

With you, for you

BetterYou joins forces with Madeleine Shaw to develop a NEW range of pill-free supplements, with mum's in mind.

BetterYou®

madeleine
shaw

Award-winning natural health brand, BetterYou, has teamed up with nutritional therapist, best-selling cookery writer, chef and mother, Madeleine Shaw, 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.

Introducing the partnership, Madeleine says,

“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!”

With you, for you

Optimising health for conception and early pregnancy, Conception Oral Spray is a specially formulated blend of seven essential nutrients that work together to support fertility and prepare the body for pregnancy.

The great-tasting, natural pomegranate, and raspberry flavoured spray delivers scientifically substantiated levels of vitamin D3, folic acid, iron, zinc, selenium, thiamine, and iodine.

Offering expert nutritional support when trying for a baby, this pill-free supplement contributes to normal fertility and cell production, supports maternal tissue growth and immune health.

The perfect follow on from the conception supplement, Pregnancy Oral Spray supports the growing nutrient and energy demands experienced during pregnancy.

With mum's in mind, the great-tasting, natural peppermint flavoured spray has been carefully created with an anti-nausea formulation to optimise overall wellbeing.

Containing six key nutrients to support mother and baby, including folic acid, iodine, and iron, in addition to vitamins D3, K2 and B12, this innovative oral spray contributes to the reduction of tiredness and fatigue by stimulating natural energy production, whilst supporting maternal tissue growth and normal function of the immune system.

“The right nutrients are essential in signalling to your body that it is ready for pregnancy, and as our needs change when we move from conception to pregnancy, I wanted to develop products that reflect this.

“Pregnancy can be a worrying time, and it can be difficult to know if you're getting the right nutrients to help your baby grow – especially if you suffer from morning sickness.

“I know too well how nauseating pregnancy can be, so the pregnancy supplement is designed with an anti-nausea formulation. Giving you peace of mind that you and your baby's needs are met, whilst making supplementing easier and more enjoyable”, explains Madeleine.



With you, for them

It can be challenging to ensure little ones get the key nutrients they require to optimise growth and development. Children's Health Oral Spray offers a convenient and effective way to support the evolving dietary needs of toddlers to teens.

A tailored nutritional spray, the formulation delivers seven key nutrients including vitamins A, B12, C, D and K2, folic acid, and iodine.

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

Madeleine continues, "Children can be fussy with food, so it's important to find the right supplement to ensure they get the right nutrients to support their growth and development."

"Taking traditional tablet supplements can be tricky, particularly for little ones. Easy to administer, the Children's Health Oral Spray contains everything youngsters need to support their overall health and wellbeing."

Get Your Glow Back

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

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

Madeleine states, "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 need some extra help."

"Get the Glow is a phrase I coined when starting my blog, it later became my brand and the title to my first book. Now, the hair, skin and nails product embodies this. Helping to get your glow back, because when you look after yourself, it shines through."



Planet-friendly products

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 verified by the Carbon Trust, and post-consumer recycled plastic (PCR).

In line with BetterYou and Madeleine's green values, the entire range is vegetarian-friendly, palm oil and palm oil derivative free and is contained in fully recyclable packaging, that can be put into your household plastic recycling.

"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", concludes Madeleine.

Scan this code or visit **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** 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.