

BetterYou[®] 

IN PARTNERSHIP WITH

madeleine
shaw

*Madeleine Shaw is a nutritional therapist, best-selling cookery writer, chef and mother. Sharing a food-first approach to nutrient delivery and a passion for quality supplementation at key life stages, BetterYou has teamed up with Madeleine to develop a range of nutritional oral sprays to support every stage of motherhood; from conception to pregnancy, children's health to getting your glow back – **all pill-free.***

Hi, I'm Madeleine,

My life changed in 2010 whilst studying in Sydney. I developed terrible digestive issues and sought to transform my diet and relationship with food to support my health.

Upon returning to the UK, I was on a mission to spread the message that wellness is all about a shift in lifestyle and I started documenting my journey online, leading me to create a range of best-selling healthy cook books. I explored nutritional supplements that would support my needs and that's when I discovered BetterYou.

Immediately falling in love with BetterYou's products, I have now used them throughout important stages of my life. From pregnancy, to boosting my vitamin D and now, my son uses the products too, so this collaboration is a real dream come true for me.

I'm so excited to share this truly unique, pill-free nutritional range with you, developed with those starting – and caring for – a family in mind. I hope you enjoy this way of supplementing as much as I do!

Madeleine 



Conception

Oral Spray

Conception Oral Spray is an expertly formulated blend of seven essential nutrients that work together to support fertility and prepare the body for pregnancy.

Optimising health for conception and early pregnancy, the brand-new supplement supports maternal tissue growth and immune health, whilst contributing to normal fertility and cell production.

With fast, effective nutrient delivery, the great-tasting, natural pomegranate and raspberry flavoured spray is designed to deliver scientifically substantiated levels of zinc, selenium, and folic acid, as well as vitamin D3, iron, thiamine, and iodine.

Developed in partnership with Madeleine Shaw, Conception Oral Spray offers expert, pill-free nutritional support for mums-to-be when trying for a baby.



Selenium contributes to the normal function of the immune system



Zinc contributes to normal fertility and reproduction



Folic acid provides support for maternal tissue growth

Great-tasting natural pomegranate and raspberry flavour

What Madeleine says:

The right nutrients are essential in signalling to your body that it is ready for pregnancy. The first few weeks of pregnancy are vital in supporting neural tube development in the foetus, so it's important to ensure nutrient levels are optimised to support your body at this time.





Vitamin D contributes to the normal function of the immune system



Folic acid provides support for maternal tissue growth during pregnancy



Vitamin B12 contributes to a reduction in tiredness and fatigue

Great-tasting natural peppermint flavour

What Madeleine says:

Pregnancy can be a worrying time, and it can be difficult to know if you are getting the right nutrients to help your baby grow and develop, especially if you suffer from morning sickness. Our pregnancy multi-nutrient is an anti-nausea formulation, that delivers key nutrients straight to your bloodstream, giving you peace of mind that you and your baby's nutritional needs are met.

Pregnancy Oral Spray

Introducing Pregnancy Oral Spray, a scientifically formulated nutritional supplement to support the growing nutrient and energy demands experienced during pregnancy.

Essential for mums-to-be, the great-tasting, natural peppermint flavoured spray has been carefully created with a non-nausea formulation to support a healthy pregnancy and optimise overall wellbeing.

Providing pill-free pregnancy support, the innovative oral spray has been developed in partnership with Madeleine Shaw and contains six key nutrients to support mother and baby, including folic acid, iodine, and iron, in addition to vitamins D3, K2 and B12.

Pregnancy Oral Spray offers fast, effective nutrient delivery to support maternal tissue growth and normal function of the immune system, whilst contributing to the reduction of tiredness and fatigue by stimulating natural energy production.



PACKAGING MADE USING PLANT-BASED PLASTIC

I'm green



Children's Health Oral Spray

As a mother and a nutritionist, children's health is extremely close to Madeleine's heart and at BetterYou, we understand the challenges in ensuring little ones get the key vitamins they require to support their development. For children especially, taking a traditional oral supplement can be tricky.

The brand-new Children's Health Oral Spray offers a convenient and effective way to support the growth and development of toddlers to teens. A tailored nutritional spray, the formulation delivers seven key nutrients including vitamins C, A, B12 and D, folic acid, iodine and vitamin K2.

Developed to support areas such as bone development, energy requirements and cognition/attention span, the pill-free formulation has a great-tasting, natural raspberry flavour that little ones will love—for a fuss-free addition to your daily routine.

Suitable for use from 1 year old.



What Madeleine says:

Children can be fussy with food, so finding the right supplement is vital to ensure they continue to get the right nutrients to support their growth and development.

Easy to administer, this formulation contains everything your child needs to support their health and wellbeing—and it tastes yummy.



Vitamin K contributes to the maintenance of normal bones



Folate vitamin B9 contributes to normal psychological function



Vitamin D contributes to the maintenance of normal muscle function



Vitamin C contributes to the normal function of the immune system

Great-tasting natural raspberry flavour



Vitamin C contributes to normal collagen formation for the normal function of skin



Biotin contributes to the maintenance of normal skin



Zinc contributes to the maintenance of normal hair and nails



Pantothenic acid contributes to the reduction of tiredness and fatigue

Great-tasting natural orange, peach and mango flavour

What Madeleine says:

I was keen to ensure the range included a product to help 'get your glow back' after pregnancy, or when your skin, hair or nails needs some extra help.

When you look after yourself inside, it shines through.



Hair, Skin & Nails

Oral Spray

It's all about beauty-from-within for the Hair, Skin & Nails Oral Spray – a Madeleine Shaw signature product to help you 'get your glow back'!

An expert blend of six beauty-boosting nutrients including vitamin C, biotin, pantothenic acid, zinc, selenium and iodine, the pill-free supplement has a natural orange, peach and mango flavour.

Delivering nutrients to the body quickly and effectively, the brand-new formulation is tailored to support healthy skin, hair and nails so that you can look—and feel—your best.



PACKAGING MADE USING PLANT-BASED PLASTIC



The benefits of pill-free supplementation

Traditional tablets and capsules don't suit everyone. Some of us can find them difficult to swallow, but more worryingly, a growing problem is our body's inability to absorb the nutrients from the food we eat and from traditional oral supplementation.

Our modern diet and increased stress levels mean that our digestive efficiency is worsening, with malabsorption issues such as Crohn's, Colitis and Coeliac disease, rising dramatically.

BetterYou oral sprays provide a fast, effective and convenient alternative to tablets and capsules.

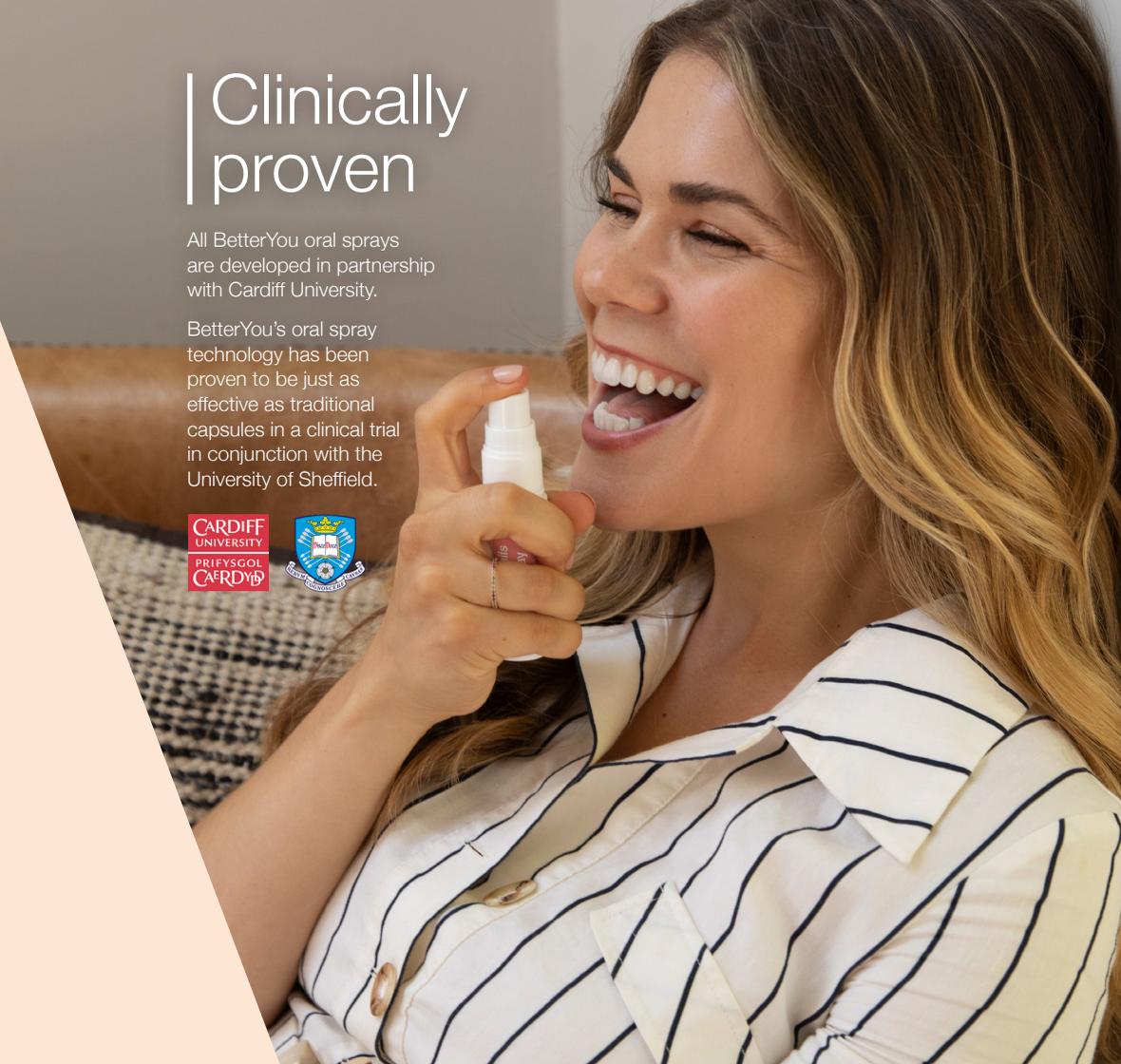
Harnessing BetterYou's unique oral spray delivery mechanism, the Madeleine Shaw range has been specially formulated to provide nutrients in micro-sized droplets, directly into the soft tissue of the mouth. The plume of the spray is designed to coat the inside of the mouth, in particular the buccal membrane of the inner cheek, which research shows is the most effective area of absorption.

This pill-free supplementation solution bypasses the primary processing of the digestive system, where many nutrients struggle to be absorbed, providing fast and effective nutrient uptake.

Clinically proven

All BetterYou oral sprays are developed in partnership with Cardiff University.

BetterYou's oral spray technology has been proven to be just as effective as traditional capsules in a clinical trial in conjunction with the University of Sheffield.





The Better Planet Project

In 2019, BetterYou launched The Better Planet Project, an initiative that focuses on targeting all aspects of our environmental footprint—from where we source our ingredients, to the packaging we use and how we support our community.

The first initiative explored our packaging sources and focused on reducing our reliance on fossil fuels to produce virgin plastic. The outcome was the introduction of two new plastic packaging sources, the first utilising plastic taken from our oceans and the second—which is used across the Madeleine Shaw range—utilises carbon negative, plant-based plastic.

Planet-friendly plastic

Housed in packaging derived from ethanol collected from sugarcane plants, the Madeleine Shaw range is contained in bottles made from a combination of carbon negative, plant-based plastic, and post-consumer recycled plastic (PCR).

Verified by the Carbon Trust, this planet-friendly plastic solution removes more CO₂ from the atmosphere as it grows, than is used in its production and transportation.

Our plant-based plastic, used across the Madeleine Shaw range is 100% recyclable and can be put into your household plastic recycling—unlike other forms of bioplastic.



Palm oil free status

As a brand, we have always been against the use of palm oil in our products due to the destructive nature of its harvesting, its contribution to climate change and habitat destruction.

We can proudly say that we have always been palm oil free, but now we've gone one step further by investigating the origin of every ingredient we use, removing any palm oil derivatives from our products.



Using the latest developments in cosmetic and nutritional chemistry, we have eradicated the need for the use of palm oil and palm oil derivatives across our entire range, and have been awarded palm oil free certification from POFCAP, the International Palm Oil Free Certification Trademark.

— Andrew Thomas

Founder & Managing Director, BetterYou

Look out for these logos on our packaging.



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