership Packages are designed for long-term collaboration—offering integrated, multi-platform visibility that goes beyond a single episode.

These packages are perfect for natural, Ayurvedic, eco-conscious, or wellness-forward brands looking to authentically connect with a dedicated and growing audience of health professionals, conscious consumers, and functional wellness enthusiasts

## What's Included

- Dedicated affiliate link + Product listing on our “Partners We Trust” website page
  - Featured podcast mentions across multiple episodes
  - Cross-promotion via Instagram, Threads, YouTube
  - Opportunities for co-branded giveaways, blog/shownote content or featured guest appearances
  - Quarterly partnership tiers (Sprout, Growth, Deep Roots) to meet your goals and budget
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# PARTNERSHIP PACKAGES

## SPROUT PACKAGE (ENTRY LEVEL)



*Best for emerging brands looking to dip their toes into the podcast space*

- One Mid-Roll ad in a single episode (60 seconds)
- Product mention in episode show notes
- Social media story shout out on Instagram
- Affiliate link inclusion on podcast partner page (30 day duration)

## GROWTH PACKAGE (MIDTIER ONGOING PARTNERSHIP)



*Ideal for brands seeing consistent exposure and direct traffic*

- mention in 3 consecutive episodes (pre-roll or mid-roll)
- Affiliate link on website for 3+ months
- Product image and short description on “Partners We Trust” website page
- One carousel post or reel on Instagram

## DEEP ROOTS PACKAGE (PREMIUM BRAND PARTNER)



*Best for long-term partners who align with our mission and values*

- 6-month or 12-month partnership
- Featured spot at the top of the partner Page with logo, image and CTA
- Product integration into multiple episodes with natural, narrative-based mentions
- Guest appearance on the podcast
- Social media content: 2 reels, 2 stories/month shared to
  - @thecurvyscaler
  - @functionalrootspodcast
  - @heatherkenneyrdh
- Product spotlight video or product demo created by you
- Quarterly analytics report with insights



# Functional Roots Podcast Advertising Opportunities

## Targeted. Effective. Aligned

Looking for high-impact visibility without a long-term commitment? Our podcast Advertising options offer direct access to our highly engage, niche audience of wellness-minded professionals and listeners

Perfect for new product launches, seasonal campaigns, or increasing brand awareness within the oral health and natural wellness space.

## What's Available



### **Pre-Roll (15–30 seconds)**

Quick intro to your brand at the start of the episode



### **Mid-Roll (60–90 seconds)**

Naturally integrated ad ready by our host



### **Post-Roll (10–15 seconds)**

Thank-you mention or quick promo at the end



### **Show Notes Link:**

Short-term visibility and easy click through access

**Single-Episode or Bundle Options Available**



## Custom Packages Available

We're happy to tailor packages to suit your goals. Whether it's a co-branded event, a mini-series, or a full campaign integration, we're here to create something that feels intentional and aligned.

Connect with us at:  
@FunctionalRootsPodcast  
[www.FunctionalRootsPodcast.com](http://www.FunctionalRootsPodcast.com)