

THE PLUS FACTOR: AND WHY THERE'S WATERMELON IN OUR LOGO



*Well+Good is your healthiest relationship, hooking you up with the best, most interesting things/people/food in wellness. And nothing gets at this concept better than the **plus-sign in our logo**, which acts like a gallery window where we showcase the most exciting, transformative objects and ideas that add wellness to your life. And this week we're spotlighting the undeniable rise of... the watermelon.*

Juicy, hydrating watermelon is the queen bee of the picnic table pretty much every summer, but this year, we've noticed something major is undeniably happening the popular summer fruit. (And no, not just that **exploding watermelon video** everyone watched on BuzzFeed a few months ago.)

For the first time, food companies to skin-care brands are tapping watermelon, known for its respectable amounts of vitamin A, B6, and C, to create entirely new products.

From watermelon seeds now being used to power protein bars, watermelon jerky (yep, believe it), and *three* new watermelon beverages hitting shelves to a natural anti-aging oil, the hydrating fruit is having a major healthy moment in the spotlight.

Scroll down to see summer's buzziest (and yummiest) watermelon foods and drinks...



Go Raw Sprouted Watermelon Seeds Nutrition Bars

Go Raw's **watermelon seeds** have been in stores for a while now, but the brand just came out with a new line of **protein bars**, all powered by the little, surprisingly powerful seeds. (The flavors on deck: cinnamon spice, dark chocolate, zesty lemon, and mint chocolate.) One bar has just six ingredients and 12 grams of protein, *double* the amount of **protein** in one egg. Makes you think twice about picking them out of the fruit and chucking like you might normally, right?