



## Swisse Wellness launches innovative family planning and infants range

*Swisse Ultinatal for life's greatest journey*

**Media Release**

**10 October 2018**

**Swisse Wellness is proud to introduce the Swisse Ultinatal range – new premium quality formulations designed to support the health of mum, dad and baby throughout life's greatest journey.**

The Swisse Ultinatal range includes a full suite of products tailored specifically to provide nutritional support during pre-conception, pregnancy, breastfeeding and infancy throughout the critical first 1,000 days. The new product offering includes; Swisse Ultinatal Men's Pre-Conception Support, Swisse Ultinatal Pre-Conception & Pregnancy Multivitamin, Swisse Ultinatal Breastfeeding Support, Swisse Ultinatal Calcium Liquid for Baby, Swisse Ultinatal DHA + EPA Liquid for Baby, Swisse Ultinatal Vitamin D3 Liquid for Baby and Swisse Ultinatal Probiotic Powder for Baby.

Swisse Wellness Global Marketing Director, Severine Brichard, said the innovative new range continued the brand's commitment to seeking nutrient rich ingredients from around the globe to create specifically tailored formulations.

"As Australia's No.1 vitamins and supplements brand\*, we are thrilled to be the first brand in Australia to offer a comprehensive range providing nutritional support for the first 1,000 days of life<sup>^</sup>, which are considered the most important and influential for development, health and wellbeing. From pre-conception, pregnancy, breastfeeding and infancy, right up until your baby turns two<sup>^</sup>.

"Pregnancy vitamins and supplements represent a significant opportunity for our business in the Australian market worth \$93.5 million growing at 14.4% MAT<sup>1</sup>, so we are really proud to provide consumers with products to support life's greatest journey," Brichard said.

"We are excited to further grow our Swisse business by extending and deepening the range of our product portfolio, while strengthening our branding and reputation to build consumer trust and grow our customer base."

### **Swisse Ultinatal Men's Pre-Conception Support**

A comprehensive premium quality formula specifically tailored for men planning to conceive, formulated with selenium, zinc, vitamins B6 and B12, vitamin E and

---

\*IRI MarketEdge, Vitamins & Supplements Scan Data (AU Pharmacy + AU Grocery), Dollars, MAT 24/06/2018

<sup>1</sup>IRI MarketEdge, Vitamins & Supplements Scan Data (AU Pharmacy + AU Grocery), Dollars, MAT 05/08/2018



lycopene as well as folic acid. Zinc helps support healthy sperm production, maintenance of normal testosterone levels in the blood and reproductive health. Co-Enzyme Q10 acts as an antioxidant to protect cells against oxidative stress as well as support cellular energy production.

### **Swisse Ultinatal Pre-conception & Pregnancy Multivitamin**

A premium quality formula to support the increased nutritional needs, general health and wellbeing of mother and baby before, during and after pregnancy. The product delivers 21 nutrients including 500 mcg of folic acid, iodine, omega-3 DHA, choline, vitamin D & low constipation iron. This multivitamin is designed to help support mother and baby during the following stages of pregnancy;

*Pre-conception* – folic acid may help to prevent neural tube defects, if taken daily for at least one month before conception and during pregnancy.

*Pregnancy* – contains a rich source of omega-3 DHA to help support healthy development of the brain, eyes and nervous system. Iodine assists with normal brain development while vitamin D contributes to the development of healthy bones and teeth. Folic acid supports healthy placenta growth and development of the fetus while low constipation iron is gentle on the digestive system. The product also contains vitamin C to help support healthy gums and skin as well as B group vitamins to help relieve tiredness and fatigue during the pregnancy stage.

*Breastfeeding* – vitamins C & D plus zinc support immune health in both mother and baby.

### **Swisse Ultinatal Breastfeeding Support**

A premium quality formula specifically tailored to help provide support for mother and baby during the breastfeeding cycle. The formulation includes 2000 mg of fenugreek extract traditionally used in Western herbal medicine to help increase the production of breastmilk with B group vitamins including activated B12, to help support healthy energy levels and contribute to the reduction of tiredness and fatigue. B group vitamins can also help support increased dietary nutritional needs during breastfeeding when dietary intake may be inadequate.

### **Swisse Ultinatal for Baby**

***Swisse Ultinatal Calcium Liquid for Baby***<sup>^</sup> contains calcium to help support the growth and development of healthy, strong bones and teeth as well as natural vitamin D to support the absorption of calcium and create the foundation for skeletal health.

***Swisse Ultinatal DHA + EPA Liquid for Baby***<sup>^</sup> contains fish oil concentrate including DHA to help support cognitive health and normal brain function. DHA in this premium quality formulation helps maintain a healthy nervous system, support eye health and provide a natural source of omega-3 fatty acids.

***Swisse Ultinatal Vitamin D3 Liquid for Baby***<sup>^</sup> is specifically tailored for infants and children to help



support a healthy immune system, strong bones and muscle function. The formula also helps support dietary calcium absorption when dietary intake may be inadequate, as well as healthy bone mineralisation by contributing to the utilisation of calcium and phosphorus with naturally derived vitamin D.

**Swisse Ultinatal Probiotic Powder for Baby<sup>^</sup>** contains three probiotic strains including *Bifidobacterium bifidum* which is found in breastmilk and helps to establish a balanced intestinal environment in breastfed infants. Probiotics also help support a healthy immune system and maintain a healthy gastrointestinal tract.

This highly anticipated family planning and infant range will launch in-store and online in Australia and New Zealand, with future global plans. In Australia, the products will be available in Chemist Warehouse, Priceline Pharmacy, all leading pharmacies and swisse.com from October 2018.

**For more information contact;**

Swisse Wellness PR Manager

Abbey Thomas

[Abbey.Thomas@hh.global](mailto:Abbey.Thomas@hh.global)

0408 515 164

*Always read the label. Use only as directed. Vitamin supplements should not replace a balanced diet. If symptoms persist consult your healthcare professional. <sup>^</sup>0-6 months: exclusive breastfeeding is recommended.*