

WOLFSON BRANDS™

WINTER 2020

**THE POWER OF
SNACKING**

**THE KETO
DIET**



CRAZYBULK PRO RANGE

BATTLE READY FUEL



MUSCLECHEF

**TASTY MUSCLE BUILDING
SNACKS AND FOOD.**

WWW.MUSCLECHEF.COM

NOTE FROM THE EDITOR



As we hurtle into Q4, the unsettled times of the past year have incontrovertibly affected the industry we once all knew. Testimony to this is the shift we have witnessed on pages 8-11; as we dive into the data surrounding behavioural and buying patterns since COVID-19 we reveal the realignment of consumer values.

Proving the Power of Snacking is here to stay, the snacking revolution (pages 12-13) delves into what's driving consumer purchase in this flourishing marketplace. Whether it's protein based, healthy or a full meal on the move, it's a fact that globally we can't get enough of on-the-go nibbles. Check out new brands - MUSCLECHEF, The Protein Kitchen and UPBRAIN for insanely delicious snacks that should be on your radar.

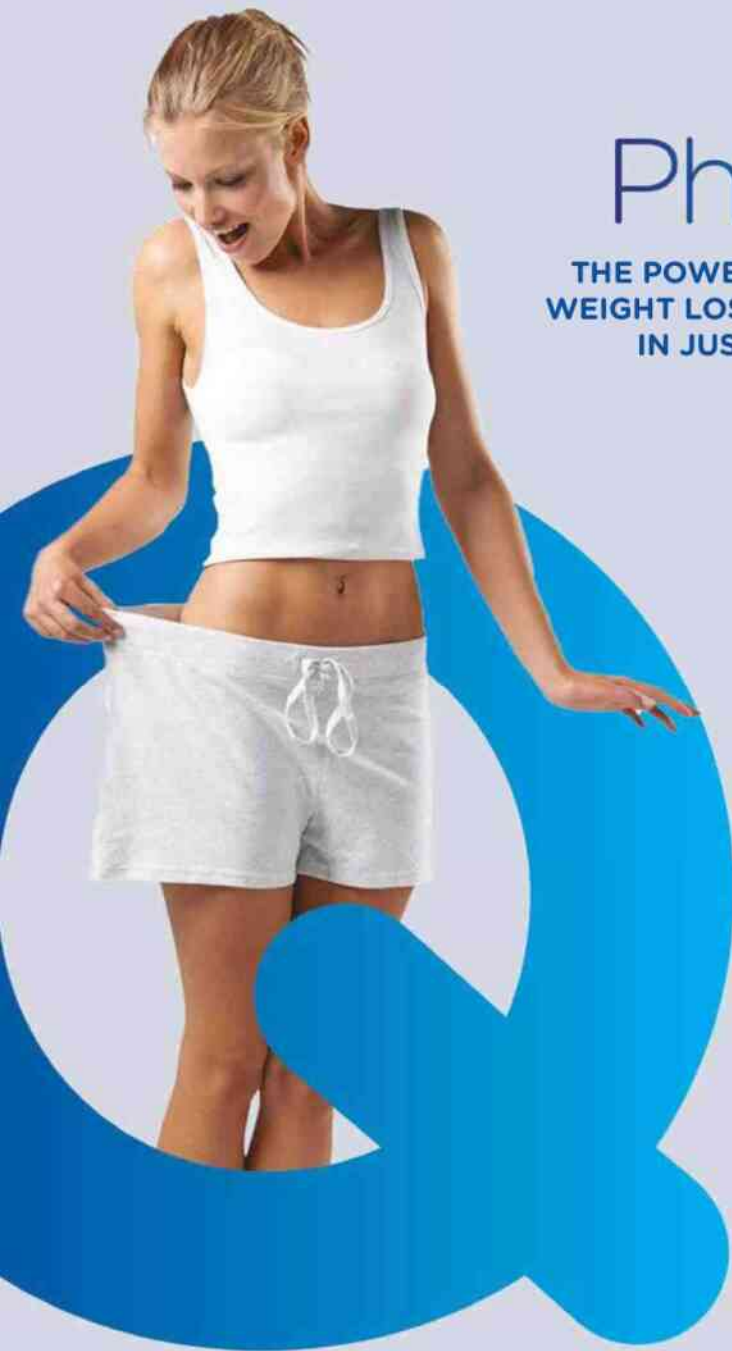
The low-down from nutritionist, Angela MacRitchie on immune and health supplements provides a close look at what's to come in this space and the single one thing all consumers crave when purchasing health supplements (pages 30-31).

Whilst CBD remains a buzzword, the grey area surrounding the topic gets a direct response from CBD pioneer Alex Berg on page-24 where he demystifies the industry's wildest claims alongside the unveiling of the purest CBD brand.

To end this issue, we look at the war against obesity (pages 40-43) and how the increase in demand for supplements to manage weight loss and enhance performance during exercise is set to reign in 2021.

As we close our first Wolfson Brands issue, we'd like to thank you for your support in 2020 and and hope you all keep safe and well.

Kind Regards,
Darren Croft
Editor



PhenQ

THE POWER OF MULTIPLE
WEIGHT LOSS SUPPLEMENTS
IN JUST ONE PILL



BUY ONLINE AT [PHENQ.UK](https://phenq.uk) AND [PHENQ.COM](https://phenq.com)

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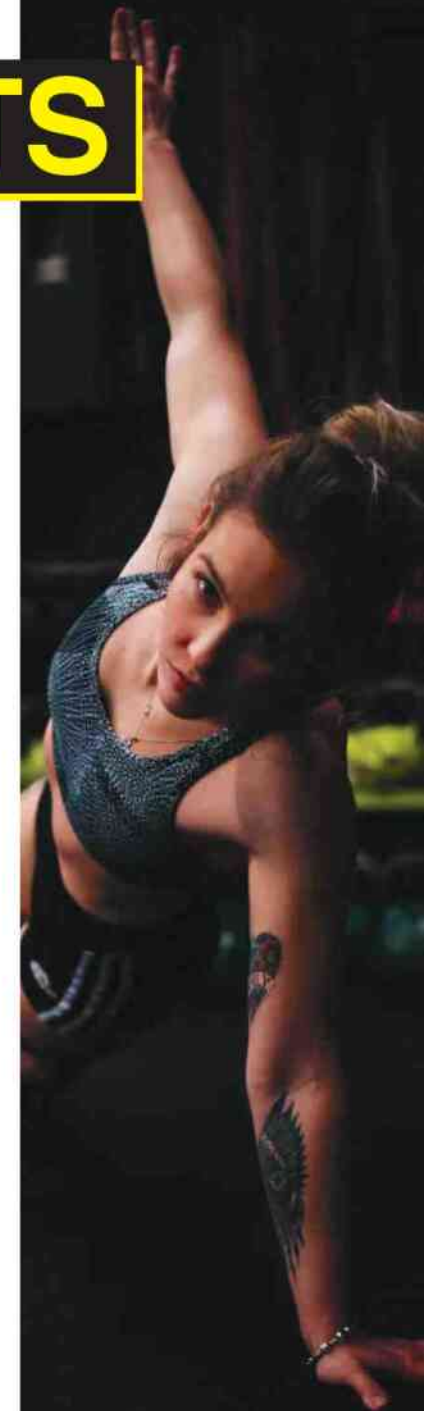
It has become more apparent to a growing number of people that our physical and mental health are closely linked.

40 THE WAR AGAINST OBESITY

The effect of COVID on people who are overweight has caused a shift in focus for many.

46 SKINCARE

How to do it the right way.



OUR EXPERTS



Stewart Lochrie: CEO

Stewart is a force when it comes to being a trailblazing brand innovator. Creating, communicating and implementing Wolfson's vision, mission and overall direction. A visionary, he has navigated Wolfson brands to become the pioneering, creative thinking and fast-paced organisation it is today.



Scott Dingwall: COO

Scott has been with Wolfson Brands for 10 years, overseeing the company's operational and financial processes. As an admired strategic partner on the leadership team he works closely with the workforce to ensure performance expectations.



Gareth Smyth: Head of Commercial

Gareth leads Wolfson Brand's global commercial team through the retail landscape in developing commercial strategies and objectives to accelerate growth. His experienced team work with partners to build solid commercial plans, multi-level media campaigns and development proposals.



Becky Bellman: Head of Brands

Taking the lead on marketing team and Global direction at Wolfson Brands, Becky actively participates in the organisation's strategy, communications, brand management, PR, retail and marketing plans as well as event planning.



Robin Pearson: Head of Product Development

An eye for innovation and renovation, Robin leads Wolfson Brands in the research of new products, product enhancements and product design. The team work alongside Sports Nutritionists, Health Nutritionists and Chemists in developing proven revolutionary formulas with efficacy at the core.



Danni Levy: Editor-in-Chief Muscle and Health

Having worked as a magazine editor for over 10 years, Danni oversees Wolfson Brands consumer magazine – Muscle & Health. Featuring topical and engaging content, plus front cover shoots with the likes of Dolph Lundgren and Terry Crews, Muscle and Health enables Wolfson Brands to connect directly with a devoted fitness and wellbeing audience.



Angela MacRitchie: Nutritionist YUGG

As a member of several professional bodies, Angela is committed to following a strict code of conduct, ethics and pursuing continuous professional development and training. Angela works with the Wolfson Brands development team in ingredients and formulations across all brands.



Nicola Bugar: Trends & Data Analyst

Having joined Wolfson Brands from University, Nicola is our eyes and ears of the industry, spotting trends across the globe ahead of the demand. Paving the way for proposed product launches, Nicola has a hunger for certifying new launches are backed by demand and market growth.



Alexander Berg: CBD Innovator

As a pioneer and regular speaker at worldwide CBD seminars, Alex's unrivalled knowledge in the CBD marketplace ensures invention is at the core of Wolfson Brands CBD portfolio.

GET IN TOUCH: commercial@wolfsonbrands.com
editor@wolfsonbrands.com

IMMUNE.8 BODY ARMOUR



Daily Support for a
Healthy Immune System

COMING SOON

TRENDS & DATA

A trend that has become more apparent since the COVID-19 outbreak is that consumers are becoming braver in their online shopping. They've been displaying patterns of behavior that they've previously been reluctant to try as lockdown has given them more time to explore their devices and online shops.

Mobile shopping has been on the increase for a few years, but 2020 has seen a sharp increase in the use of phones for online purchases as consumers look for an alternative to physical shopping and its potential dangers.

China and the Middle East have seen a particularly sharp rise in mobile purchases with around 60% saying they've been shopping more online. Most of those surveyed said they are likely to continue this trend post-lockdown.



74%

WORK AT HOME AT LEAST SOME OF THE TIME.



59%

HAVE INCREASED THEIR USE OF VIDEO CHAT APPS SINCE THE COVID-19 OUTBREAK.



49%

ARE OPEN TO SHARING THEIR DATA IF IT HELPS IMPROVE THEIR CITY.



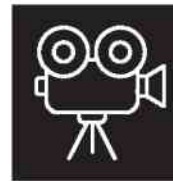
45%

AVOID THE USE OF PLASTIC WHENEVER POSSIBLE.



44%

OF MILLENNIALS HAVE AN AMAZON PRIME MEMBERSHIP.



36%

ARE SPENDING MORE ON ENTERTAINMENT AND MEDIA SINCE THE COVID-19 OUTBREAK AGAIN.



35%

ARE BUYING GROCERIES ONLINE/BY PHONE SINCE THE COVID-19 OUTBREAK BEGAN.

MOBILE SHOPPING IS ACCELERATING

BEFORE COVID-19, MOBILE SHOPPING WAS COMPARABLE TO OTHER TYPES OF ONLINE SHOPPING



QUESTION, 2019: HOW OFTEN DO YOU BUY PRODUCTS E.G., CLOTHES, BOOKS, ELECTRONICS USING THE FOLLOWING SHOPPING CHANNELS (SHOWING "DAILY" AND "WEEKLY" REPLIES). BASE: 19,098.

AFTER THE COVID-19 OUTBREAK, MOBILE SHOPPING GREW IN POPULARITY

ONLINE VIA MOBILE PHONE



ONLINE VIA COMPUTER



ONLINE VIA TABLET



TV SHOPPING



SMART HOME VOICE ASSISTANT



WEARABLE DEVICES



IN-STORE



DECREASED STAYED THE SAME INCREASED

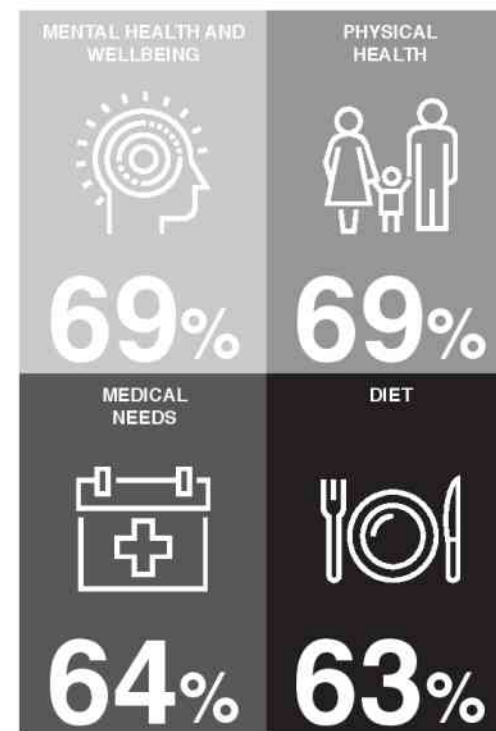
QUESTION, 2020: THINKING ABOUT HOW YOU'VE BEEN SHOPPING FOR NON-FOOD ITEMS (E.G., ITEMS OTHER THAN GROCERIES, SUCH AS CLOTHES, BOOKS, ELECTRONICS, HEALTH AND BEAUTY, AND HOUSEHOLD PRODUCTS) WHILE SOCIAL DISTANCING/SOCIAL ISOLATION MEASURES HAVE BEEN IN PLACE, HOW HAS YOUR USE OF THE FOLLOWING SHOPPING CHANNELS CHANGED, IF AT ALL?

QUESTION, 202: STILL THINKING ABOUT HOW YOU'VE BEEN SHOPPING FOR ITEMS OTHER THAN GROCERIES/FOOD, HOW LIKELY ARE YOU TO CONTINUE TO USE THIS CHANNEL TO THE SAME EXTENT WHEN SOCIAL DISTANCING/SOCIAL ISOLATION MEASURES ARE REMOVED? (PERCENTAGES SHOWN ARE THOSE WHO ANSWERED THAT THEY'RE LIKELY TO MAINTAIN CURRENT INCREASED USE.)

BASE RANGE: 1,819 TO 4,264. SOURCED: PWC, GLOBAL CONSUMER INSIGHTS SURVEY 2020

THE FOCUS ON SELF CARE

AS A RESULT OF THE COVID-19 SITUATION, I AM MORE FOCUSED ON TAKING CARE OF MY...



QUESTION: TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING: "AS A RESULT OF THE COVID-19 SITUATION, I AM MORE FOCUSED ON TAKING CARE OF MY..." (SHOWING SUM OF STRONGLY AGREE AND SLIGHTLY AGREE)

BASE RANGE: 4,447. SOURCED: PWC, GLOBAL CONSUMER INSIGHTS SURVEY 2020

THE POWER OF SNACKING

41%

41% SEEK OUT SNACKS THAT PROVIDE ENERGY

39%

39% SEEK OUT SNACKS THAT ARE LOW IN FAT

43%

43% CONSIDER PORTION SIZE OF SNACKS

41%

41% SEEK OUT SNACKS WITH LESS SUGAR

32%

32% INCREASE IN PEOPLE SEARCHING ONLINE FOR 'HIGH PROTEIN SNACKS' IN THE PAST YEAR**

37%

37% OF 25-34 YEAR OLDS SAYING THEY SNACK INSTEAD OF HAVING A PROPER MEAL ONCE A WEEK*

40%

40% EXPECT TO PAY A PREMIUM FOR HEALTHY/ FUNCTIONAL SNACKS

66%

66% OF ADULTS SNACK AT LEAST ONCE A DAY

SHOPPERS SEEK HEALTHY SNACKS. Almost 60% of people buy snacks as part of their weekly grocery shop indicating that snacking is a planned and expected behavior. Health trends are evident in snacking with sugar, fat and portion size among top concerns.

* MINTEL CONSUMER SNACKING UK, MARCH 2019
** THE GROCER, SEPTEMBER 2019



MUSCLECHEF

TASTY MUSCLE BUILDING SNACKS AND FOOD.

THE FUTURE OF SNACKING IS HERE!

WITH CONSUMERS MORE AWARE OF THE IMPORTANCE OF MAKING HEALTHY CHOICES, THERE IS A GREATER DEMAND FOR NUTRITIONAL SNACKS.

MUSCLECHEF CONTAINS A RANGE OF NUTRITIONALLY BALANCED SNACKS AND FOODS FOR BUSY LIVES.

It's not easy to make good food choices when you're out and about. It would be great to sit down to regular meals of fresh fruits, vegetables and other foods, plus an ideal source of protein every time you're hungry. As we know, modern day life isn't like this.

At MuscleChef, we understand the demands of a busy lifestyle and have worked hard to find solutions for eating well-balanced snacking foods for 'easy eating, on the go'.

After a great deal of thought, time and innovation, we believe there's no longer any reason to be caught hungry on the hop. With the news constantly full of health issues regarding the UK's population and concerns about eating well, MuscleChef has arrived with a great solution for people with busy lives.

And the best thing about it? Eating healthily never tasted so good!

So, with years of food industry experience, MuscleChef are proud to introduce a growing range of familiar snacking foods that taste great and 'really are

good for you'!

MuscleChef has developed a range of high protein but macronutrient balanced convenience foods for those with busy lives who care about nutrition.

Commuters, those working in offices, healthcare, public services, those of us who frequently travel and the many of us who are just simply 'time-short'!

The range is also perfect for those participating in sport and demand a lot from their nutrition along with the growing number of the population who just wish to keep fit and healthy.

We're developing an ever-expanding range of breakfast solutions, and lunch-

time snacks, with plenty of 'anytime on the go' in-between snacking options; all full of protein, as well as carefully calculated carbohydrates, reduced sugars and fats, to start, enjoy and finish your day well!

The MuscleChef range is all higher in protein compared to 'ordinary' convenience snacks and foods, which means the essential protein our bodies need to keep healthy and well is easily replaced. These aren't low carb diet products, but properly balanced alternatives to what is traditionally available on the market.

FAVORITE FAMILIAR FOODS

One of the barriers to changing your diet for the better can be the reluctance

to stop eating what you love to eat, so MuscleChef are making sure the range contains people's favourite, familiar meal solutions, the choices that people are used to making but all with a better balance of nutrition!

It's all about balance. Not only are the foods easily recognizable and fit in with existing busy lifestyles, but the ever expanding range will be extensive with meal solutions and snacks for all eating occasions.

There's a delicious range of breakfast cereals and bars for first thing in the morning.

COCONUT MUESLI BARS

A carefully selected cereal combination of oat and wheat cereal flakes, blended together with crisped rice puffs and cornflakes, with added coconut oil, and chicory fibre, plus carefully selected premium coconut flakes. These bars are a delicious, moreish snack. They are additionally enriched with vitamin C and a range of 'B vitamins'; these bars are perfect for either 'energy restoration on the go', or just as 'an anytime snack'.

PROTEIN BARS

A conveniently-sized protein bar which is a delicious, great tasting and nutritious quick protein snack. Each high-protein bar is packed with our special protein blend; produced from milk proteins, soy proteins and collagen, (all of which contributes to their excellent tapered protein release), but delivering a low level of carbohydrate; (approximately 10g of carbohydrates per bar), making it an ideal source of protein on the go or as a snack between meals. These protein bars are low in sugar and provide 11g of protein, which will contribute to the growth and maintenance of lean mass muscle. They are perfect for consuming a good level of daily protein combined with modest carbohydrate intake; a snack, which is ideal for use throughout the day, or around your training session when you specifically need to increase your protein intake.

PROTEIN ENERGY BARS

The 'MuscleChef Protein Energy Bar' is suitable for use both as a snack during the day, to help with maintaining both protein and energy levels and as an essential aid to recovery and body maintenance, post intensive or prolonged periods of exercise.

PROTEIN FLAPJACKS

A delicious and convenient flapjack bar

to consume either pre-exercise, or as an in-between meals healthy food snack. MuscleChef's Triple Protein Flapjacks deliver a combination of soy and whey proteins with a multi-source carbohydrate base, this enables glycogen synthesis to be optimised, making energy storage both quick and effective.

PIZZA BASES / PITTAS

Tasty and nutritious protein enriched pitta breads for lunch and well-balanced



high protein pizza bases for light evening meals. In-between and while you are on the go there are many great healthy snacks to pack in your pocket including cereal bars, high protein choc balls and waffle crisps.



PROTEIN PORRIDGE AND GRANOLA

A tasty, easy to use 'instant porridge', delivering over 27% protein! This 'instant porridge' is very easy to prepare and makes a great start to your day. It's produced using only the finest quality flaked oats, combined with milk proteins, and Stevia to deliver sweetness, plus our very special 'natural golden syrup flavour'. Quickly prepared in the micro-



wave with added fresh milk. The perfect 'great star to your day' porridge, delivering a steady energy release to power you through your morning!

Our granola is produced using the finest flaked oats, soy pieces, honey and low-sugar syrups, combined with almonds, walnut pieces and pumpkin seeds. These are lightly toasted, producing a delicious 'nutty' cereal when combined with either fresh milk or natural yoghurt. A delicious 'over 20% protein' tasty granola cereal, providing an excellent daily source of fibre!

Rather than just consuming carbohydrates on their own, it has been demonstrably proven that due to the fast acting, rapid solubility of whey proteins, combined with slower absorbed soy protein, the resulting synthesis provides very effective release of the necessary amino acids for quick muscular repair.

We think we've got your whole day's food covered, with a balanced nutrition so you can concentrate on keeping all your other plates spinning!

- The global healthy snacks market size was valued at USD 78.13 billion in 2019 and is projected to reach USD 108.11 billion by 2027, exhibiting a CAGR of 4.2% during the forecast period (Fortune Business Insights, 2020)
- The growing popularity of convenience, ready-to-eat foods, and on the go snacking is a major factor propelling the healthy snacks market growth. (Fortune Business Insights, 2020)
- 67% of consumers eat on the go protein snack bars, and 51% have made a conscious effort to substitute traditional snacks, such as chocolate, for high-protein, low-sugar alternatives. (FMCG Gurus, 2019)

musclechef.com



THE ULTIMATE TEST OF PHYSICAL AND PSYCHOLOGICAL RESILIENCE

SAS

WHO DARES WINS



AS SEEN ON CHANNEL 4

BATTLE READY FUEL

Introducing Battle Ready Fuel, a new range of supplements
DESIGNED BY THE STARS OF SAS WHO DARES WINS to help your
brain and body achieve high performance results.

Being quick off the mark physically and mentally is paramount when you're in the Special Forces but not everyone is trained to SAS standards. That's when supplements can come into play. Feeding your insides with the nutritional elements you need to think sharp, act fast and perform better, Battle Ready Fuel has been designed to help you be the best you can be in mind and body.

OLLIE OLLERTON & JASON FOX

Battle Ready Fuel is the creation of Brits Ollie Ollerton and Jason Fox, who star in Channel 4's toughest TV show, SAS: Who Dares Wins. No fancy packaging, no curveball claims, just a blend of proven ingredients that, when taken in the right way at the right time, will have you fired up and feeling positive. You might not be fleeing from a pack of savage dogs but when you need that burst of adrenaline to kick in, Battle Ready Fuel is there to ensure you have the mental clarity and physical aptitude to tackle whatever life throws at you. Whether gruelling gym session or boardroom presentation, you'll be battle ready.

THE PRODUCTS

Focused around three pillar points – Mind, Body and Nutrition, the range includes 13 supplements that target mind and muscle stimulation.

From Liquid Collagen to support your joints, hard-working Metabolism Boosters to the most talked about wellbeing trend of the moment – Nootropics that improve cognitive behavior. Mix and match or invest in a 'Stack' that provides a ready-made routine.



BATTLE
READY
FUEL.

SNACKING



BRF PROTEIN BARS

BRF FLAPJACK BARS

Protein fortified flapjacks made with whole oats and **THREE** sources of protein. 100% natural ingredients.

Protein source derived from milk, whey proteins and soy protein.

Produced using a carefully sourced blend of proteins for release at different rates of absorption by the body, thus ensuring a sustained delivery of energy.

Vegetarian



OUR PROTEIN BARS ARE THE MOST DELICIOUS ON THE GO SNACK ON THE MARKET - AND THEY'RE ACTUALLY GOOD FOR YOU

Our bars have more protein than the UK's leading protein bar, with low sugar, low carbs and more healthy fats (and maybe we're biased, but we think they taste better too!)

These protein bars have been dipped in a silky chocolate coating that's free from refined sugars and packed with crispy protein pieces for a texture that'll leave you wanting more.

Every single one is filling, delicious and most importantly **HEALTHY!**

Keeping our sugar content low means that our protein bars are sweet but not too sweet. When we created these bars, we took special care to make sure the recipe isn't sickly.

Their tri-milk protein blend is gentle on your tummy and easy to digest, whilst giving you a brilliant amino acid profile.

Our bars come in boxes of 12. Trust us, you're going to want to eat more than one! Available in Salted Caramel and Cookies & Cream flavours!

CELEBRITY SWEAT

THE LATEST SERIES OF CHANNEL-4'S "SAS WHO DARES WINS" SAW 12 CELEBRITIES PUT THROUGH SOME OF THE TOUGHEST TESTS OF THEIR LIFE AND FACING SOME OF THEIR BIGGEST DEMONS.

With an ever-growing audience and plans for Season 6 already underway, this is undoubtedly one of Channel-4's major success stories in recent years.

Boxer Tony Bellew broke down in tears after reluctantly conquering the heights challenge and John Fashnu "lost control" when "choking" a fellow contestant during a controlled aggression task.

Over the course of the last episode of the series, the celebrity recruits underwent 48 hours of interrogation training, which involved being doused in freezing water, listening to distressing noises and other arduous techniques.

Paralympian Lauren Steadman, Rudimental's Locksmith, boxer Tony Bellew, TOWIE's Joey Essex, Hollyoaks actress Nikki Sanderson and TV presenter Helen Skelton fought it out in the gruelling finale.

Steadman and Locksmith emerged as the winners of Celebrity SAS: Who Dares Wins after making it through the tortuous exercise, at which point chief instructor Ant Middleton told the two recruits: "That nightmare is over for you." After being declared the show's winners, Locksmith told fellow champion Steadman: "It's the best thing I've ever done."

The recruits dropped "like flies" as the series progressed. Even those who thought they were fit enough for the task suddenly realised they were

only half-way there. As Ollie Ollerton himself says, "If you're not mentally prepared, you're not physically ready".

Ollie is ex-Special Forces and a Sunday Times best-selling author. He knows his stuff. Indeed his latest book, "Battle Ready" shows what perseverance and self-discipline can achieve. It offers motivational advice on how to reach your true potential and transform your life for the better.

It's true. When you're down to your last ounce of strength, you rely on your mental toughness to pick you up and say "You can do this!". It's the simple difference between a "Yes" or "No" answer and if you want to continue when your body feels down and out, your head needs to say "Yes" every time if you're to get the job done.

Being quick off the mark mentally and physically is paramount when you're in the Special Forces, but not everyone is trained to these standards. That's where supplements can help, by helping you think and perform better. Battle Ready Fuel has been designed to meet these needs.



Battle Ready Fuel was developed in partnership with the stars of the TV show to ensure consumers get real hardcore products that deliver real results.

"With Battle Ready, we want people to think better, feel better"

and perform better through a combination of unique high performing supplements and snacks in order to help them achieve a new exciting level of wellbeing", says creator Ollie Ollerton.

Indeed, as if to prove this point, the protein bars themselves were launched from the top of Mont Blanc by Ollie himself and some of the past contestants from the show. A story that created headlines in the national press.



BRF contains a blend of proven ingredients that, when taken in the right way at the right time, will have you fired up and feeling positive. Whether it's a gruelling gym session or a boardroom presentation, you'll be battle ready!

- 66% of UK adults admit to snacking at least once a day and 37% of 25-34 year-olds say that they snack instead of having a proper meal once daily or more (Mintel, 2019)
- The plant-based protein segment is anticipated to expand at a CAGR of 8.8% from 2020 to 2027 and is projected to reach USD 11.05 billion in 2027. Increasing incorporation of various sources, such as soy, pea, and spirulina is majorly driving the segment growth (Research and Markets, 2020)

Check out the full range at Battlereadymfuel.com

SUPPLEMENTS

WHAT OLLIE SAYS

"I was raised to be reliable. To never let a teammate down. To keep my word. And those are the principles BRF is based on. Come to us with a goal, and we'll do everything we can to help you achieve success. Battle Ready Fuel is proud to offer premium, top-quality products based on latest nutritional science. The range contains everything you need to get past mental barriers, push through physical plateaus and smash your goal."



PRE-COMBAT

EXTREME ENERGY BOOST

Our Pre-Workout is best suited for intense training. Use it to fuel your toughest sessions in the gym or your most gruelling outdoor workouts.

Sharp citrus burst flavour
Pre-workout you can really feel
Sharpen your focus
Increase your endurance
Boost your energy levels

MILITARY WHEY

90% ISOLATE PROTEIN POWDER

Our 90% whey isolate is incredibly pure and high in protein. No fillers, no extras and none of the stuff you're trying to avoid. Just pure protein.

28g protein per serving
Flavoured with real cocoa
Perfect for post workout
Less than 1g of sugar per serving
Less than 1g of fat per serving

AMMO-9 GREENS

SUPERGREENS POWDER

Our Super Greens is made from whole foods, using a patented cold-drying process so all the micronutrients of the whole foods are maintained.

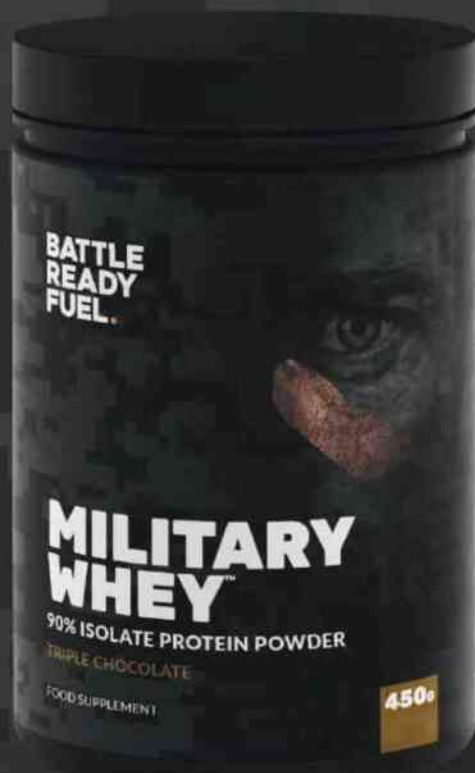
Refreshingly minty
Get your daily dose of greens
Goes great with our chocolate whey
Boost your energy levels
Support your digestive health

VEGAN WARRIOR

PLANT BASED PROTEIN POWDER

Our blend of pea and hemp protein has a powerful amino acid profile and tastes of PEANUT BUTTER! It's easy to digest, gentle on the stomach and mixes well for a smooth shake you can drink any time of the day.

25.5g Protein per serving
100% plant-based protein
Soya free, no artificial sweeteners or colouring
Added digestive enzymes and greens



CRAZYBULK PRO-RANGE

THE BRAND NEW PRO-RANGE FROM CRAZYBULK ARE THE CORE ESSENTIALS FOR EVERY BODYBUILDER.

The fuel you give your body directly impacts your performance in the gym, and the results you get from your training.

These smooth powders not only taste great, but they are CRAZY effective. They'll nourish your body before, during and after training so you can crush every workout, then recover effectively to hit the gym again tomorrow.



ULTIMATE CRN-5

New for 2020! A premium Orange and Mango flavoured creatine supplement combining five forms of creatine with electrolytes.



INTENSIVE PRE-TRAIN

New for 2020! A premium, effective, pleasant tasting Blue Raspberry flavoured pre-workout product. The ultimate pre-training intensifier.

100% TRI-PROTEIN

A premium Chocolate flavoured protein supplement combining 3 sources of protein with digestive enzymes. Add one 30g scoop to 250-300ml of water or milk in a shaker bottle. Shake well and enjoy.



CRAZYBULK HAS OVER
2 MILLION
CUSTOMERS GLOBALLY

ALL OF OUR PRODUCTS
ARE MADE FROM 100%
NATURAL INGREDIENTS

**FAST
RESULTS**

WE ARE PROUDLY
APPROVED BY
PROFESSIONAL ATHLETES

CRAZYBULK
BULKING • CUTTING • STRENGTH

CRAZYBULK
BULKING • CUTTING • STRENGTH

CBD MYTHBUSTING!

CANNABIDIOL, BETTER KNOWN AS CBD, IS ONE OF OVER 100 CHEMICAL COMPOUNDS KNOWN AS CANNABINOIDS FOUND IN THE CANNABIS OR MARIJUANA PLANT, CANNABIS SATIVA

It's gaining momentum in the health and wellness world, with some scientific studies confirming it may ease symptoms of ailments like chronic pain and anxiety.

The CBD market is booming. Consumers are becoming more aware of the potential of CBD. Along with the information, there is plenty of misinformation, so let's try to clear up the confusion.

IS CBD LEGAL?

CBD is completely legal in the UK, "provided it has been derived from an industrial hemp strain that is EU-approved", or comes from outside the EU.

WHY IS IT USED?

There are a number of reasons for this. For example, a report by the World Health Organisation (WHO) found that CBD can provide relief for a variety of conditions. These include Alzheimer's, Parkinson's, MS

as well as certain diabetic complications.

CAN IT RELIEVE PAIN?

Studies have shown that CBD may help reduce chronic pain by impacting endocannabinoid receptor activity, reducing inflammation and interacting with neurotransmitters.

IS IT MEDICALLY PROVEN?

Recent research published by the American Society for Clinical Investigation indicated that CBD may be a very effective, natural treatment to lower high blood pressure. In fact, one study revealed that using CBD oil reduced blood pressure and stroke volume in subjects who were exposed to stress. The researchers concluded that the anxiety regulating properties of CBD were responsible for the decrease in blood pressure. This ultimately supported heart health. The anti-oxidant and anti-inflammatory properties in CBD oil can also help to prevent heart related illnesses.

WILL IT HELP MY WORK-OUTS IN THE GYM?

CBD has powerful anti-inflammatory properties which are ideal for recovery.

If you're a gym-goer, you'll be very

familiar with the soreness that comes the day after an intense workout. CBD treatment, post-workout, can help your recovery process, which means, more workouts and less "down time".

The fact is, the world is finally starting to wake up to CBD's multitude of benefits.

Across all consumer archetypes in the EU, up to 98% of surveyed consumers claim that CBD has positively affected their quality of life in some way (New Frontier Data, 2020)

CBD resonates with health conscious consumers. Consumers are receptive to trying new products and CBD provides an alternative beverage choice to suit their lifestyles (GlobalData, 2017)

Water soluble CBD ranks among the finest absorbing and delivery methods (GlobalData, 2019)

Millennials are more concerned about having healthy benefits in beverages in their busy lifestyles, which has created interest in CBD (GlobalData, 2019)

CBD Muscle

TRAIN. RECOVER. REPEAT.

If you want a healthy body that can perform at its peak, CBD Muscle is for you. Whether you are a pro athlete, training for a big event or just trying to keep fit, it's natural to want more from your body.

CBD Muscle is available as a balm, oil and in a BCAA shake. There's a CBD Muscle product that will fit with your exercise routine. Get one step closer to your fitness goals and feel an immediate difference in your recovery time.

- In 2019, the global CBD Oil market size was USD 414.7 million and it is expected to reach USD 3197.2 million by the end of 2026, with a CAGR of 33.5% during 2021-2026. (Industry Research, 2020)
- 64% of users take CBD to relieve pain, while 49% of users take CBD to help with stress and anxiety (SingleCare, 2020)
- In terms of product preferences, tinctures/oils are a consumer favourite, with a large portion of people using CBD to unwind. (New Frontier Data, 2020)



STAY COOL BE COOL WITH LIQUIDCOOL CBD WATER



ALEX BERG IS THE CREATOR OF LIQUIDCOOL, A NEW CBD DRINK CONTAINING REFRESHING WATER FROM THE ALPS THAT'S BEEN INFUSED WITH MICRO-ENCAPSULATED 10 MG OF ACTIVE HEMP EXTRACT FOR A CALM, FOCUSED MIND AND OPTIMAL HYDRATION. WE CAUGHT UP WITH ALEX TO ASK HIM ABOUT THE PRODUCT AND WHY HE THINKS IT'S A WORLD-BEATER.

WHAT GAVE YOU THE IDEA FOR LIQUIDCOOL?

I wanted to create a drink with a natural energy source. Something untainted that wouldn't be chemically synthetic. Unnatural products always contain something natural but I wanted something that was pure and had total transparency.

WHO DO YOU THINK WOULD MOST BENEFIT FROM THE DRINK?

It's a multi purpose drink, so I'd like to think there's something for everyone. Once you have your dosage levels right, you can control if you want to be energetic, calm or even tired. In all the three stages it will always reduce inflammation and help you create new fresh and strong immune cells.

WHAT CAN CONSUMERS EXPECT FROM THE DRINK?

You will gain a higher bioavailability from our CBD which will help with stimulation. It's great for training as it will help to reduce inflammation, pain and stress by balancing interactions in your body.

HOW DOES IT TASTE?

Some say it has a hint of sweetness to it but still tastes like water. It's a cool, refreshing and stimulating drink.

DOES LIQUIDCOOL EVER LOSE ITS POTENCY?

Most people, I expect, would consume the drink in a relatively short space of time, but if you're



planning to store it, you can expect it to stay potent for at least 12 months.

WHAT, IN YOUR OPINION, ARE THE WORST MYTHS SURROUNDING CBD?

That it's addictive. It simply isn't. Nor will you get high with CBD. It is non-intoxicating

WHERE DOES LIQUIDCOOL HEMP COME FROM?

We get our only from EU certified hemp crops which are regulated and 100% safe.

WHY DOES LIQUIDCOOL RISE ABOVE THE OPPOSITION?

We have a product that tastes like water, has a high bioavailability and backed up by a team of experts. It's all natural and has total transparency.

WHAT'S THE FUTURE LOOKING LIKE?

The future is looking great. Major drinks companies are already looking to replace minerals with cannabinoids and we are way ahead of them. There are also some new and exciting Liquidcool products in development which we hope to reveal shortly.

www.liquidcool.co.uk



EMBRACE 12 HOURS OF CALM WITH JUST ONE BOTTLE.

ENERGY AND CONCENTRATION BOOSTED FOR THE WHOLE DAY.

UP TO 30 X STRONGER THAN VITAMIN C & E IN EASING INFLAMMATION.

10X QUICKER ABSORPTION RATE THAN ANY OTHER CBD PRODUCT ON THE MARKET DUE TO 100% NATURAL POWDER MADE FROM THE HEMP PLANT.

FIND OUT MORE AT LIQUIDCOOL.CO.UK

ACROSS ALL CONSUMER ARCHETYPES IN THE EU, UP TO 98% OF SURVEYED CONSUMERS CLAIM THAT CBD HAS POSITIVELY AFFECTED THEIR QUALITY OF LIFE IN SOME WAY (NEW FRONTIER DATA, 2020)

CBD RESONATES WITH HEALTH CONSCIOUS CONSUMERS. CONSUMERS ARE RECEPTIVE TO TRYING NEW PRODUCTS AND CBD PROVIDES AN ALTERNATIVE BEVERAGE CHOICE TO SUIT THEIR LIFESTYLES (GLOBALDATA, 2017)

WATER SOLUBLE CBD RANKS AMONG THE FINEST ABSORBING AND DELIVERY METHODS (GLOBALDATA, 2019)

MILLENNIALS ARE MORE CONCERNED ABOUT HAVING HEALTHY BENEFITS IN BEVERAGES IN THEIR BUSY LIFESTYLES, WHICH HAS CREATED INTEREST IN CBD (GLOBALDATA, 2019)



PODZ

NUTRITION

NO MESS

ELIMINATE THE MESS & HASSLE OF SCOOP-
ING POWDER OUT OF BULKY TUBS

UNIQUE

EDIBLE, WATER-SOLUBLE POD DELIVERY

FAST ABSORBING

FAST AND SLOW DIGESTING PROTEINS

COMING SOON
MARCH 2021



Apple and Yoghurt



Berry and Yoghurt



Cherry Bakewell



Dark Chocolate



Jaffa Cake



Matcha & White Chocolate



Peanut



Red Berry



Strawberry Yoghurt Base

the
protein
KITCHEN

Opening Soon.

HOLISTIC LIFESTYLE? SHE SWEARS BY IT!

ANGELA MACRITCHIE, A HOLISTIC LIFESTYLE THERAPIST, IS THE IN-HOUSE NUTRITIONIST AND MEMBER OF THE PRODUCT DEVELOPMENT TEAM FOR WOLFSON BRANDS, ENSURING OUR PRODUCTS ARE MADE WITH INGREDIENTS THAT WILL TARGET THE ROOT CAUSE OF THE PROBLEM. ENSURING THE FORMULAS WILL DO WHAT THEY SAY ON THE JAR AND BACKING THE INGREDIENT CHOICES WITH SCIENCE.

Angela studied with the College of Naturopathic Medicine for 5 years and practices Naturopathy, Nutrition and Herbal medicine in various clinics in Glasgow and Manchester. She lectures for the college and works with a wide range of clients to help them reach optimal health using a personalised approach, that is both natural and science based.

Her approach is to support people holistically through naturopathy, nutrition, herbs, lifestyle changes and various other complementary therapies that support them to take control of their health and wellbeing.

The COVID pandemic has affected us all in many ways. Escalating feelings of anxiety are impacting the health and well-being of so many

people all around the world. By becoming aware of our beingness: physically, mentally, emotionally, and spiritually, we can learn techniques of mindfulness to help us combat feelings of stress, worry or anxiety.

A growing number of people have turned to meditation or calm apps to help them through their anxiety and are looking for more natural ways to ensure that their mind and body remain strong. This trend is expected to continue in the coming years as more people are aware of exactly how fragile life is and the need to stay positive and healthy in both mind and body.



WHAT CHANGES HAVE YOU NOTICED IN HEALTH AND WELLBEING RECENTLY?

There's a definite sway from science to nature. People trust nature and there is definite movement towards natural, trusted ingredients. Those with little or no side effects.

When it comes to prescription medication, there are issues with antibiotic resistance and possible addiction.

Diet and exercise is a far more holistic approach to wellbeing and a growing number of people are coming around to this. As a result, consumers increasingly prefer foods or drinks over pills or tablets. It's a question of trust and people will always be drawn to things they feel more comfortable with.

WHAT DO YOU THINK MAKES PEOPLE FAVOUR NATURE OVER SCIENCE?

People are familiar with nature but are starting to distrust science more. They trust an ingredient they are aware of and are far more likely to take this over a man-made one. People are also actively travelling to promote their physical, spiritual and psychological wellbeing. In fact, this kind of travel is growing twice as fast as general tourism. It's an industry currently worth in excess of \$600 billion.

WHICH HEALTH FACTORS HAVE YOU SEEN GROWING IN RECENT YEARS?

Stress and a lack of sleep are major issues right now. Mental health and anxiety are on the rise.

A recent survey concluded that over 80% of all GP visits are for stress-



related issues. With the spread of COVID, people are also far more conscious of their weight and are taking steps to keep this under control.

WHAT ARE PEOPLE LOOKING FOR THESE DAYS TO ENHANCE THEIR WELLBEING?

They are looking for rapid resolutions to their mental health pressures. Something to help relieve their feelings of anxiety and stress.

WHAT'S THE FUTURE LOOKING LIKE FOR HEALTHY, HOLISTIC NUTRITION?

There are an ever-increasing number of issues facing us all in today's society. As a result, there's a growing demand for ancient herbs to help heal modern issues.

Tried and trusted ingredients are being favoured more and more and there's no sign of this trend taking a downturn in the near future.



HOLISTIC LIFESTYLE TRENDS

- Growing use of ancient herbs and substances to heal modern stress. (Bord Bia, 2019)
- In the world of health, moving from physical health to holistic health is one of the 3 major movements occurring in the industry. While physical health has dominated in the past, there is now a much greater focus on holistic health. This involves considering and nourishing all human elements - mind, body and spirit. (Bord Bia, 2019).
- 77% of people in the UK wake up not feeling refreshed (Sealy Sleep Census, 2016)
- 50+ million downloads worldwide of relaxation app Calm with over 100 million listens of 'sleep stories' (Calm, 2019)



THE GROWING IMPORTANCE TO CONSUMERS OF STAYING HEALTHY DURING COVID



WHILST THERE ARE OBVIOUSLY PLENTY OF NEGATIVE ASPECTS TO THE CORONAVIRUS SITUATION, THERE ARE SOME POSITIVES TO BE GAINED TOO. DURING LOCKDOWN, NATURE SLOWLY STARTED TO REPAIR SOME OF THE MAN-MADE DAMAGE AND WITH PEOPLE POSITIVELY ENCOURAGED TO EXERCISE IN THE LIMITED TIME THEY WERE PERMITTED TO LEAVE THEIR HOMES, THE WORLD OUTSIDE HAS NEVER LOOKED MORE BEAUTIFUL.

Many of us have used the time to reassess our lives and our values during this period and - in particular - our health. There's never been a better time to stay fit and healthy. Not just for ourselves, but for others too. It's not just physical health either.

We need to stay mentally alert and strong. These are unusual times for all of us and if we stay in control, we can come out of this even stronger.

Consumers are now looking at ways they can help themselves - not just to cope, but to improve their lifestyles and overall health during these difficult times. Health is much more influential in the home. When eating out, people are often looking for more of a treat so health drops down as a priority. There has been a growing awareness of the benefits of eating well, but this crisis may well have tipped good intentions into actual action for many.

A recent Thinking House Insights Study concluded that consumers are now taking a more proactive approach and moving from reactive to preventative health measures. They are looking to prevent ill health rather than just respond to it.

They are also focusing more on holistic health, considering and nourishing all elements of health such as mind, body and soul. They are looking for natural, rather than arti-

ficial forms of health and wellness and moving away from those products containing artificial and fake ingredients. The awareness that achieving the best of health comes from being active and positive lifestyle changes. In fact, an upside of the lockdown is that it made people stop and think about their health and take a good look at how active they were and how good their diet really was.

A lack of sleep has also been a problem for many. According to the Seely Sleep Census, around 77% of people in the UK wake up without feeling refreshed. In China, it's reported that 20% of the population are now taking sleeping tablets.

The McKinsey report estimates the value of the sleep-health industry at \$30-40 billion and with 50million+ downloads of calming apps, there is clearly a huge and growing demand for sleep aids.

It's easy to go the comfort-eating route during these times, but consumers are now putting more thought into the kind of snacks they have in their households. 66% of

adults snack at least once per day and there has been a 32% increase in people shopping for high protein snacks in the past year and around 40% seek snacks that are low in fat. This trend is expected to grow due

the impact of lockdown.

The signs have been there for a while, but more 'savvy' shopping has become a necessity for consumers this year. There has been a definitive

change in behavior as they place greater importance on health and wellbeing. As we emerge from lockdown, this could well be a significant and long-lasting change.

STAYING HEALTHY DURING COVID



Focus on self-care has increased as a result of COVID-19, with 69% of people focusing more on their mental health and wellbeing as well as their physical health (PwC, 2020)

Consumers report taking greater care of their health and practicing self-care. Of those surveyed:

- 72% make sure they stay hydrated
- 60% try to get at least 7-8 hours sleep every night
- 57% regularly take vitamins
- 54% eat healthy foods

(IRI, 2020)

45% of people were already increasing purchases of Nutritional Supplements for Immunity prior to COVID-19 (IRI, 2020)

Since the start of the COVID-19 pandemic, nutritional supplement sales have exploded. With an increase of \$435m in the first 6 weeks of the pandemic, nutritional supplements grew more in that time than in the entire previous year (IRI, 2020)

SUPER POWER®

PREMIUM PRODUCTS FOR ANTIVIRAL
& ANTIBACTERIAL PROTECTION



YOUR HANDS #1 SUPERPOWER™

Hydrating, fast absorbing hand sanitiser that feels as good as it looks.



ANTI-BACTERIAL



ANTI-VIRAL



KILLS 99.9%
OF GERMS



HYDRATING



FAST
ABSORBING



SOFTENING



AEROPLANE
FRIENDLY



CRUELTY
FREE



VEGAN



SUPERPOWER™ IS THE FORCE BEHIND RAISING HYGIENIC, HEALTHY AND HAPPY HANDS

The on-the-go partner for killing 99.9% of germs in seconds.

NO IRRITATION, NO DRYING, NO WATER.

Dermatologically tested products so we're skin-kind even for sensitive skin-types. Dispensing powerful anti-bacterial and anti-viral protection with a delicate energising fresh scent.



GYM
EQUIPMENT



DAILY USE



SKIN & HANDS



SURFACES



CLOTHES



SHOPPING
TROLLEY

SUPERPOWER™ HAND SANITISER STATION

WHAT IS IT?

New to market 'revolutionary' contactless hand sanitiser station.

WHAT DOES IT DO?

The station provides a very effective & economical solution for large scale public disinfection.

HOW DOES IT WORK?

Each press of the foot pedal will automatically spray up to 3ml of SuperPower anti-viral/anti-bacterial mist onto the hands for 'complete & thorough total hands' protection.

HOW EFFECTIVE IS IT?

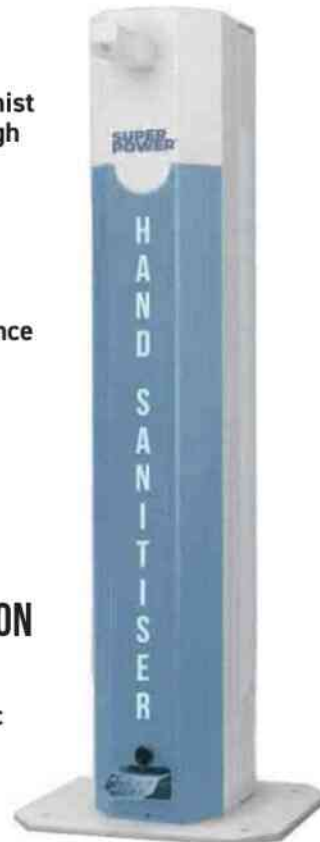
Premium spray application; a more economical & better customer experience than hand gel rubbing.

HOW ECONOMICAL IS IT?

Up to 15000 disinfection cycles before sanitiser station requires refilling.

WHERE SHOULD SANITISER STATION INSTALLATIONS BE SITED?

Suitable for: gyms, retail stores, public transport hubs, public buildings, hospitals, offices.



SUPERPOWER™ FAST FACTS

SUPERPOWER™ SERUM

- A pioneering Anti-Viral and Anti-Bacterial hand super serum that leaves hands clean, hydrated and refreshed.
- Instant hand protection killing 99.9% of viruses and bacteria from a single pea sized pump.
- Contains 73% alcohol to directly inactivate viruses with no skin irritation.
- Enriched with multiple hydrating actives to replenish moisture levels, leaving skin protected and silky smooth.
- Scented with woody ever-green aroma of Rosemary Oil.



SUPERPOWER™ MIST

- A unique multi-purpose mist for immediate Anti-Viral and Anti-Bacterial protection.
- Spray onto skin, door handles, shopping trolleys, gym equipment and surfaces for on the spot immunity.
- Contains 73% alcohol to directly inactivate viruses.
- Travel friendly size for use on buses, trains and aeroplanes.
- Scented with refreshing Aloe Vera.
- Delivers up to 300 sprays per unit.



SUPERPOWER™ GEL

- Direct anti-viral and anti-bacterial hand protection.
- Contains 73% alcohol to directly inactivate viruses with no skin irritation.
- Hydrating formula with Vitamin E.
- Scented with refreshing Aloe Vera.



THE IMPACT ON MENTAL HEALTH DURING LOCKDOWN

THERE CAN BE LITTLE DOUBT THAT THE MENTAL HEALTH IMPACTS OF THE CORONAVIRUS (COVID-19) PANDEMIC WILL BE SIGNIFICANT FOR MANY OF US. STRESS, ANXIETY, ISOLATION, LONELINESS, FAMILY PRESSURE AND FINANCIAL HARDSHIP ARE JUST SOME OF THE FACTORS THAT HAVE MADE IT PARTICULARLY DIFFICULT FOR MANY TO COPE.

The disruption of their usual strategies for managing their mental health, such as socialising or trips to the gym have been disrupted and even halted.

People have turned to a huge range of activities to keep busy during the lockdown and take their mind off the situation, such as home workouts, zoom calls with their friends and family or cooking. Even those who weren't particularly active previously are now taking the government approved exercise to help them through these difficult times.

It has also become more apparent to a growing number of people that our physical and mental health are closely linked.

Maintaining brain health and getting

your brain to perform at its optimal capacity is just as vital as maintaining physical well-being and health.

The use of nootropics is on the rise and with good reason. More and more people are seeing the benefits after years of research have shown significant improvement in focus, memory and a general feeling of wellbeing from those taking the supplements on a regular basis. Because they are natural supplements, nootropics have little or no side effects if taken by a healthy individual. They also have a low toxicity.

WHAT WILL IT DO FOR ME?

In our daily lives we are surrounded by competitors. Nootropics are a powerful way to massively increase your cognitive powers to gain an edge, such as:

- Increasing your focus
- Enhancing your memory
- Increasing your ability to take on more complex tasks
- Increasing your cognitive retention to aid study
- Improving your sports abilities

- Plant antioxidants have anti-inflammatory properties which boost blood circulation to improve memory and prevent cognitive decline (Bord Bia, 2019)

- Modern stress is eroding mental wellness - upto 80% of all doctor visits are for stress related issues (JAMA Internal Medicine, 2013)

- As our global culture becomes more competitive culture, there is huge pressure on people to perform to their 'peak' intellectual abilities (Bord Bia, 2019)

INTRODUCING NOOCUBE

NooCube was formulated with wholesome neuro-food ingredients that help you 'get into the zone' faster, increase your attention span and enhance your memory.

Ingredients

Lutemax 2020

Lutemax supports cognitive function by being a pillar in eye strain, enabling focus and concentration.

L-Theanine

This powerful antioxidant found in tea has been scientifically-proven to help reduce the perception of stress while increasing concentration, memory, and alertness.

Bacopa Monnieri

An amazing brain boosting plant that has been shown to help your brain process difficult information with ease without feeling overwhelmed.

Cat's Claw

Studies show Cat's Claw may help clear out "brain plaque" that causes memory loss.

Oat Straw

Oat Straw has been boosting brain functions since the middle ages. It helps to relieve the occasional feelings of anxiety, and helping boost memory, concentration and attention span.

L-Tyrosene

L-Tyrosine is the "brain food champion". It helps you to focus on any task with ease.

Alpha GPC & Huperzia Serrata

Both these ingredients increase the activity of a neurotransmitter in the brain that is linked with memory and attention span.

B Vitamins - B1(Thiamin), B7 (Biotin), & B12 (Cyanocobalamin)

The B Vitamins represent a group of eight essential dietary micronutrients which are essential for every aspect of brain function.

Resveratrol

Resveratrol positively affects cerebral blood flow and helps protect overall brain health.

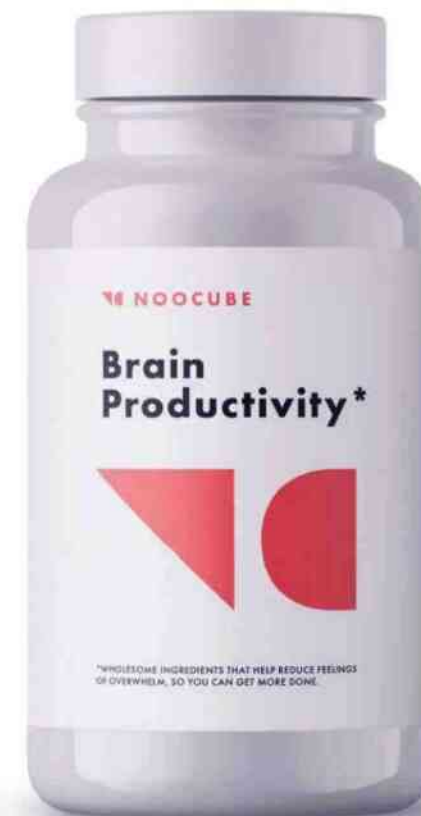
Pterostilbene

This natural compound found in blueberries may help improve memory, learning and strengthen the brain against cognitive decline.

Check out our website
NooCube.co.uk for more information

NOOCUBE

What could you achieve
if there was no limit to your
creativity, focus and flow?



www.nooCube.com

THE WAR AGAINST OBESITY



WHILST THERE HAVE BEEN A HIGH NUMBER OF PEOPLE PUTTING ON WEIGHT OVER LOCKDOWN, THE REALISATION OF THE EFFECT OF COVID ON PEOPLE WHO ARE OVERWEIGHT HAS CAUSED A SHIFT IN FOCUS FOR MANY.

Around three quarters of Brits (76%) have taken up at least one new form of exercise since lockdown began and with the news that gyms are now re-opening, this is expected to cause an even bigger increase in demand for supplements aimed at enhancing performance during exercise. Walking has been the most popular new activity with 30% introducing this into their new routines. The next most popular exercises people have taken up are: jogging, yoga, HIIT, running, home treadmill, weights and cycling.

As well as longer-term proposals to reduce the incidence of obesity, government officials are having urgent discussions about how to persuade people to lose weight. They are looking at nutritional ways to get people's BMI's down. In addition to dietary plans, NHS resources will be used along with dedicated apps focusing on exercise and nutrition.

In England, 64% of adults are classed as overweight or obese and 29% as obese as measured by BMI, among the highest levels in Europe.

The longer-term effort on obesity is

expected to focus more widely on helping people to be more active. Experts stress that while cutting calories can bring rapid weight reduction, for this to last it must always be combined with a more physically active lifestyle.

The good news is that of those who have decided to become more active in 2020, 81% say they will try to continue with their new exercise regime once life returns to a 'new normal'.

- More than half of adults have found it difficult to manage their weight during the COVID-19 lockdown. Between April and May 2020, 59.3% of Slimming World members and 64.5% of non-members reported finding it difficult to manage their weight during this time (Slimming World, 2020)
- Most say their difficulties stemmed from increased snacking, not exercising as much as usual, increased anxiety or stress, and not being able to get hold of healthier food. (Slimming World, 2020)
- Around 28% of adults in England are classed as obese (Public Health England, 2019)
- Obesity levels are highest among those aged 45-54 in England (Public Health England, 2019)
- Almost two-thirds of adults in England are living with excess weight for their height (BMI $\geq 25\text{kg/m}^2$), with similar figures in Scotland, Wales and Northern Ireland.

(Public Health England, 2020)

- Compared with patients living with a healthy weight, patients living with overweight or obesity (defined as having a BMI $>25\text{kg/m}^2$) were more likely to die, need advanced respiratory support or be critically ill from COVID-19. (Public Health England, 2020)
- New figures show that downloads of Public Health England's 'Couch to 5k' app skyrocketed during the COVID-19 pandemic. From March until the end of June, there were almost one million downloads – 858,000 compared to 448,000 during the same time last year – a 92% increase compared to 2019. (NHS, 2020)

PhenQ is another great way to speed up the weight loss process!

PHENQ

PhenQ is a powerful new dieting formula combining multiple weight loss benefits to help you get the slim, sexy body you've always wanted.

- Unique new weight loss supplement designed to give you better results than others
- Burn stored fat and reveal your hidden dream body
- Suppress your appetite to eat less and cut calories
- Block fat production to stop weight gain
- Improve your mood and energy levels for hassle-free weight loss

- High quality formula produced in the US and UK in GMP and FDA approved facilities

PhenQ gives you the power of multiple weight loss supplements in just one pill

It targets your weight loss in 5 different ways-

BURNS FATS

Speeds up the fat burning process by boosting your body's metabolic and thermogenic rates to unveil a slim and sexy figure.

STOPS FAT PRODUCTION

PhenQ contains ingredients that actually help stop the production of new fat, meaning you won't need to worry about gaining weight.

SUPPRESSES YOUR APPETITE

PhenQ makes calorie-cutting easy by curbing your appetite and making over-eating and hunger cravings a thing of the past.

BOOSTS YOUR ENERGY

Recharge your batteries with a blend of energy-boosting ingredients designed to stop the energy dips caused by dieting.

IMPROVES YOUR MOOD

Cutting calories can leave you feeling cranky, but PhenQ's gentle mood enhancing properties ensure dieting won't take its toll on your temper.

WHAT MAKES PHENQ SU-

PERIOR TO OTHER WEIGHT LOSS PRODUCTS?

You'll find some of our ingredients in other weight loss products. But it's the unique blend of these combined with our scientifically proven, secret ingredient that has allowed us to create a stronger, more powerful product that gives you far superior fat-busting results to others.

Using the highest quality, natural ingredients and prepared in FDA and GMP approved facilities in the US and the UK, PhenQ is the ultimate, all-in-one weight loss pill.

WHAT'S IN PHENQ?

CAPSIMAX POWDER

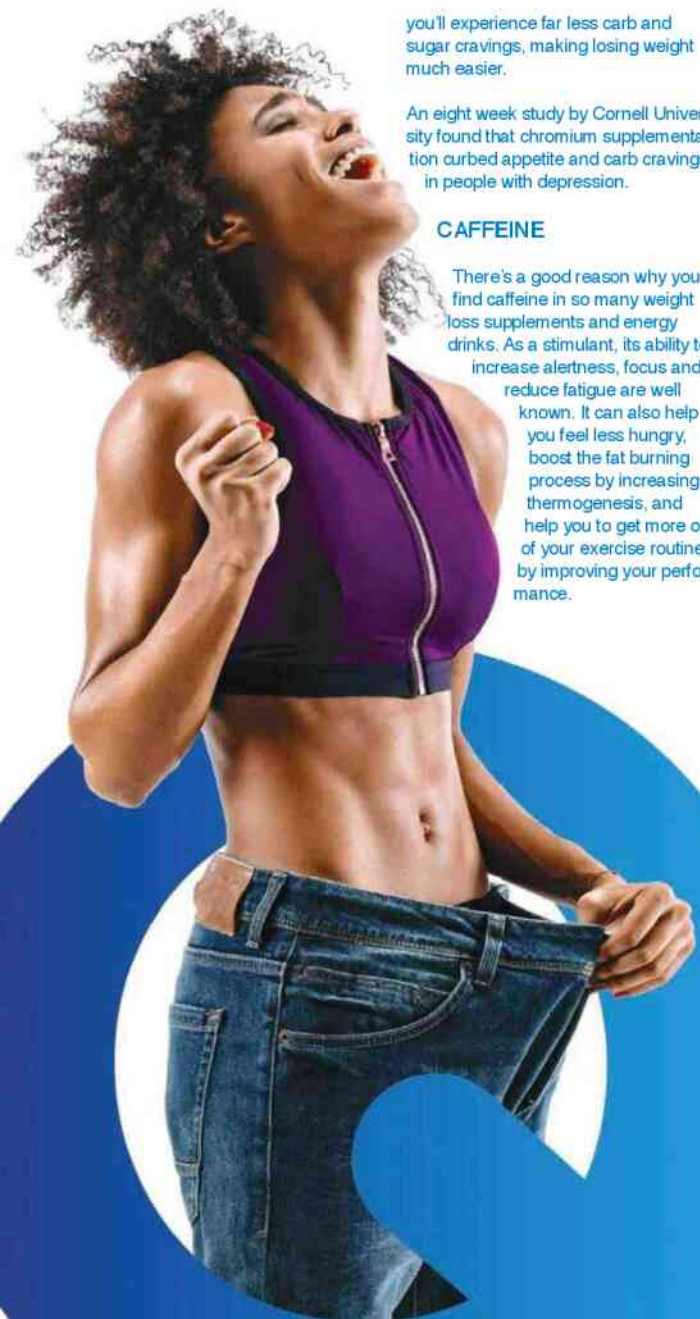
Our "hero" ingredient. A blend of capsaicin, piperine, caffeine and niacin (vitamin B3), make up the fat blasting power of Capsimax Powder. Both the capsaicin pepper plant and piperine (otherwise known as black pepper) have strong thermogenic properties which can help you slim down by turning up your body heat. By increasing thermogenesis, these two ingredients enable you to burn more body fat. It's also been suggested that piperine may even have the ability to stop the formation of new fat cells.

Multiple studies have demonstrated the weight loss benefits of capsaicin, and findings suggest this natural substance could produce 'clinically significant levels of weight loss'.

CHROMIUM PICOLINATE

An essential natural mineral found in meat, vegetables and wholegrains, chromium helps curb your sugar and carb cravings by helping your body control your blood-sugar levels. When you eat foods containing sugar, such as carbs, the sugar is absorbed into your blood and carried to your cells to be used for energy. When your cells have enough sugar, you stop craving it. Chromium helps your cells take in as much sugar as possible, which means





you'll experience far less carb and sugar cravings, making losing weight much easier.

An eight week study by Cornell University found that chromium supplementation curbed appetite and carb cravings in people with depression.

CAFFEINE

There's a good reason why you'll find caffeine in so many weight loss supplements and energy drinks. As a stimulant, its ability to increase alertness, focus and reduce fatigue are well known. It can also help you feel less hungry, boost the fat burning process by increasing thermogenesis, and help you to get more out of your exercise routine by improving your performance.

NOPAL

The nopal cactus is high in fibre, helping you gain more control over your hunger. It's also extremely rich in amino acids, providing you with much needed energy through your weight loss journey, as well as helping reduce extra weight caused by fluid retention by helping flush fluids from your tissues into your bloodstream.

L-CARNITINE FUMARATE

The naturally occurring amino acid L-carnitine is found in foods such as red meat, nuts and green vegetables. It helps your body turn its fat stores into energy, meaning you'll not only burn fat but combat the tiredness often caused by dieting too.

Scientifically Proven Weight Loss

PhenQ was developed using cutting edge science and research, trademarked formula. α -Lacys Reset[®] accelerates your metabolism and fires up your body's thermogenesis, enabling you to burn fat quickly and achieve your dream body fast.

Your metabolism is the rate at which your body naturally burns calories. Speed up your metabolism and you burn more calories. α -Lacys Reset[®] accelerates your metabolism, allowing you to burn even more calories and shift fat quickly.

It gets better. A faster metabolism also means an increase in thermogenesis – your body's heat production. To generate heat, your body burns calories. By turning up your body's natural internal thermostat, α -Lacys Reset[®] fires up your calorie burn rate even further to melt away those fat stores.

GET YOUR IDEAL BODY QUICKLY AND EASILY

PhenQ is a unique and powerful new slimming formula that will help you achieve what others are just promising. With PhenQ weight loss pills, you'll never need to worry about your weight again.

Check it out at PhenQ.com



BRING OUT THE BEST IN YOU

ACTIVATE YOUR SKIN'S COLLAGEN



LIQUID COLLAGEN IS THE NEW WELLNESS AND BEAUTY BUZZWORD THAT YOU'VE PROBABLY COME ACROSS IN RECENT MONTHS - FROM FITNESS EXPERTS TO DERMATOLOGISTS IT SEEMS EVERYONE IS TALKING ABOUT THE BENEFITS OF THIS POWERFUL LITTLE SUPPLEMENT. BUT WHAT IS LIQUID COLLAGEN, AND WHAT IS IT GOOD FOR?

Collagen is the most abundant protein in the body. It's a long, fibrous, structural protein that gives the skin the strength and elasticity it needs to look and feel healthy. It keeps us looking younger, for longer.

Around 30% of our body's protein is formed from collagen.

In both men and women, from the age

of 30 onwards the amount of collagen starts to slowly decrease, initially by around 1 or 2% each year. By the time we reach our forties, it starts to decrease at an alarming rate. The less collagen in your body, the duller your skin will look and the more "wrinkles" you will get over time.

Collagen is found in just about every part of your body, from your hair to your nails, your bones to your organs and joints. It's the "glue" that holds us together.

Collagen is absolutely essential for skin health, repairing torn muscles, protecting joints and connective tissues and providing energy. Many people are still underestimating its importance in the supplement market.

Consuming collagen in liquid form also will mean a higher absorption rate to tablets and powders.

YouTonics Skin is a unique combination of vitamins and protein concentrate, precision engineered to improve

the health and look of your skin.

DELAY THE AGEING PROCESS WITH ADVANCED SCIENCE

YouTonics Skin's unique, fast-acting liquid delivery system ensures quick absorption for rapid delivery to your skin cells, enabling it to get to work immediately so you see the results faster.

WHAT'S IN YOUTONICS?

HYDROLIZED COLLAGEN PROTEIN

YouTonics Skin contains a full 10 grams of collagen protein in every 30ml serving.

VITAMINS A AND E

YouTonics Skin is packed with vitamins A and E to help protect your skin cells from damage. Rich in antioxidants, these vitamins are crucial to healthy looking, glowing skin.

AMINO ACIDS

A constant supply of amino acids is needed to maintain healthy levels of collagen.

Brands that use natural ingredients as a substitute to sugar resonate with consumers that desire alternatives as they seek to moderate their intake levels (GlobalData, 2019)

52% of consumers feel like they need an energy boost to get them through the day. This highlights a demand for naturally energising products to help fuel busy lifestyles and sporting activities (GlobalData, 2019)



ProactolTM XS

A natural weight management supplement designed to help you lose weight effectively by limiting your fat intake.

Lose Weight Safely
and Naturally

Curb Your Appetite

Trim Fat While
Streamlining Your Body

Improve Your Digestive
System

Natural Ingredients



KETOSIS

WHAT'S ALL THE FUSS ABOUT?

SO, HOW DO YOU FANCY A DIET THAT NOT ONLY ALLOWS YOU TO EAT FAT, BUT POSITIVELY ENCOURAGES IT? TOO GOOD TO BE TRUE? NOT SO - WELCOME TO THE KETO DIET.

EATING LARGE AMOUNTS OF FAT MAY SOUND CRAZY, BUT THERE'S A GOOD SCIENTIFIC REASONING BEHIND IT. AND IT WORKS!

Research has shown that this type of diet can be effective in helping to fight diseases related to obesity. It can also help to lower cholesterol. Cognitive function and alertness are also improved when your body is in a healthy state of ketosis.

The Keto diet itself is not new. In fact it's been around for almost 100 years and was originally introduced in the 1920s as a way to treat epilepsy, a seizure disorder. Medical professionals used the diet for two decades until modern epilepsy drugs were developed.

About 15 years ago, the diet made a comeback and was used as a treatment for obesity and type 2 diabetes, but people were starting to realise that this was also a great way to lose weight. It started to attract celebrities too. Halle Berry and LeBron James are big Keto fans.

What are ketones?

Ketones are very small molecules comprising of hydrogen, carbon, oxygen, and are primarily synthesised in your liver through the breakdown of fatty acids and ketogenic amino acids. Beta-oxidation of fatty acids in the liver leads to the synthesis of acetyl-CoA and acetoacetyl-CoA

through which ketones are then derived.

So how does it work?

Simply put, you try to cut out the carbs and eat mostly fat. The balance tends to be 75% fat, 20% protein, and 5% carbs whereas an average diet would be somewhere in the region of 33% fat, 17% protein, and 50% carbs.

Popular Keto foods include: meat, eggs, nuts, avocado, full-fat dairy, leafy greens, non-starchy vegetables, olive oil, small amounts of berries.

Once you start the keto diet, your body changes its metabolism by ceasing to rely on carbs as the main source of energy. This sends your body into a state of "ketosis", which means you burn fat for energy instead.

An additional benefit of the ketogenic diet is that it has the ability to curb hunger.

Ketones, through their capability to lower the appetite-regulating hormone ghrelin can increase satiety and prevent over-eating. Which means it's a great weight loss opportunity.

Introducing Keto Fuel.

Keto Fuel is an all-in-one Keto food shake formula for everyone!

It's 100% vegan which is not only great news for vegans, but also those who struggle with a keto diet which includes meat, which can be heavy. Keto Fuel gives your digestion a rest, whilst you stay in ketosis.

Keto Fuel is

- High in protein, high in fat and low in carbs
- Convenient to have "on the go"
- Great for helping the body to burn fat
- Perfect for curbing cravings and hunger



- Just what you need for keeping your body in ketosis

What's in Keto Fuel?

INNOSLIM

Innoslim is an amazing proprietary blend from plant Panax notoginseng and Astragalus membranaceus. It reduces glucose absorption in the intestine supporting ketosis. In studies, it reduced body fat by 0.72%. It also increases glucose absorption in muscle cells by 50% and in fat cells by 68%.

HEMP PROTEIN

Hemp protein contains 20 amino acids of which 9 are essential - meaning our bodies cannot make them by itself. It's full of healthy omega fatty acids and fibre. Hemp has been shown to improve symptoms of fatigue and boost the immune system. Hemp has also been shown to have 86.7% digestibility in rat studies making it easier for the body to absorb.

BROWN RICE

Brown rice protein is high quality and contains all the essential amino acids in perfect proportions. Included in these are the branched chain amino acids needed to build and repair muscle and tissue. It is a premier vegan protein and suitable for vegetarians. It is also free from allergens such as dairy, soy and gluten. Added to this, it is packed with antioxidants and nutrients to support weight loss and muscle building. And there is more! It also supports heart and liver function.

PEA PROTEIN

Pea Protein has a 94% digestibility rate and scores decently in bioavailability. It is rich in iron; much needed to transport oxygen around the body. Plant proteins are often said to not have the same muscle-building capacities compared to their dairy, meat and egg sources but don't be fooled as pea protein contains branched chain amino acids as well as arginine.

FATS

Ketofuel contains a wide array of fats to make up 67% of the calories in 100g. We have added in various sources of fat such as avocado oil, sunflower oil and MCT oil from a coconut source.

Avocado oil is rich in essential fatty acids such as oleic acid, an omega 9 fatty acid as well as an omega 6 fatty acid called linoleic acid.

MCT (medium chain triglycerides) oil is a healthy saturated fatty acid that supports brain and gut health, especially since they combat bacteria, viruses, fungi and parasites. They are easily digestible and known to increase metabolism.

VITAMINS AND MINERALS

Keto Fuel contains a blend of all the essential vitamins and minerals which help to make Ketofuel a complete food.

plete food.

All the hard work has been done to ensure all vital nutrients needed by the body are in this blend, to ensure optimum health.

Ketofuel is enriched with the nutrients that are lacking in a Western diet, such as calcium, Vitamin D, iron and potassium.

Check out Ketofuel at <https://bauer-nutrition.co.uk/>

KETOGENIC DIET HEALTH BENEFITS

WITH A HUGE SHIFT IN HEALTH FOCUS THIS YEAR, THERE IS AN EVER-GROWING DEMAND FOR LOW-CARB DIETS. HERE'S WHY:



IT'S GREAT FOR THE HEART

Keto diets increase good cholesterol levels (HDL). They also lower Triglyceride levels in the blood which can trigger heart problems.



REDUCED BLOOD SUGAR LEVELS

Your blood sugar and insulin levels will lower considerably.



IT CURBS HUNGER

A properly planned Keto diet will suppress the appetite.



INCREASES WEIGHT LOSS

You will see a quick and sudden loss of weight in the first couple of weeks during a keto diet and a steady reduction thereafter.



IT'S GOOD FOR THE BRAIN

The keto diet has been used for centuries to treat conditions such as epilepsy, Parkinsons and Alzheimers disease.



IT'S GREAT FOR YOUR MOOD

Keto will keep you in the right frame of mind, which means little chance of losing interest in it.



INCREASED ENERGY

Fat gives us a longer energy source than that of carbohydrates.

PROTEIN DRINKS HAVE CHANGED FOREVER

YOUTONICS SPARKLING PROTEIN WATER BRAND NEW FOR 2020 WITH AN UNREAL TASTE THAT IS BURSTING WITH FLAVOUR AND PROTEIN IN EVERY DROP.

WHY SPARKLING PROTEIN?

First of all, who wants boring protein? Between milky, high-calorie shakes and sugar-loaded protein candy bars, we were getting a little sick of the usual protein snack suspects. We wanted to create a drink that was different in every way imaginable - in the way it interacted with your body, in what it could do for you, and in how it tasted. We chose sparkling protein because it's exactly what we were looking for on our quest to fight your fizzle with fizz.

JUST HOW GOOD IS IT?

Science has shown us that the combination of sparkling carbonation and protein triggers happy places in our taste buds and brain cells, unleashing endorphins so you feel alert, focused and satisfied. Couple that with the energised and satisfied feeling that follows and voila!

FOUR AMAZING FLAVOURS

You have a choice of Strawberry Watermelon, Tropical Lemon, Pomegranate Punch and Orange Mango. Or why not grab all four?

90 CALORIES, ZERO SUGAR.

This pure elemental refreshment is sugar free, protein packed, and keto friendly. Not only that, it has a fraction of the calories found in other popular protein drinks.

20G PROTEIN PER CAN

Youtonics Sparkling Protein Water is not only refreshing, it's the first protein sparkling water to pack 20g of protein per can.

ABSOLUTELY NOTHING UNNECESSARY.

Youtonics Sparkling Protein Water is also gluten free, GMO free, fat free, sugar free, soy free, no artificial preservatives, and no colors or dyes.

The beauty of Youtonics Sparkling Protein Water is its fizzy uniqueness! Whether you use it as your go-to post-workout drink or your mid-morning, mid-day, or mid-afternoon snack, or your anytime, anywhere pick-me-up, it's up to you!



**KETO PROTEIN
WATER**

**20G
PROTEIN**

**ZERO
SUGAR**

**90
CALORIES**

WHAT'S NEW AT HQ?

The future of snacking has arrived on our doorstep in the form of MuscleChef - a nutritionally balanced range of snacks for busy lives. A great deal of thought, time and innovation has gone into making sure healthy snacking has never tasted so good! MuscleChef understands the demands of a busy lifestyle and have worked hard to find solutions for eating well-balanced snacking foods for 'easy eating, on the go'. The product range includes protein bars, flapjacks, pizza bases, pittas and muesli bars. Perfect for those who like to snack but don't want to pile on the pounds.

Speaking of healthy on the go snacks, MCT oil has finally arrived! It's the ultimate energy-boosting, keto kick-starting snack. It's great at 'filling-you-up', plus it also tastes delicious!



You can take MCT Oil Powder with your morning coffee or as part of a "shake". You can even add it to your breakfast cereal.

Did someone say "Sparkling protein water"? Yes, we have that too. Youtonics Sparkling Protein Water with an unreal taste that is bursting with flavour and protein in every drop. Just 90 calories, no sugar and a massive 20g of protein in every can! GMO free, fat free, sugar free, soy free, no artificial preservatives,

and no colors or dyes. Refreshingly pure protein in a can.

We're particularly proud of Keto Fuel - an all-in-one Keto food shake formula. It's 100% vegan which is not only great news for vegans, but also those who struggle with a keto diet which includes meat, which can be heavy. Keto Fuel gives your digestion a rest, whilst you stay in ketosis. Check it out!

WHAT'S NEW IN WELLBEING.

With everyone taking a particularly close look at the quality of their health this year, we're pleased to welcome some new additions to the team. PODZ are a really exciting concept in on the go protein supplements and full details of what they are and how they can benefit you are fully explained in this magazine. Liquidcool is another product we're particularly proud of and the vibe about this multi-purpose beverage is really starting to grow. Also check out Little Big Shots, our award-winning natural energy drink for kids. We're expecting this product to disrupt the market big-time!



NOOCUBE MCT POWDER

NOOCUBE

MCT OIL IS A DIETARY SUPPLEMENT THAT IS MADE UP OF MCT FATS, WHICH ARE FATS THAT CAN BE FOUND IN COCONUT OIL, PALM KERNEL OIL, AND DAIRY PRODUCTS. MCT OIL IS PERFECT FOR THOSE LOOKING TO LOSE WEIGHT OR BOOST THEIR ENDURANCE DURING A WORKOUT. IT CONTAINS FATTY ACIDS THAT CAN PROMOTE WEIGHT LOSS BY REDUCING BODY FAT, INCREASING FULLNESS AND POTENTIALLY IMPROVING YOUR GUT ENVIRONMENT.

Our MCT Oil Powder is a creamy, delicious powder that easily mixes with just about anything. Take it with a drink, food, snack or your evening meal. It's packed full of C8 which is the most ketogenic MCT.

It's the ultimate energy-boosting, keto kick-starting snack. It's great at 'filling-you-up', plus it also tastes delicious!

Caprylic acid (C8), is the most ketogenic MCT variant. It converts to ketones faster than other MCT's. These ketones are optimised to effectively support your metabolism.

WHAT WILL MCT OIL POWDER DO FOR ME?

MCT Oil Powder helps you to stay focused all day, as you 'burn fat for fuel'. The formulation provides top-quality healthy fat, which in turn provides the following benefits to you.

- Boost brain function & cognition
- Increases mental clarity

- Curbs hunger cravings (improves satiety)
- Supports weight loss
- Increases energy expenditure

MCT Oil Powder is much easier for your gut to digest than MCT oil

Our powder contains no sugars or preservatives and is available in creamy mouth-watering flavours.

WHEN SHOULD I TAKE IT?

You can take MCT Oil Powder with your morning coffee or as part of a "shake". You can even add it to your breakfast cereal.

There's no mess as it mixes quickly, smoothly & completely. It also digests easily thanks to the addition of oat fibre; a prebiotic gut friendly soluble fibre containing large quantities of beta glucan. This supports healthy gut bacteria. It tastes as good as it makes you feel.

MCT Oil Powder is the perfect on-the-go keto snack.

- MCT oil market was valued at USD 689.12 million in 2019 and is projected to reach USD 946.07 million by 2024, progressing at a CAGR of almost 7% during the forecast period. (Technavio, 2020)

- MCT infused supplements are being consumed on a large scale across the globe due to changing food consumption pattern, improved lifestyle and rise in consumer spending. Furthermore, increasing demand for safe and healthy products coupled with a rising number of individuals suffering from obesity and various other diseases is projected to drive the market for MCTs over the coming years. (Grand View Research, 2020)



AMERICAN CREAM ENERGY



COMING SOON

capsiplex™
max strength

uses the power of **chili peppers** to energise your metabolism and increases the amount of calories you burn all day long.



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**INTRODUCING THE INDUSTRY'S FIRST
METABOLISM FUELING SYSTEM THAT
HEIGHTENS THERMOGENESIS EVEN WHILE
YOU SLEEP.***



PHEN24.CO.UK / PHEN24.COM

HOW TO LOOK YOUNGER WITHOUT SURGERY!

eye|secrets

EYE SECRETS HAVE BEEN
FEATURED HEAVILY IN THE
PRESS AND TV BUT WHAT'S
ALL THE FUSS ABOUT?

EYE SECRETS EYELID LIFT

Well for starters, the "strips" placed
on the eyelid are practical and easy

to apply. They will help you achieve
your desired look without going the
extra mile of having a surgical proce-
dure. Simply place the strip on your
eyelids and position it appropriately.
It will reveal more of your eyelids and
provide support for the drooping skin.

Eye Secrets Eyelid Lift strips are one
of the most comfortable products
you can use on your eyes. The strips
are made from thin plastic and are
completely transparent, making them
easy to conceal and hard for people
to spot them on your face. They help
lift excess skin on your eyelids and
helps bring them back to a presenta-
ble position.

Eye Secrets Eyelid Lift is an amazing
product which will help you maximise
your youthfulness in the safest way
possible. You don't have to worry
about the strips falling off as they
stay in place, even with your makeup
applied over the top.

EYE SECRETS 1 MINUTE LIFT CREAM

Eye Secrets 1 Minute Lift cream

gives your skin an immediate lift
without any side effects. It is so
transformative that some users have
compared it to a botox injection. This
is the cream that gives the benefits
of Botox without all the pain, scarring
and infections that come with having
injections.

EYE SECRETS COLLAGEN AND Q10 GEL PATCHES

Intensively moisturise, nourish and
hydrate your skin, working to restore
elasticity while keeping your skin
looking and feeling rejuvenated,
vibrant and smooth.



jim.

no bullsh*t skincare, for him.

coming soon



BIG FRUIT BIG TASTE

THE JUICE WITH A NATURAL BOOST

LITTLE BIG SHOT IS THE AWARD-WINNING, HEALTHY DRINK WHICH HAS BEEN REVOLUTIONISING THE ENERGY DRINKS MARKET SINCE 2012. CREATED BY SCOTTISH ENTREPRENEUR BERT JUKES IN 2008, LBS IS FAST BECOMING A FAVOURITE FOR HEALTHY ENERGY DRINKS, SPORTS DRINKS, CHILDREN'S DRINKS AND SNACKS.

It's awards to far include 'Best New Drink of the Year' at the Natural and Organic Awards in London and was named among the Top 5 Most Interesting Products from more than 80,000 products on display at the Winter Fancy Food Show in San Francisco.

With increasing concerns about the health risks associated with stimulant-based, highly-caffeinated energy drinks, Belfast-based Little Big Shot is blazing a trail as a healthy, natural alternative that offers sustainable energy and is safe for children and mothers-to-be.

The drink is packed with energy-boosting berries and B vitamins. In addition to this, Little Big Shot is the only drink in the world to be able to offer deep ocean minerals, a highly sought-after natural source of carbon-free energy packed with ionic minerals and trace elements.

"We combine the healthiest, freshest, natural ingredients and incorporate them in our complex formulations to make them uniquely special," said Bert.

As Bert explains: "We've all seen the headlines about the health impact of high levels of caffeine, including the tragic deaths of several young people in the United States and high-caffeine products being mentioned as a contributory factor in deaths in the UK.

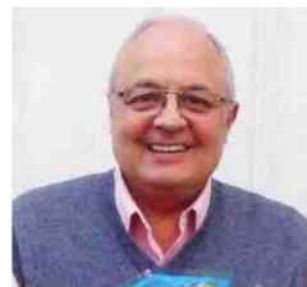
"We could have taken the easy path, been a follower and released another stimulant-based drink, taken our slice of the £22bn energy drinks market and gone home. But that's not what Little Big Shot is about. We're leaders of a healthy energy revolution delivering a product that doesn't just

support your lifestyle; it enhances it.

"Internationally, they're calling for tighter controls on the targeting of these drinks at kids," says Bert. "We've seen Morrisons take the first steps to banning the sale of high-caffeine energy drinks to kids under the age of 16. The writing's for drinks like these. The healthy energy revolution has begun, and Little BigShot is leading the way."

It took a decade of meticulous research and testing to develop Little Big Shot; refining the product to blend the health-giving properties of natural fruit juices, B-vitamins, ginseng, trace elements and deep ocean minerals into one irresistible drink.

Little Big Shot has a unique positioning as an energy drink that is safe



for children and mothers to be. This is due to the absence of caffeine and taurine, and the inclusion of B vitamins, antioxidants and natural fructose. It is a truly unique product to support hectic, active lifestyles.

As consumer demand for Little Big Shot grows, so will the product range, offering healthy energy for every taste and lifestyle. We've already added two new flavours – apple, kiwi and lime and orange and mango – to the hugely popular original mixed berry flavour and, over the course of the year, we'll be introducing a customised sports drink with added deep ocean minerals. With deep ocean minerals scientifically proven to support and improve athletic performance and general wellbeing, this product will rapidly become the must-have supplement for athletes and those with active lifestyles.

- Little BigShot comes in delicious healthy fruit flavours: Mixed Berry, Pomegranate, Blackcurrant, Apple, Kiwi and Lime, Orange and Mango
- It is fortified with healthy vitamins Niacin, B6 & B12
- It contains naturally occurring Vitamin C, Anti-oxidants and Polyphenols
- Its Deep Ocean Minerals are a pure and natural source of clean energy Herbal healthy extracts include Hibiscus fruit and Panax Ginseng

THE DEMAND FOR ENERGY

We all need that boost of energy. Whether it's the school run, a busy day of meetings, breaking a sweat in the gym or pulling an all-night study session. Maybe we don't get enough sleep or we just want to prepare for a

Soft drinks represented \$1.8 trillion in global spending in 2017. Energy drinks and water take the lead in terms of value and volume growth in this sector. Market drivers include increasing interest in wellbeing, natural ingredients and plant-based energy drinks (GlobalData, 2019)

busy day ahead.

Little Big Shot isn't just a thirst-quencher, it helps to keep your energy levels up and because of its natural ingredients, it doesn't leave you with a nasty come-down afterwards.

Little Big Shot is a unique, healthy energy drink, specially designed to meet active lifestyle challenges.

Little Big Shot contains:
No Taurine
No Caffeine
No preservatives

Little Big Shot is:

- Gluten free
- Safe for pregnant women
- Safe for children over 8 years
- Suitable for diabetics and vegetarians

To attract new customers, Little Big Shot has a proactive, creative

marketing and promotional strategy. The brand is already gaining unprecedented customer recognition.

Little Big Shot is very quickly positioning itself as the must-have health drink the market and offering unparalleled opportunities.

WHAT LITTLE BIG SHOT CUSTOMERS THINK

Tesco- "We jumped at the chance to have this on our shelves. Little BigShot is a unique product with massive potential!"

Asda- "We're delighted with the 3 flavours! Little Big Shot ticks all our boxes. Great products, great company to work with."

WH Smith- "Fantastic product. Little BigShot works extremely hard in supporting the brand which our customers love"



VEGAN WARRIOR

VEGAN WARRIOR PROTEIN IS IDEAL FOR VEGANS AND VEGETARIANS, BUT PLENTY OF OMNIVOROUS WARRIORS FANS CHOOSE IT, TOO.

It comes in a delicious peanut butter flavour and gives you a generous 25.5g of protein per 30g serving. It's

easy to digest, gentle on the stomach and mixes well for a smooth shake you can drink any time of the day.

Did you know even a small amount of plant protein boosts your life expectancy?

So getting more of your protein from plant sources is a great move - for

the planet, for your health and for your life expectancy.

Our Vegan Warrior Supergreen Powder and Natural Protein helps you support your active warrior lifestyle with high quality plant protein.

Soya free, no artificial sweeteners or colouring.



COMBAT

ENERGY DRINK

COMING SOON

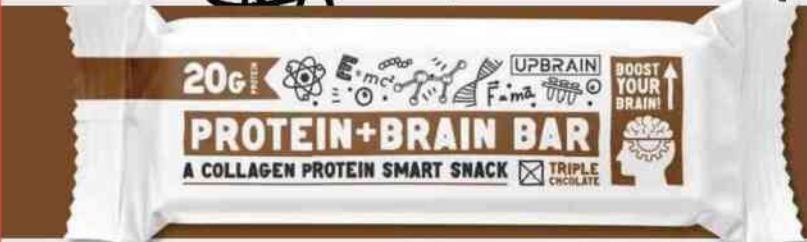




**30g
PROTEIN**



30g High Protein Soft Cookies
fully enrobed in sugar-free milk chocolate
(10g protein/biscuit)



**A BRAND
NEW PROTEIN
AND BRAIN
BAR WITH
ADDED BRAIN
NUTRIENTS
THAT WILL
BOOST THE
POWER OF
YOUR BODY
AND BRAIN!**

**BOOST
YOUR
BRAIN!**



**COMING
SOON**

PROTEIN + BRAIN BAR
A COLLAGEN PROTEIN SMART SNACK

NEWCOMERS

& FAVOURITES



BUILT BEARS

High-protein, zero sugar gummies that taste just like real sweets but without the guilt.



FLAT TUMMY GUMMY

Reach your weight loss goal with this yummy gummy to slim your tummy. Helps reduce appetite, support digestion and improve energy levels.



AIRSNORE

Struggling to get a good night's sleep? The natural ingredients contained in AirSnore Drops help to open up your airways and ease your breathing, meaning you can relax and drift off into the night, snore free.



NOOCUBE SLEEP UPGRADE

Every day begins with a good night's sleep, Noocube Sleep naturally supports a regenerative sleep.



o3 OMEGA

Pure Omega-3 oil from 100% Arctic wild fish with cold pressed, premium quality organic olive oil and vitamin D3. Refreshing Lemon Flavour.



SO BEER

Replacing alcohol with good-for-you ingredients. Fuelled by Immunoboost, our exclusive blend of Beta Glucan and Complex B Vitamins. It's the healthiest pint you'll ever drink.



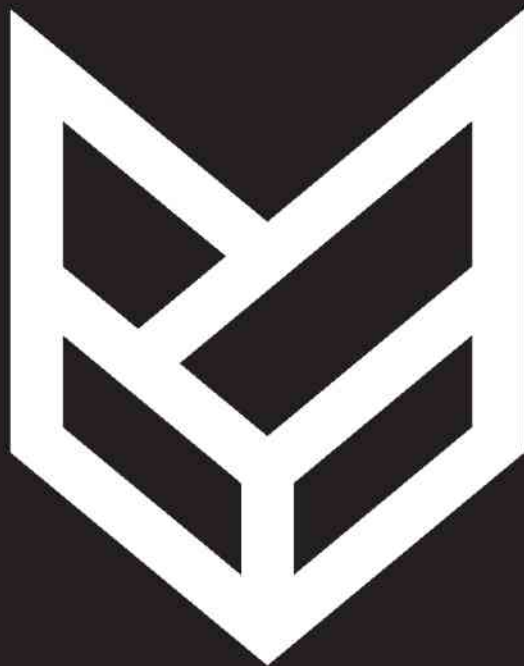
HAR VOKSE

Natural Hair Loss and Regrowth Supplement for Men and Women. It protects and strengthens existing hair whilst encouraging new growth.



SHARE NATUR CBD OIL

A unique natural cold-pressed hemp in different cannabinoids and carriers, ensuring the higher bioavailability with all nutrients, natural fats, vitamins and phyto-cannabinoids left intact.



WOLFSON BRANDS™

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COMING SOON



READY TO START YOUR OWN BRAND?

PRIVATE LABEL SOLUTIONS

It's our mission to help innovators bring their ideas to market fast. As such, we pride ourselves on being a full turnkey solution. We handle everything from formula creation and FDA compliant packaging design, to co-manufacturing and distribution.

Working with us means you will get your product to market swiftly by:



1. DEVELOPING YOUR CUSTOM FORMULA

We will work with you to help you create your own brand of bar. We will assist you in creating the formula and are able to meet the needs of many dietary requirements such as non-GMO, Vegan, Gluten Free, Ketogenic, Low Carbs etc.



2. CREATING YOUR PACKAGING

You can utilise our own team of designers to design your brand of packaging and our compliance experts will be on hand to help. This will include your logo, key selling points and company name.



3. LAUNCHING YOUR BRAND

Whether it's new products, new flavours, innovation, FDA compliance, package creation or co-packing, we'll be here to assist.



A COMPLETE TURNKEY SOLUTION



MUSCLECHEF

3g
CARBS



3g Carbs Soft Cookies

fully enrobed in sugar-free milk chocolate
(10g protein/biscuit)