

# Get your glow back

The NEW must-have beauty supplement from BetterYou, developed in partnership with Madeleine Shaw.



Award-winning natural health brand, BetterYou, has joined forces with nutritional therapist, best-selling cookery writer, chef and mother, Madeleine Shaw, to develop a brand-new Hair, Skin & Nails Oral Spray, to help 'Get Your Glow Back'.

Providing tailored support for healthy hair, skin, and nails - so you can look and feel your best - the natural orange, peach and mango flavoured pill-free supplement has an expert blend of six beauty-boosting nutrients including zinc, selenium and vitamin C, as well as iodine, biotin and pantothenic acid.

## Introducing the product, Madeleine Shaw, says

"When deciding upon the supplements I wanted to create with BetterYou, I was keen to ensure we developed a product to help 'get your glow back' after pregnancy, or when your skin, hair or nails need some extra help – and I'm so excited to share this truly unique oral spray.

"Healthy-looking hair, skin and nails generally signals that your body is getting all the nutrients it needs to stay in good shape and this innovative new supplement is entirely focused on supporting beauty from within, combining six powerful vitamins and minerals to help get your glow back.

**"Because when you look after yourself, it shines through."**

## Six beauty-boosting nutrients

Fundamental to skin health, DNA synthesis and protein production, **zinc** is the second most abundant trace mineral within the body, and it is required for over 300 enzymic reactions.

Helping to heal and rejuvenate skin, the mineral protects skin cells that make collagen – the skin's support structure – and its antimicrobial effects can help to treat bacterial skin conditions, such as bacterial acne, providing effective support for the most sensitive skin.

Keeping oil glands around hair follicles working properly, zinc is also essential for tissue growth and repair of hair follicles and nails. As they are fast growing and have a quick renewal rate, our hair and nails need plenty of zinc due to its role in cell growth and division, with a deficiency often causing hair loss.

**Selenium** is often hailed for its immunity-supporting properties but it's the nutrients ability to maintain healthy hair and nails, through supporting various selenoproteins, that makes it the perfect addition to the hair, skin and nails oral spray.

The visible part of our hair and nails consist of dead cells, with growth and regeneration being hidden beneath the skin. Selenium affects the living tissue that pushes out from the hair follicles and nail bed, meaning that for many people, common problems such as brittle nails or split ends may be helped with a selenium supplement.

Often a go-to for boosting energy levels and immunity, **vitamin C** is a powerful antioxidant that can prevent damage to the skin from pollution and sunlight through its ability to protect from free radicals, which can also block hair growth and cause it to age.

Crucially, vitamin C also contributes to collagen formation. Collagen represents around one third of the body's total protein, supporting skin and hair as well as eye health, gums, and teeth.



Adding to its beauty-boosting benefits, the vitamin plays an important role in the regeneration of vitamin E. Meaning that vitamin C can positively impact vitamin E levels, giving our skin extra antioxidant ammunition to fight free radicals and UV damage.

Madeleine continues, “Whilst contributing to the maintenance of normal hair, skin and nails, zinc, selenium, and vitamin C are also crucial for the protection of our body’s cells from oxidative stress, caused by free radicals.

“Oxidative stress can generate the overproduction of toxins within the body. Without adequate antioxidant protection to neutralise these toxins, cells become damaged, triggering nutrient imbalances, DNA damage and protein oxidation – which causes ageing.”

Providing the ultimate skin support, **iodine** is a mineral that not only regulates our skin’s moisture levels but also facilitates skin repair. Aiding the healing of scars and cuts, iodine supports the regeneration of the lower layers of our skin by triggering cellular function, rejuvenating skin, hair, and nails.

Our body primarily needs iodine to make thyroid hormones, and it’s the minerals ability to regulate hormones that are responsible for acne breakouts that make it the ideal ingredient to help get your glow back.

A balanced iodine intake also helps to promote healthy hair, hair growth and strong hair roots – preventing hair loss and maintaining strong, resistant hair follicles over the long term.

When it comes to looking and feeling our best, B-vitamins are essential, with both **biotin (B7)** and **pantothenic acid (B5)** being vital to the maintenance of normal hair and skin.

Known as the ‘volume vitamin’ thanks to its role in maintaining the strength and healthy texture of scalp hair, biotin works by strengthening keratin which is the fibrous and structural protein that makes up the body’s hair and nails.

Biotin is often associated with thickening, growing, and creating a healthy shine for hair and the vitamin may help slow hair loss in those with a biotin deficiency.

Stress can have a huge effect on the health of our hair, with it negatively impacting hair pigmentation and strength, leading to both hair greying and hair loss. This is where pantothenic acid can help.

By regulating stress hormones in the adrenal cortex, pantothenic acid may prevent both hair greying and loss that is caused when the body cannot properly handle stress.

What’s more, similarly to iodine, pantothenic acid can promote healthier skin, reducing acne-causing oil levels and encouraging faster skin healing – whether it’s a wound, or skin inflammation.

## Planet-friendly products

Housed in packaging derived from ethanol collected from sugarcane plants, the Hair, Skin & Nails Oral Spray is contained in a bottle made from a combination of carbon negative, plant-based plastic verified by the Carbon Trust, and post-consumer recycled plastic (PCR).

In line with BetterYou’s green values, the pill-free supplement is vegan-friendly, palm oil and palm oil derivative free and is contained in fully recyclable packaging, that can be put into your household plastic recycling.

Madeleine concludes, “I love products that are ethical and sustainable – I feel as though the products have meaning and have a heart. That’s why I’m so excited about partnering with BetterYou, I love everything the brand stands for”.

Scan this code or visit [betteryou.com/media-hub](https://betteryou.com/media-hub) to find out more and access our media hub.



All BetterYou in partnership with Madeleine Shaw products are certified:



For more information please contact **the BetterYou Press Office** on [media@betteryou.com](mailto:media@betteryou.com) or call 01226 814030.

**BetterYou** 

### Notes to Editors:

*Harnessing BetterYou’s unique oral spray delivery mechanism, the Madeleine Shaw range provides 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.*

*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.*

*Interviews, images, and samples available upon request.*