

Hair Volume™



Supports Healthy Hair Growth, Thickness & Strength

Key Selling Points:

- Best-seller for naturally fuller, thicker-looking hair
- Clinically studied apple extract helps promote stronger, healthier hair from the root
- Features millet and horsetail, rich in silica to support hair structure and shine
- Biotin and zinc work together to nourish strands and reduce breakage
- Helps reduce hair thinning and boost hair vitality - 3 month minimum suggested use
- Also supports stronger nails and healthier-looking skin as a bonus
- Easy, once-daily tablet

Key Customer:

- Women experiencing hair thinning, slow growth, or brittle strands
- Adults wanting to support healthier, fuller, shinier hair naturally
- Beauty-conscious consumers seeking a haircare solution
- Shoppers preferring a natural, non-hormonal supplement
- Customers dealing with post-partum or stress-related hair loss

Key Ingredients:

- Apple extract – 300 mg
- Millet extract – 250 mg
- Horsetail extract – 200 mg
- Biotin – 0.48 µg
- Zinc oxide – 12.5 mg
- Cysteine - 60mg

Available as 30 or 90 Tablets

Dosage & Directions:

Adults: Take 1 tablet daily with a meal or glass of water.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

✓ Dairy Free

✓ Gluten Free

Blue Berry™ Eyebright



Blue Berry Eyebright™ maintains healthy eyesight & visual function

Key Selling Points:

- Contains wild North European blueberries – naturally rich in antioxidants for eye health
- Delivers 10 mg lutein per daily dose from tagetes (marigold) extract – supports macular protection
- Includes eyebright, traditionally used to relieve tired, dry, or irritated eyes
- Packed with plant-based antioxidants to combat free radical damage
- Ideal for people experiencing eye strain, dryness, or screen fatigue

Key Customer:

- People experiencing eye strain from screens, reading, or driving
- Individuals with tired, red, or dry eyes
- Seniors wanting to maintain healthy vision as they age
- People looking for plant-based, antioxidant-rich supplements
- Shoppers preferring herbal alternatives for eye care

Key Ingredients:

(Per 2 tablets)

- Blueberry extract (*Vaccinium myrtillus*) – 400 mg
- Eyebright extract (*Euphrasia officinalis*) – 200 mg
- Tagetes extract – 100 mg, 10 mg Lutein
- Grape seed extract – 40 mg

Available as 30 or 60 Tablets

Dosage & Directions:

Adults: Take 2 tablets daily in combination with a meal or a glass of water.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

Contains Gluten (maltodextrin)

- ✓ Vegan
- ✓ Dairy Free

Active Magnesium™ Glycinate



Gentle, Highly Absorbable Magnesium for Nervous System Support & Sleep

Key Selling Points:

- 240mg elemental magnesium, highly absorbable, gut friendly form
- Includes a full B-complex to support energy production, mood, and stress response
- Fortified with vitamin D3 to aid in muscle, bone, and nervous system health
- Contains long pepper and French maritime pine bark – antioxidant-rich herbs that support circulation and inflammation balance
- Ideal for those experiencing tension, cramps, or stress-related sleep issues

Key Customer:

- Adults under chronic stress, with poor sleep or nervous tension
- Individuals with muscle cramps, tightness, or restless legs
- People needing daily magnesium and B-vitamin support for energy and wellbeing
- Customers looking for a comprehensive mood, energy, and relaxation formula
- Health-conscious individuals wanting a non-laxative, gentle magnesium

Key Ingredients:

(Per 2 tablets)

- Magnesium Glycinate 600mg – 120 elemental
- Pine bark extract - 150 mg
- Long pepper - 12 mg
- Thiamine (B₁) - 3.3 mg
- Riboflavin (B₂) - 4.2 mg
- Niacinamide (B₃) - 48 mg
- Pantothenic acid (B₅) - 18 mg
- Vitamin D₃ (colecalciferol) - 20 µg (800 IU)

Available as 60 tablets

For educational use only

Dosage & Directions:

Take 1 tablet morning and 1 tablet evening daily (2 tablets daily) with a glass of water.

Warnings: Seek professional advice before using if you are pregnant or breastfeeding. Not suitable for children under 12 years of age.

- ✓ Gluten Free
- ✓ Dairy Free



Active Magnesium™ Citrate



Supports Muscle Function, Bone Strength & Gentle Digestive Balance

Key Selling Points:

- Supports muscle contraction and relaxation
- Formulated with vitamin D₃ to assist calcium absorption and bone strength
- Includes a full spectrum of B-complex vitamins for energy, mood balance, and nervous system support
- With Piper longum and French maritime pine bark for antioxidant and absorption support
- Gentle on digestion – may support regularity in those with sluggish bowels
- Ideal for those with muscle cramps, post-exercise soreness, or low magnesium intake

Key Customer:

- Adults experiencing muscle cramps, tension or post-exercise soreness
- Individuals seeking support for bone strength, nerve health, or digestive sluggishness
- People with low dietary magnesium or high physical demands
- Customers wanting a fast-absorbing magnesium with added nutritional co-factors

Key Ingredients:

(Per 2 tablets)

- Magnesium citrate (providing 123.75 mg elemental magnesium)
- Vitamin D₃ (Cholecalciferol) – 10 µg
- Vitamin B6 (Pyridoxine hydrochloride) – 2.5 mg
- Vitamin B12 (Mecobalamin) – 62.5 µg
- Vitamin B3 (Nicotinamide) – 24 mg
- Vitamin B5 (Calcium pantothenate) – 9 mg
- Pinus pinaster extract – 75 mg
- Piper longum extract – 6 mg

Available as 60 Tablets

Dosage & Directions:

Take 1 tablet morning and 1 tablet evening daily (2 tablets daily) with a glass of water.

Warnings: Seek professional advice before using if you are pregnant or breastfeeding. Not suitable for children under 12 years of age.

- ✓ Gluten Free
- ✓ Dairy Free

Active Liver™



Helps Support Liver Function & Detoxification

Key Selling Points:

- Herbal blend designed to support liver cleansing and detoxification
- Contains milk thistle, traditionally used to support liver health
- Includes artichoke, used to aid digestion and promote bile flow
- With turmeric rich in antioxidants to fight free radical damage
- Ideal for seasonal detox or daily liver support
- Great tie-in product for wellness campaigns and gut health promotions

Key Customer:

- Adults interested in detoxification and liver health
- People with sluggish digestion or bloating
- Wellness shoppers looking for daily detox or post-holiday reset
- Consumers mindful of alcohol, medication, or fatty diet impact

Key Ingredients:

- Milk thistle extract - 200 mg
- Globe artichoke extract - 222 mg
- Turmeric extract - 150 mg

Dosage & Directions:

Adults: Take 1 tablet daily with a glass of water.

Warnings: Keep out of reach of children.
Not recommended to use by pregnant and lactating women.

✓ Dairy Free

✓ Vegan

✓ Gluten Free

Available as 30 Tablets

Irish™ Sea Moss



Supports Immunity, Thyroid Function & Antioxidant Protection

Key Selling Points:

- Irish sea moss – a natural source of iodine to support healthy thyroid function
- Supports a healthy immune system and helps maintain general wellbeing
- Rich in natural antioxidants to help neutralise free radicals formed in the body
- Suitable for daily use as part of an immune and vitality routine
- One-a-day formula – convenient and easy to take

Key Customer:

- Consumers wanting to support thyroid and immune health naturally (especially if they have mild thyroid concerns or are iodine-conscious)
- Those looking for plant-based antioxidant support
- Often focused on gut health and skin benefits, both associated with sea moss
- Likely already taking or exploring superfoods like spirulina, chlorella, or ashwagandha

Key Ingredients:

- Irish Sea Moss - 100mg
- Kelp powder - 200mg
- Wakame extract -150mg

Available as 30 Tablets

Dosage & Directions:

Adults: Take 1 tablet daily with a glass of water.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

- ✓ Vegan
- ✓ Dairy Free
- ✓ Gluten Free

Clear Brain™



Supports Cognitive Function, Mental Focus & Memory

Key Selling Points:

- All-in-one formula combining herbal extracts, B-vitamins, and antioxidants to support memory, concentration, and cognitive performance
- Contains a synergistic blend of ginkgo biloba, green tea, walnut, and pomegranate
- With French maritime pine bark and pomegranate – rich in cell-protecting antioxidants
- Black pepper included to enhance nutrient absorption and bioavailability
- Fortified with B-complex vitamins to help reduce fatigue and support mental energy

Key Customer:

- Adults seeking support for cognitive performance and memory
- People under mental load or cognitive stress
- Students and professionals looking for natural focus support
- Those who prefer a plant-based, stimulant-free brain supplement
- Customers experiencing occasional brain fog or forgetfulness

Key Ingredients:

(Per 2 tablets)

- Pomegranate - 150mg
- Green tea extract - 150mg
- Ginkgo biloba extract -120mg
- French maritime pine bark - 80mg
- Walnut extract - 50mg

Available as 60 Tablets

Dosage & Directions:

Adults: Take 2 tablets daily with a meal.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

- ✓ Vegan
- ✓ Dairy Free
- ✓ Gluten Free

Frutin™ Gastro Gel



Fast-Acting Sugar-free Chewable Tablet for Relief of Heartburn, Indigestion & Reflux

Key Selling Points:

- Fast-acting formula designed to relieve acid reflux, indigestion, and heartburn
- Forms a natural foaming barrier to block stomach acid from rising into the oesophagus
- Contains calcium carbonate, which helps neutralise excess stomach acid
- Enriched with pectin and fruit fibres to support gentle digestive comfort
- Suitable for on-the-go use – chewable tablets with pleasant mint taste
- Non-constipating and free from sodium bicarbonate
- Doesn't cause a rebound effect, no risk of peak gastric acidity after taking it

Key Customer:

- Adults experiencing occasional reflux, bloating, or indigestion
- People looking for a natural, non-constipating antacid alternative
- Those sensitive to sodium bicarbonate-based products
- Wellness shoppers who prefer herbal and mineral-based digestive support
- Ideal for use after meals or before bed to ease symptoms of reflux

Key Ingredients:

Each tablet contains:

- Dolomite granulate (natural source of calcium & magnesium carbonate) 400mg
- Pectin (citrus fibre) - 200mg
- Dandelion - 100mg
- Niacinamide - 2mg

Available as 60 Chewable Tablets

Dosage & Directions:

Take 1-2 tablets about 30 minutes after a meal or when necessary.

Cautions: Do not exceed 6 tablets per day. Chew tablet thoroughly, for best results drink a glass of water afterwards.

- ✓ Vegan
- ✓ Sugar-free
- ✓ Gluten Free
- ✓ Sodium Bicarbonate Free
- ✓ Dairy Free

Melissa Dream™



Supports Restful Sleep & Reduces Stress Without Next-Day Drowsiness

Key Selling Points:

- Herbal formula designed to support deep, restful sleep and reduce mild anxiety
- Combines lemon balm and chamomile, traditionally used in Western herbal medicine to relieve restlessness and sleeplessness
- With magnesium and B-vitamins to support the nervous system and reduce symptoms of stress and fatigue
- Non-drowsy and non-habit forming – ideal for long-term use
- May assist with insomnia, racing thoughts, and waking through the night

Key Customer:

- Adults struggling with restlessness, poor sleep quality, or night waking
- Individuals under mild stress or mental tension
- Shoppers looking for a natural, non-habit-forming sleep aid
- Health-conscious consumers interested in herbal calming remedies
- Students

Key Ingredients:

(Per 2 tablets)

- Lemon balm – 600 mg
- Chamomile – 200 mg
- Magnesium – 120 mg
- Green Tea – 300 mg
- Vitamin B1 – 0.94 mg
- Vitamin B6 – 1.34 mg
- Vitamin B3 – 12 mg

Available as 60 tablets

Dosage & Directions:

Adults: Take 2 tablets daily with a meal or a glass of water.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

- ✓ Vegan
- ✓ Dairy Free
- ✓ Gluten Free

Hyaluron Active™



Supports Skin Hydration, Collagen Formation & Skin Elasticity

Key Selling Points:

- Supports skin hydration, firmness, and elasticity from within
- Formulated with hyaluronic acid to help retain moisture and promote a youthful appearance
- Vitamin C supports collagen formation and protects against oxidative stress
- Includes sea buckthorn and tagetes (source of lutein) for skin health and antioxidant support
- Helps reduce visible signs of aging and complements topical skincare

Key Customer:

- Customers noticing dryness, dullness, wrinkles or fine lines
- People seeking anti-aging skin support from the inside out
- Consumers looking for a collagen-boosting, hydrating supplement
- Beauty-focused customers seeking natural alternatives to injectable skin treatments
- Ideal for those using the Hyaluron Active or Natural Magic™ Skincare range as a complementary internal solution

Key Ingredients:

- Sea buckthorn - 350mg
- Tagetes - 150mg
- Chicken comb extract (high concentration source of hyaluronic acid) - 80mg
- Vitamin C (ascorbic acid)

Available as 30 tablets

Dosage & Directions:

Adults: Take 1 tablet daily with a meal or glass of water.

Warnings: Keep out of reach of children. Not recommended to use by pregnant and lactating women.

- ✓ Dairy Free
- ✓ Gluten Free