At-home Health Tests

newfoundland



AAH

Morrisons PHARMACY

Boots

avicenna

Superdrug



Day Lewis

+well

CCG SUPPLIES
The UK's Leading Healthcare Supplier

Hampdens

Valley Solutions

uniphar

newfoundland

Healthcare starts at home

About us

Newfoundland is changing the way people approach healthcare.

Our tests make it easy to check key health markers at home, giving clear results in minutes. With early insights at your fingertips, you and your GP can take action sooner and make faster, more informed decisions about your health.

For further information or if you are interested in sourcing a particular product please contact the team at **info@newfoundland.io**

- **Supports early diagnosis**
- **Accurate & reliable**
- **Sample at-home**
- **Fast results**
- **Confidential & discreet**

Healthcare starts here

newfoundland.io

Scan me

Our Self-tests

Our self-tests detect key health markers with accuracy and reliability.

By stocking our at-home testing range, you're not just adding another product line, you're meeting growing consumer demand for accessible, proactive healthcare solutions.

These kits empower customers to take control of their health, driving both engagement and repeat purchases.



Strep A
Self-test



HIV
Self-test



UTI
Self-test



COVID & Flu (1 & 5 pack)
Self-test



Bowel Health
Self-test



Prostate Health
Self-test



Vaginal Infection
Self-test



Male Fertility
Self-test



Pregnancy
Self-test



Thyroid
Self-test



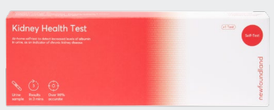
Menopause
Self-test



Ovulation
Self-test



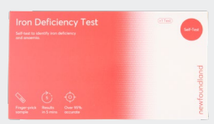
Kidney Health
Self-test



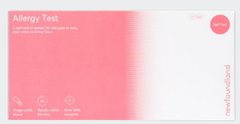
Cholesterol
Self-test



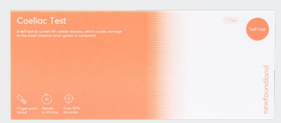
Iron Deficiency
Self-test



Allergy
Self-test



Coeliac
Self-test



Stomach Ulcer
Self-test



Drugs & Alcohol
Self-test



Vitamin D
Self-test



Gout
Self-test



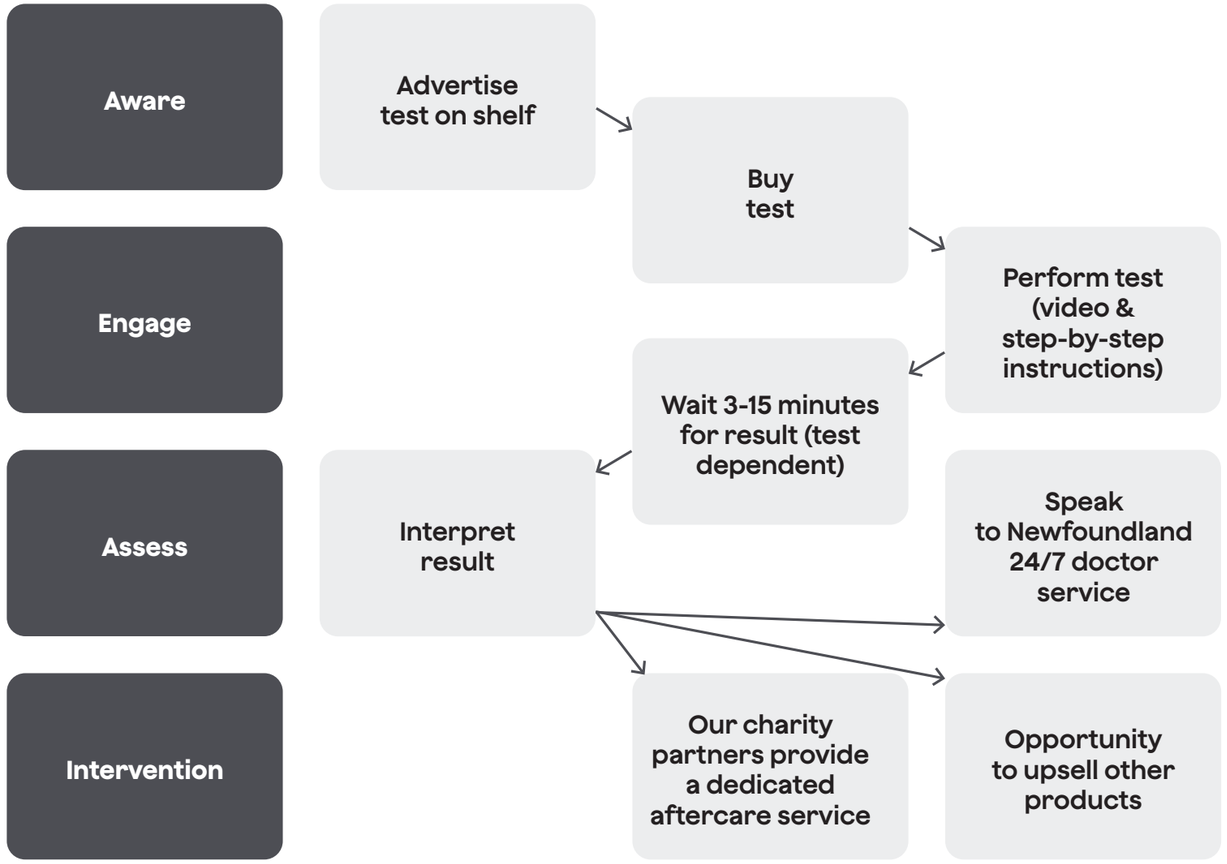
Supports early diagnosis

Results in minutes

Self-test at home

Accurate & reliable

Confidential & discreet



Self-testing Benefits

Speedy Results
Users can get results in as little as 3-15 mins.

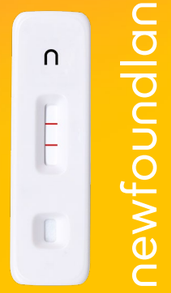
Convenience
Tests can be performed in the comfort of one's home without the need to travel to a medical facility.

Accuracy
Our tests are designed to minimise user error, ensuring reliable results.

Streamlined Healthcare
Early detection facilitates early diagnosis and improves patient outcomes.

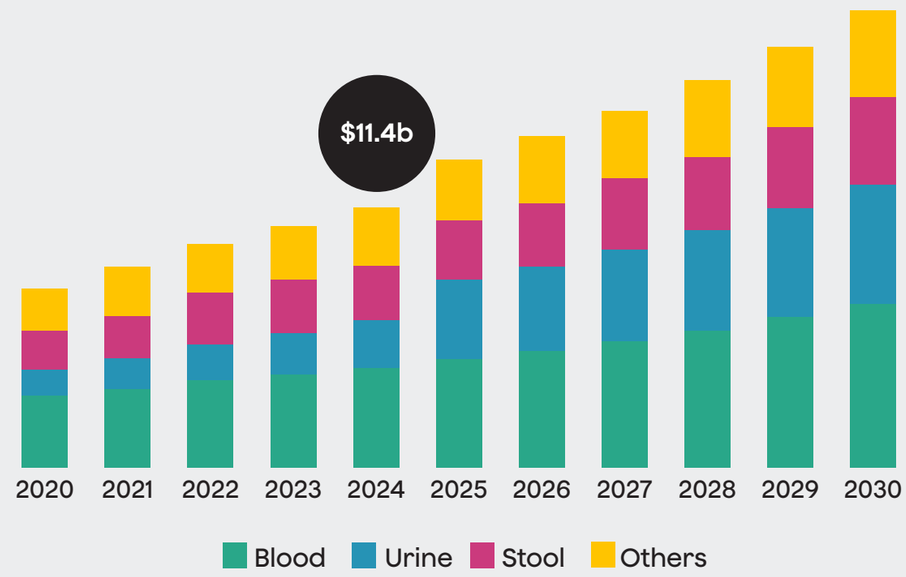
Privacy
Testing at home ensures confidentiality and discretion, maintaining the user's privacy.

Reliability
Our tests are regulated to comply with UK & EU standards carrying CE marking, ISO 13485 certification & MHRA registration.



Self-testing Market

The global self-testing market is currently valued at $11.78 billion and is projected to expand to $21.92 billion at a compound annual growth rate (CAGR) of 8.46%.



The COVID-19 pandemic accelerated the trend towards self-testing. Bodies including WHO, the FDA and the MHRA are supporting this growth through regulatory approvals.

In the UK&I, the adoption of at-home testing has been further encouraged by initiatives like the National Health Service (NHS) offering DIY smear test kits to detect cervical cancer.

The self-testing market in the UK&I is on a robust growth trajectory, driven by technological advancements, consumer demand for personalised healthcare, and the convenience of home-based diagnostic solutions.



Lab Testing

Our lab tests provide detailed, clinically reliable results for anyone seeking deeper insight into their health.

Simply collect your sample at home, send it back to us for free and receive your results in 48 hours.





1 **Scan the QR Code** to register your test & view user guide.

2 **Collect your blood sample** using the finger prick device provided.

3 **Send your sample to our** lab using the prepaid mailing box.

4 **Receive your results** and GP-reviewed recommendations within 48 hours.

Testosterone Test

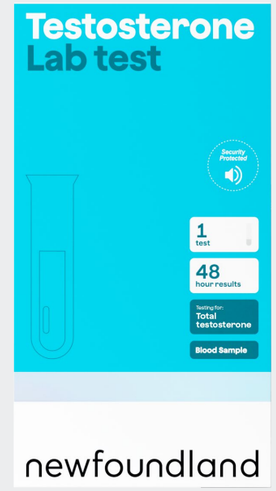
A first-line test for low testosterone. This test measures your total testosterone levels and provides the initial step in assessing your eligibility for TRT treatment.

Clinically accurate

At-home sample

Specimen: Blood

Results: 48 hours



Diabetes Test

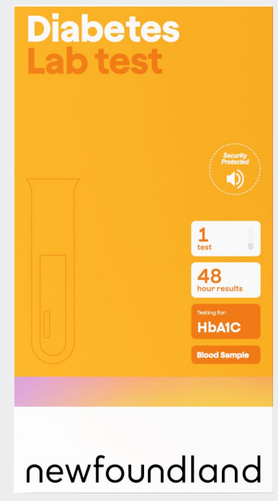
An HbA1C test measures your average blood sugar (glucose) levels over the past two to three months. Elevated A1C levels can indicate diabetes.

Clinically accurate

At-home sample

Specimen: Blood

Results: 48 hours



Women's Fertility Test

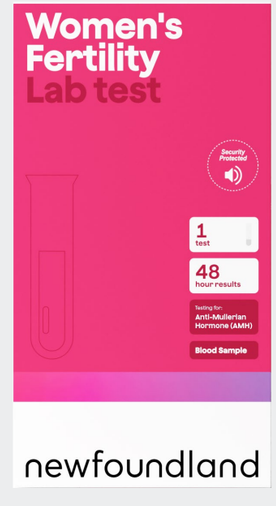
An AMH test measures the level of anti-Müllerian hormone in the blood, which reflects ovarian reserve. This indicates how many eggs remain and whether the level is typical for a woman's age, making it a useful marker of fertility potential.

Clinically accurate

At-home sample

Specimen: Blood

Results: 48 hours



Our Supplements

“We prioritise purity and sustainability, sourcing high-quality non-GMO ingredients with full traceability back to the soil or lab they come from.”



Vitamin D Supplement

A high-strength vegan Vitamin D3 supplement providing 1000 IU of vitamin D, sourced from natural lichen, a unique organism made of algae and fungi that naturally contains concentrated levels of vitamin D3.

- 60 capsules
- ×1 capsule daily
- High strength
- Suitable for vegans



Iron Supplement

A high-strength vegan Vitamin D3 supplement providing 1000 IU of vitamin D, sourced from natural lichen, a unique organism made of algae and fungi that naturally contains concentrated levels of vitamin D3.

- 60 capsules
- ×1 capsule daily
- High strength
- Suitable for vegans



Why capsules?

Tablets are faster and easier to produce than capsules, but they often require binders, fillers, sweeteners, and coatings, which can affect digestion and reduce absorption of the active ingredients.

Our capsules contain no unnecessary additives, just one pure ingredient for effective absorption.

Plant based capsules

Newfoundland plant-based capsules use hydroxypropyl methylcellulose (HPMC), a pH-independent alternative to gelatin. HPMC resists stomach acid to delay disintegration, ensuring active ingredients safely reach the intestines for optimal absorption.

Naturally plant-derived, these capsules comply with diverse dietary and religious standards.

Multi-Vitamin Supplement

A high-strength vegan Vitamin D3 supplement providing 1000 IU of vitamin D, sourced from natural lichen, a unique organism made of algae and fungi that naturally contains concentrated levels of vitamin D3.

- 60 capsules
- ×1 capsule daily
- High strength
- Suitable for vegans



Training & activation

We provide comprehensive documents and support to help staff and in-store teams.



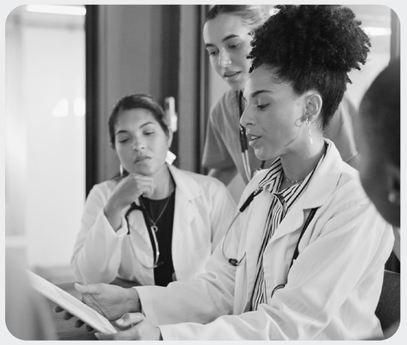
Contact

Matt Davis
Head of Sales
matt@newfoundland.io



Training your teams

All training can be delivered flexibly, either online or in person, to best suit your needs.



In-store team training

Additional online training modules available.



Pharmacist training

Understanding results, recommending products or prescribing medications.



Doctor training

Training through expert partners & charities to ensure online doctor patients have access to effective aftercare.



Why we are different

Performance

Over **140 Million tests** sold worldwide.

10,000+ UK sales per week.

Consecutive **year-on-year growth** since launch.

Strong retail and online performance, driven by repeat purchases and new product launches.

Expanding operational footprint across manufacturing, logistics, and distribution to meet growing demand.

Growth underpinned by **strategic partnerships**, **brand recognition**, and **consumer trust.**

Market Leaders

Offering multiple patient pathway diagnostics, self-tests and lab tests.

Widest range of self-tests under one brand.

The first to make **lab testing** available in everyday retail.

Exclusive products only available with Newfoundland:

- Total Cholesterol Test
- Integrated HIV Test
- Allergy Test

Charity Partners

We work with charity partners who provide support, guidance and a dedicated aftercare service to Newfoundland users:

Terrence Higgins Trust

The Urology Foundation

Make-A-Wish

Wellbeing of Women

GenM

Thyroid UK

CHAPS

Bowel Cancer UK

Trusted Stockists

Our retail, pharmacy and grocer stockists include:

Tesco

Sainsbury's

Boots

Morrisons Pharmacy

Ocado

AAH

Superdrug

avicenna

Day Lewis

Walgreens

NHS

CCG Supplies — The UK's Leading Healthcare Supplier

Hampdens

Valley Solutions

Our Values

Resourcefulness
Aids early detection and supports early diagnosis.

Empowerment
Provides instant health insights.

Accuracy
Reliable, scientifically validated results.

Confidentiality
Discreet testing, where and when you want.

Thoughtfulness
User-friendly designs and accessible guidance.

Speed
Results in 3-15 minutes.

Education
Information & resources to support decision-making.

Quality and Innovation

Innovation
Continuous investment into sector research.

Development
Tests developed in collaboration with leading laboratories.

Compliance
Compliant with UKCA/ CE marking and international regulatory standards.

Supply Chain
Robust supply chain ensuring product integrity.



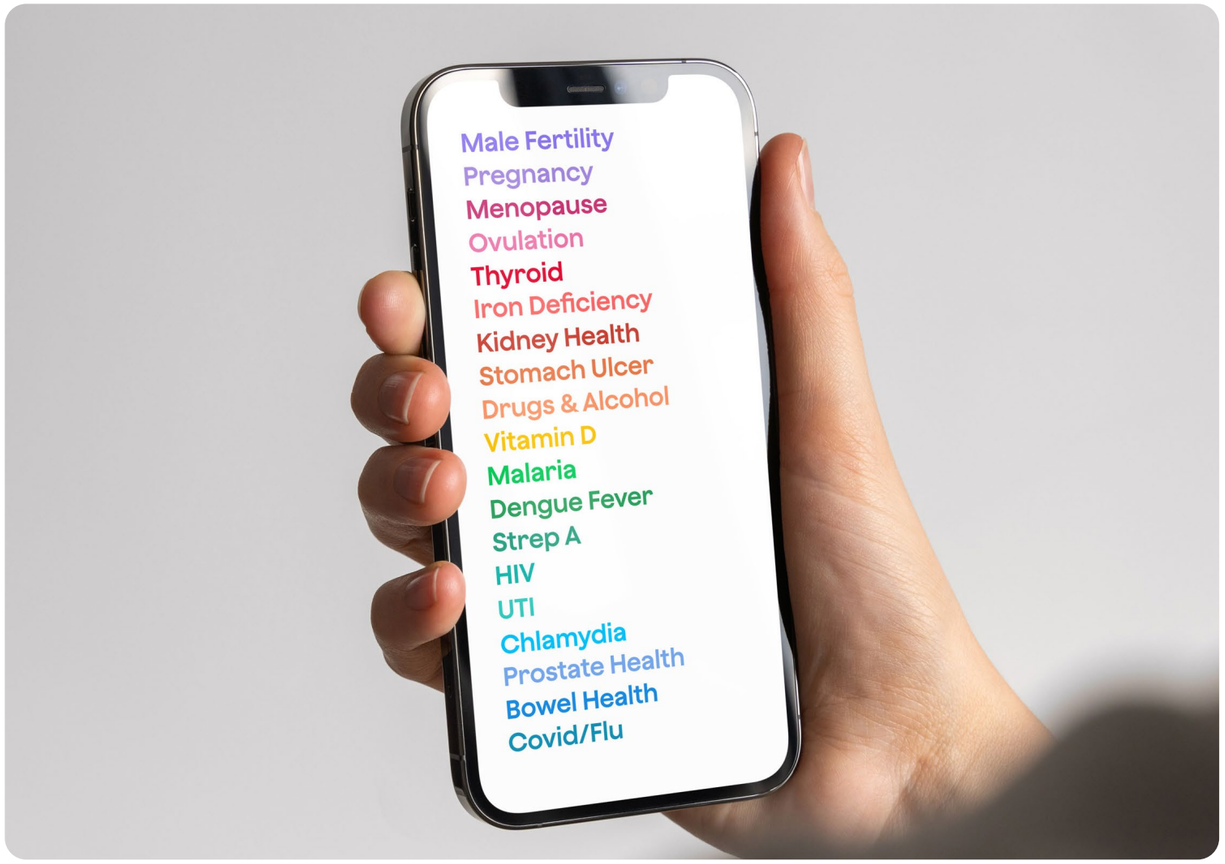
A range of tests that scream...



Pick me up



Displays designed to support you





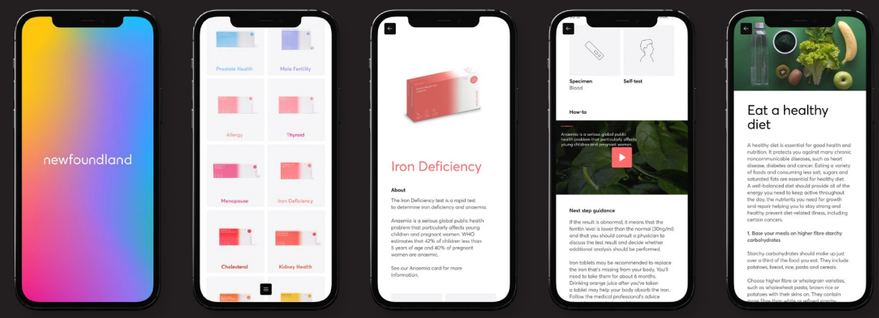
newfoundland

Time to take a supplement



Our app

The Newfoundland App provides clear instructional videos, support and health advice after receiving your results.



Download on the App Store

GET IT ON Google Play

Email	info@newfoundland.io
Website	newfoundland.io
Social	@newfoundlanddiagnostics

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