



PURELY TREATS
FUNCTIONAL NUTRITION

PURELY TREATS®

Beautiful Daily Rituals

SALES DECK • 2026

BEAUTY | SKIN | EVENING WELLNESS | FOCUS | ENERGY

PURELY TREATS® | Functional Nutrition. Beautiful Daily Rituals.



A beautiful new way to think about functional nutrition

Premium everyday nutrition designed to feel like a ritual, not a supplement.

Purely Treats® is a British functional nutrition brand creating premium snacks that combine indulgent flavours with thoughtfully selected functional ingredients.

THE BRAND

British female-founded

Handcrafted in Lincolnshire

Mostly organic ingredients

No refined sugar

Beauty • wellness • focus • energy

Purpose in every bite.



Founder-led by design

The personal story behind Purely Treats®.



Estera Suttom - Founder

Qualified Personal Trainer
20+ years immersed in health,
fitness & nutrition

“I wanted functional nutrition to feel genuinely enjoyable — something beautiful enough to become part of your everyday routine.”

Purely Treats grew from Estera’s long-standing interest in ingredients, nutrition and the rituals that make wellbeing feel sustainable and enjoyable.

One brand. Five daily rituals.

A collection spanning beauty, skin, evening wellness, focus and energy.

SILK Beauty Nutrition



Marine collagen •
Vitamin C • Biotin • Zinc

GLOW Skin Nutrition



Marine collagen •
Vitamin C • Hyaluronic
acid

CALM Evening Wellness



Magnesium • Glycine

FOCUS Mental Focus



Protein • MCT oil •
Vitamin B5

PEANUT Energy



13g protein • Manuka
honey • Vitamins B6 &
B12

Why Purely Treats® stands apart

- | | | |
|----|------------------------------|---|
| 01 | FUNCTION + INDULGENCE | Functional ingredients presented in a premium treat format. |
| 02 | BEAUTY-LED DESIGN | A visual language designed for modern beauty and wellness retail. |
| 03 | FOUNDER AUTHENTICITY | Created by a qualified personal trainer with a nutrition background. |
| 04 | CROSS-CATEGORY APPEAL | Beauty, wellness, fitness and lifestyle within one cohesive collection. |

Designed for the modern wellness customer

A premium proposition that sits naturally across beauty, wellness, gifting and active lifestyle.

BRAND POSITIONING

Premium
Purposeful
Female-founded
Ingredient-conscious
Giftable
Social-first

CORE OCCASIONS

Morning focus
Afternoon energy
Beauty ritual
Evening wind-down
Wellness gifting



Early momentum

Building visibility through retail conversations, events, collaborations and creator content.

2026

FOUNDED

5

PRODUCT RITUALS

UK

HANDCRAFTED

®

REGISTERED TRADEMARK

CURRENT COMMERCIAL DEVELOPMENT

- Beauty Bulb Live London exhibitor
- Creator/UGC partnerships in development
- Retail opportunity progressing with a major UK retailer
- Commercial shelf-life validation programme underway

Built with retail in mind

Commercial details available for qualified retail and distribution conversations.

PRODUCT	FORMAT	POSITIONING	STATUS
SILK	Bon Bon	Beauty	Range live
GLOW	Bon Bon	Skin	Range live
CALM	Bon Bon	Evening	Range live
FOCUS	Protein Square	Focus	Range live
PEANUT	Protein Square	Energy	Range live

Shelf life: commercial validation in progress for a minimum three-month ambient target.



What we are looking for

Purely Treats® is looking to build thoughtful partnerships with retailers, distributors, beauty and wellness destinations, gifting partners and aligned creators.

RETAIL – DISTRIBUTION – GIFTING – PR - COLLABORATION

We are particularly interested in partners who value premium presentation, functional ingredients and a strong founder-led brand story.

Let's create a beautiful daily ritual together.



PURELY TREATS®

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ESTERA SUTTON
Founder

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LET'S TALK

RETAIL

DISTRIBUTION

COLLABORATION

