



Swisse Wellness launches four new premium beauty formulas targeting skin and hair health

Media release
1 October 2017

This October, Swisse Wellness introduces the brand's latest product innovations, including four new premium products to its body and beauty range, designed to support natural beauty from within.

Specifically tailored formulas with a unique combination of vitamins, minerals and herbs, to support healthy hair, collagen formation and skin radiance. The new Swisse beauty supplements include Swisse Ultiboost Radiant Skin, Swisse Ultiboost Hair Nutrition for Women, Swisse Ultiboost Hair Nutrition for Men and Swisse Ultiboost Age Protect.

Josh Wittner, Marketing General Manager, believes consumers are more aware of the importance of inner health for outer beauty. "The ingestible beauty market is now worth \$79.8 million**, so we're excited to introduce four new beauty supplements to this growing category."

Swisse is dedicated to using ingredients to nurture beauty from within. The brand's latest innovations include ingredients sourced from around the globe to deliver comprehensive beauty formulations, based on scientific evidence.

"Our commitment to innovation is evident in our latest beauty supplements. For example, a key ingredient used in our Swisse Ultiboost Radiant Skin, Swisse Ultiboost Hair Nutrition for Women and Swisse Ultiboost Hair Nutrition for Men is B-complex vitamin biotin. This nutrient maintains healthy hair and supports healthy, radiant skin.

Swisse Ultiboost Radiant Skin is a unique blend of collagen, vitamin A, vitamin C, vitamin E along with biotin which provides a point of difference in the market. This premium quality beauty formula helps support a healthy, glowing complexion, whilst maintaining healthy skin barrier function and antioxidant activity.

"Only 3% of factors influencing skin health are hereditary[^], external factors influencing skin health such as the environment and air pollution can also contribute. With our skin being the body's largest organ, it's important to maintain good skin nutrition from the inside." says Wittner.

To help protect against free radical damage, the new Swisse Ultiboost Age Protect is a comprehensive formula containing ten key ingredients, including including Cacao, Vitamin E and Green Tea to provide a source of antioxidants.

The new products feature in Swisse's 'Discover real beauty inside and out campaign' which launches in October 2017. The new products will be available in Chemist

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Swisse is a carbon neutral company.



Warehouse, Priceline Pharmacy, all leading pharmacies and Swisse.com from late October 2017.

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^Anthonavage et al (2015) Effects of Oral Supplementation with Methylsulfonylmethane on Skin Health and Wrinkle Reduction. NMJ. 7(11). URL: <http://www.naturalmedicinejournal.com/journal/2015-11/effects-oral-supplementation-methylsulfonylmethane-skin-health-and-wrinkle-reduction> . Accessed on 22/8/2017

** The ingestible beauty market is worth 79.8 million: IRI Scan data (Based on dollar sales- AUS Pharmacy + AUS Grocery combined) as of MAT 20/08/17

* #1 holding in the Hair Skin Nails market* (Based on dollar sales- AUS Pharmacy + AUS Grocery combined) as of MAT 20/08/17



Swisse Ultiboost Radiant Skin – \$29.99

Swisse Ultiboost Radiant Skin is a premium quality beauty formula that helps support a healthy, glowing complexion, whilst maintaining healthy skin barrier function and antioxidant activity. Key benefits include: healthy glowing complexion, skin barrier function, normal collagen formation and healthy antioxidant activity.

Key ingredients include:

- **Collagen** (hydrolysed gelatin)
- **Vitamin A** (as retinol acetate)
- **Vitamin C** (ascorbic acid)
- **Vitamin E** (as d-alpha-Tocopheryl acid succinate)
- **Nicotinamide**
- **Biotin**
- **Iodine**
- **Grape Seed**
- **Horsetail**
- **Lycopene**

Always read the label. Use only as directed. Vitamin supplements should not replace a balance diet.



Swisse Ultiboost Age Protect – \$29.99

Swisse Ultiboost Age Protect is a premium quality beauty formula that helps support skin firmness and elasticity, collagen formation and integrity, and helps protect against free radical damage. External factors such as UV sun exposure can contribute to free radical damage, leading to premature, photoaged skin. This unique combination also helps to safeguard against the free radicals.

Key ingredients include:

- **Cacao**
- **Vitamin A** (as retinol acetate)
- **Vitamin C** (ascorbic acid)
- **Vitamin E** (as d-alpha-Tocopheryl acid succinate)
- **Copper** (from copper gluconate)
- **Green Tea**
- **Safflower Oil**
- **Alpha Lipoic Acid**
- **Dimethyl Sulfone**
- **Co- Enzyme Q10** (ubidecarenone)

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Swisse Ultiboost Hair Nutrition for Women - \$29.99

Swisse Ultiboost Hair Nutrition for Women is a premium quality beauty formula that helps support hair growth and strength from within for healthy, lush hair.

Key ingredients include:

- **Vitex**
- **Grape Seed**
- **Vit A** (as retinol acetate)
- **Vit B5** (pantothenic acid from calcium pantothenate)
- **Biotin** 1.3 mg
- **Vit B12** (cyanocobalamin)
- **Vit C** (as ascorbic acid)
- **Vit E** (d-alpha-Tocopheryl acid succinate)
- **Copper**
- **Iodine**
- **Iron**
- **Manganese**
- **Silicon**
- **Selenium**
- **Zinc**



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Swisse Ultiboost Hair Nutrition For Men - \$29.99

Swisse Ultiboost Hair Nutrition for Men is a premium quality formula with a combination of nutrients and herbs to help support healthy hair growth, and maintain scalp and hair follicle health. This formulation contains Saw Palmetto and zinc.

Key ingredients include:

- **Saw Palmetto**
- **Vitamin A** (as retinol acetate)
- **Biotin**
- **Vitamin C** (as ascorbic acid)
- **Vitamin D** (colecalfiferol)
- **Nicotinamide**
- **Copper** (from copper gluconate)
- **Iodine** (from potassium iodide)
- **Manganese** (from manganese amino acid chelate)
- **Selenium** (from Selenomethionine)
- **Zinc** (from zinc amino acid chelate)
- **Soya Oil**
- **Sunflower Oil**



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