

PREMIUM DAILY BEAUTY + WELLNESS CAPSULES

SKIN. HAIR. THRIVE.

ALL YOUR SHT.
SORTED.

25+ active ingredients including 300mg Nicotinamide Riboside (NR).

RETAILER BUYER DECK

SKIN • HAIR • THRIVE



WHAT IS THE SHT?

A premium daily formula built for modern beauty retail.

Simple proposition. Serious formulation. Strong repeat-purchase architecture.

£59.99

RRP

25+

ACTIVE INGREDIENTS

300mg

NICOTINAMIDE RIBOSIDE

120

VEGAN CAPSULES

30

DAY SUPPLY

300MG NR

25+ ACTIVES

4 CAPSULES DAILY

30 DAY SUPPLY



THE BEAUTY INDUSTRY IS FULL OF SHT.

THIS IS THE SHT®.

Beauty from within. But beyond beauty.

One intelligently formulated daily supplement designed around skin, hair, cellular vitality and everyday wellness.

SKIN. HAIR. THRIVE.

The name is the formula story - familiar beauty needs, backed by a broader cellular-vitality proposition.

SKIN.

KEY NUTRIENTS

- BIOTIN
- ZINC
- VITAMIN C

SUPPORTING ACTIVES

- Hyaluronate 200mg
- MSM 650mg
- Bamboo 320mg
- Astaxanthin 6mg

Biotin and zinc contribute to the maintenance of normal skin. Vitamin C contributes to normal collagen formation for the normal function of skin.

HAIR.

KEY NUTRIENTS

- BIOTIN
- ZINC
- SELENIUM

SUPPORTING ACTIVES

- MSM 650mg
- Bamboo 320mg
- NAC 200mg
- Grape seed 100mg

Biotin, zinc and selenium contribute to the maintenance of normal hair.

THRIVE.

CELLULAR + VITALITY STORY

- 300mg NR
- CoQ10
- TMG

SUPPORTING ACTIVES

- B vitamins
- ALA
- Antioxidants
- NAC

The wider vitality story that takes THE SHT® beyond a traditional beauty supplement.

BEAUTY STARTS IN YOUR CELLS.

Recognisable skin and hair benefits give shoppers the entry point. THRIVE. is what makes THE SHT® different.

WHAT'S THE POINT IN ONLY LOOKING GOOD ON THE OUTSIDE IF YOU DON'T FEEL GOOD FROM WITHIN?

SKIN. HAIR. **THRIVE.**

We created THE SHT® to go beyond traditional beauty nutrition. Skin and hair are part of the story. THRIVE is about you
- supporting the wider vitality and nutritional story from within.

Beauty from within. But beyond beauty.

LOOK GOOD.

FEEL GOOD.

THRIVE.

A beauty supplement with a wider reason to exist.

300MG

NICOTINAMIDE RIBOSIDE

NR → NAD⁺ → THRIVE

A distinctive cellular-vitality story inside a premium beauty formula.

WHY IT MATTERS TO A BUYER

Easy to explain.
Easy to remember.
Harder to compare with a standard
beauty supplement.

THE FORMULA

25+ actives. Meaningful doses.

No label dressing. No filler. No fluff.

650mg

MSM

320mg

BAMBOO

300mg

NR

200mg

HYALURONATE

200mg

NAC

150mg

GREEN TEA

150mg

TMG

100mg

GRAPE SEED

100mg

CoQ10

90mg

RESVERATROL

50mg

ALA

6mg

ASTAXANTHIN

**STOP
STACKING.**

**START
LIVING.**

One complete daily formula.



01 WAKE UP. 02 TAKE YOUR SHT. 03 GET ON WITH YOUR DAY.

Why THE SHT® earns shelf space.

Easy to understand, differentiated enough to notice and structured for repeat.

01 CLEAR DIFFERENTIATION

Beauty + cellular vitality.

02 SCIENCE HOOK

300mg NR hero story.

03 FORMULA DEPTH

25+ active entries.

04 PREMIUM BRAND

Distinctive shelf + digital identity.

05 CLAIMABLE BEAUTY

Familiar authorised nutrient claims.

06 REPEAT ROUTINE

30-day replenishment architecture.

RETAIL PARTNERSHIP

THE RIGHT PARTNER. THE RIGHT LAUNCH.

We want to build the commercial structure around the retailer, the channel and the scale of the opportunity.

YOU DECIDE THE SCALE.

WE BUILD THE SUPPORT.

Commercial terms, order quantities and rollout are discussed directly with each retail partner.

WE DON'T EXPECT THE RETAILER TO BUILD THE BRAND FOR US.

THE SHT® is built around a DTC content and demand-generation engine designed to support retail sell-through.

PAID MEDIA

UGC + CREATIVE

SAMPLING

STAFF EDUCATION

RETAIL ASSETS

PR + CREATORS

CREATE DEMAND BEFORE AND AFTER
THE LISTING.

THE SHT®

SKIN • HAIR • THRIVE

LIST THE SHT.

Premium beauty. Distinctive science. Repeatable routine.

LET'S AGREE THE
OPENING ORDER.

