



The natural choice for wellbeing brands

our credentials

2024 - 2025



We plant the seeds to help your business grow!

Good Health PR was founded by Charlotte Dormon and Andrea Kilbride, two specialist natural health PR professionals who bring a wealth of wellness industry expertise from over two decades of health, nutrition, fitness, food & drink, beauty, lifestyle, and ethical public relations career experience.



meet the core team



CHARLOTTE DORMON
Co-Founder | Creative Director



ANDREA KILBRIDE
Co-Founder | Health & Wellbeing PR

Charlotte and Andrea work alongside their own brilliant team of PR's, social media and influencer managers, copywriters, and credible health experts – including a medical nutritionist on the team - to provide a range of valuable PR services and press office support to help brands build strong relationships with the media and help their businesses flourish.



JENNY YU
PR Team



SARAH HALL
Creative Design & Social Media



SHEENA DE LA CRUZ
PR Assistant



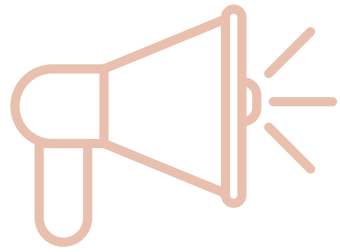
CHERIE MAE SALANAP
PR Assistant



good
health 

how we can help you

what we do



PR & CONSULTANCY

To make your brand stand out from the crowd, it's essential to have the right type of PR support that drives brand loyalty, credibility and customer demand. We have a wealth of experience of working with both wellness entrepreneurs launching their first startup business, to driving engaging media campaigns for high-level FMCG leaders to help them achieve success.



CREATIVE STRATEGY

Engaging, enticing and exciting creative ideas are the essential seeds required to grow the ripe & delicious fruit that feeds any successful brand launch and marketing campaign. We pride ourselves on being unrivalled in this area and make it our absolute heartfelt mission to provide our clients with creative ideas that help their brand flourish.

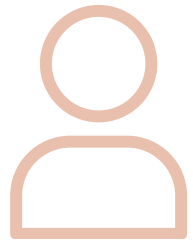


MEDIA PARTNERSHIPS

Using your whole budget to pay for adverts is not always the best investment or approach you can take to fully engage with the audience you are trying to communicate with. We have built long-term relationships with numerous media titles and work closely with them on a regular basis to create bespoke campaigns that help to drive brand awareness amongst their audience.

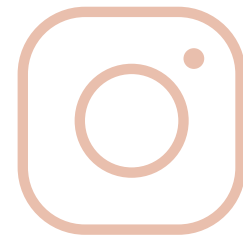


what we do



EXPERTS

Finding the right media savvy medical expert and newsworthy spokespeople and opinion leaders for your brand throughout your communication strategy is a key component to success. We have built strong relationships with numerous high profile key experts who we can match to partner with your brand.



SOCIAL & INFLUENCERS

One of the most powerful and exciting things for a brand to experience is seeing high-profile influencers sharing a passion for their products. From engaging Instagram posts to educational blog reviews, let us help you find the influencers, ambassadors, and social media activation you need to help tell your story.

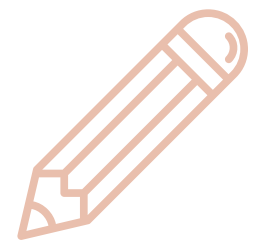


PRESENTING

Effective presentation and public speaking skills are essential when showcasing your brand to the public. We can help you get the wow factor you really need to make your brand stand out from the crowd, and really make the impact you need to win over the target audience for your product or service.



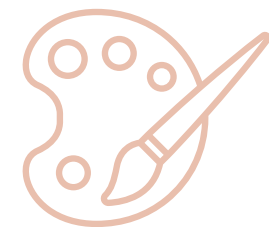
what we do



COPYWRITING

We work with health and wellness experts across a diverse range of specialisms. We can provide copy for websites, blogs, social media and sales presentations from qualified experts.

We work closely with our clients to give their brand a voice and make sure they are speaking to the right audience in the right way.



DESIGN & PHOTOGRAPHY

Whether it's supporting collateral, packaging for a product or a web design refresh, we collaborate with a network of specialists who help bring our creative strategies to life.



what we do



AWARDS

We can help with awards entries including key health, beauty and wellbeing awards such as Get The Gloss Awards, Hip Healthy Awards and Conde Nast Awards.



QVC

We have close links QVC and can help host preparation and guidance workshops to get your brand QVC ready, as well as introducing you to the buying team at QVC



what we do

PRESS & INFLUENCER EVENTS

We create intimate events for showcasing products and brands to our press and media partners. Whether you are an established business or a start-up, we can tailor an event to suit your budget. We have also done collaborative events to present multiple brands across health & beauty sectors.



what we do

CELEBRITY CAMPAIGNS

GHPR can match you with a celebrity or influencer to boost brand authority and visibility. We work closely with top UK talent and their agents to deliver meaningful and lasting campaigns.

TOP ROW L-R: Lisa Snowdon for Correxiko, Sarah Lindsay for Correxiko, Abbey Clancy for Correxiko, Alison Hammond for Well Fit Active.

BOTTOM ROW L-R: Ricky Wilson for Doctor Seaweed, Seema Malhotra for Correxiko, Louise Thompson for Glow Dreaming.

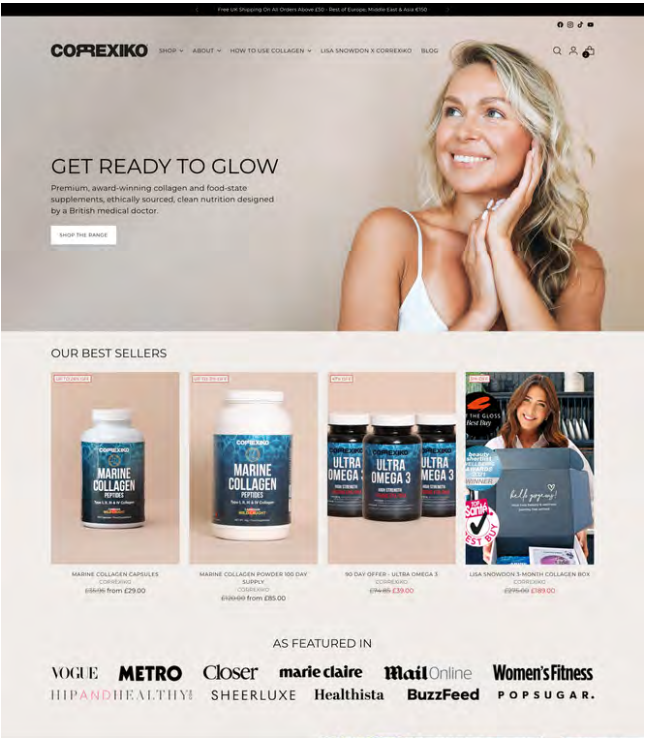


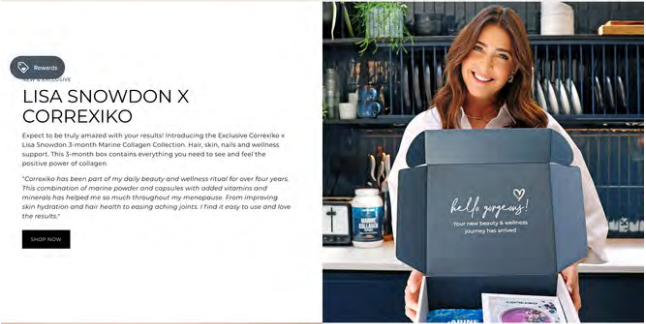
what we do

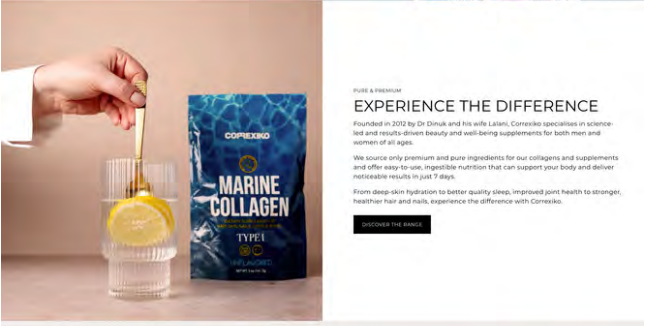
CREATIVE MARKETING

Our design team can work with you on a variety of projects including:

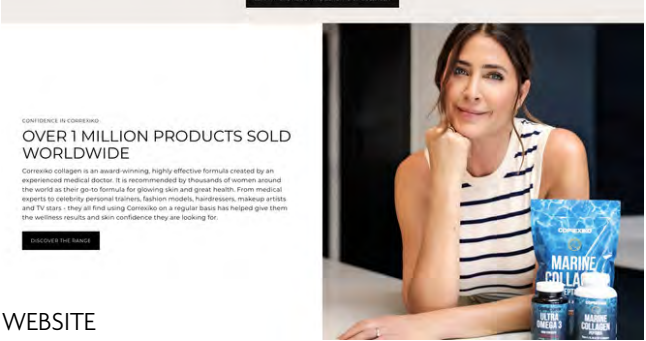
- Packaging design
- Print design
- Branding
- Photography
- Website design & build
- Email marketing
- Social media design & management
- Videography











WEBSITE



RECIPE BOOK PRINT DESIGN & MANAGEMENT



PHOTOGRAPHY



SOCIAL MEDIA ADVERTISING



PHOTOGRAPHY FOR DIGITAL CONTENT



OLD DESIGN



PACKAGING REFRESH

what we do

CUSTOMER CASE STUDIES

GHPR collaborate with our brands and their customers to provide UK publications with real-life experiences. This helps build brand authority and visibility.

A MAGIC PILL ENDED MY MONTHLY NIGHTMARE

Kelsey Williams, 38, from Liverpool, believes a new supplement has changed her life

Feling those familiar cramping sensations, I tried not to cry out in agony as I doubled over in pain and stumbled down the school corridor to the girls' loo. There, I huddled in a cubicle, trying to slow my breathing and cope with the waves of agony. It was autumn 2006. I was 28 and, like most teenagers, I dreaded my periods every month. But not because they got in the way of holidays or my social life – but because the pain was crippling. Some months, on the first day, I'd even pass out and be sick from the cramping. I'd do everything I could to hide it from my teachers and school friends: back then, anything to do with women's problems, or periods, seemed somehow shameful, and no one talked about it. None of my mates had symptoms like this, I couldn't understand why I did.

It wasn't just the pain, I'd also feel tired, random, irritable and bloated. "It's like I'm a different person," I added to my mum, Pauline. She suggested we go to the doctor, but he only suggested painkillers and said I'd grow out of it. I pressed I would. When my period was due, I would argue with Mum, my friends and even strangers. "What's got into you?" friends would say when I snuggled at them. It was so out of character, but I'd feel the same build-up inside me and I couldn't control it. In April 2007, I met David in a local pub, but it wasn't long before he noticed there was something up. "Are you sick?" he asked me morning when I struggled to get out of bed. "I just get like this every month," I groaned. I did eventually open up to him about my painful periods and temper tantrums. "Don't worry, just be yourself," he said.

REPRIEVE It felt good to have someone who knew the real me, although it didn't stop me losing my temper with him. When I had our twins, Bobby and Khloe, in May 2008, I hoped pregnancy hormones would change my menstrual cycle, but apart from that nine-month reprieve, they didn't. In June 2010, after the birth of our third child, Indy – at the height of the

"Sounds like severe PMS," he said, explaining that premenstrual dysphoric disorder was a very severe form of premenstrual syndrome (PMS). It caused a range of emotional and physical symptoms that could get so bad they damaged relationships for good. "I'm so sorry you're suffering for so long," he added. Later, I couldn't stop crying. Finally, after two decades of struggling, I knew what was wrong with me, and I wasn't mad or depressed at all. It's just my hormones. I added to David. I was offered antidepressants but I wasn't sure. There had to be another way. Armed with a diagnosis I did some research and together with David we discovered hormone imbalances can seriously affect emotional, physical and sexual health. After more digging, I stumbled across something called Elice Sera on social media: a pill packed with natural ingredients such as maca root extract and Siberian ginseng to tackle hormone imbalances. Intrigued but sceptical, I started up in December 2010 and within a week of taking the supplement I felt better. My sleep improved, my horrible mood swings disappeared and I suddenly had loads of energy. I wish I'd found it years ago as it's really changed my life. It's still an amazing story why PMS happens, though experts say it's likely hereditary. But one thing I do know is that no one should suffer in silence like I did for so long, and with a little bit of help, everything can balance itself out for the better. I never imagined almost all my problems could be solved with one little pill. [Find out more at elice-sera.com](#)

PMDD symptoms include fatigue and depression

'NO ONE SHOULD SUFFER IN SILENCE'

WOMEN'S PROBLEMS SEEMED SHAMEFUL'

Kelsey with her youngest son, Indy

Enjoying life with husband David

GOOD FOR YOU!

Helping you make smart health choices

Have you heard about?

SIMILAR BODY ODOUR BOOSTS FRIENDSHIP

Have you ever just 'clicked' with someone? While it might sound strange, it could be down to their body odour, says new research. That's right – when assessing whether or not someone we meet is friendship material, we are in fact subconsciously sniffing out if they smell similar to us. But we need to take more than just a quick sniff. By using a special odour sensor called an eNose, scientists conducting the study found that those who had positive interactions had similar scents.

How to... exercise in the heat

HYDRATE Drink water before, during and after exercise. When we work out in the heat, it's also important to watch out for signs of dehydration. You should stop if you feel dizzy or light-headed, or if you experience disorientation, nausea or headaches.

CHOOSE THE RIGHT TIME Work out around sunrise. Even on a blistering day, those are the coolest hours of the day. If you're not a morning person, avoid midday and walk in the evening.

SKIP BREAKFAST If you're gently exercising in the morning, skip breakfast. When you digest food, your body temperature increases slightly, so an empty stomach will help you tolerate the hot weather better. Be sure to eat afterwards though!

It worked for me

Penelope Zbornak, 40, Luton

I was running low on energy and constantly had a cough or a cold – even in summer. I started taking Link Nutrition Immune Support (£195 for 60 capsules, link nutrition.com). It contains vitamin D and C, zinc and selenium to support the immune system. I have more energy and don't get an afternoon slump.

Buy of the week

Learn to live in the moment with *How to Be Present* by Sophie Golding (£10.99, Summersdale Publishers). Full of easy-to-follow tips and beautiful illustrations.

23% OF BRITS ARE FEELING ISOLATED AS A RESULT OF THEIR CURRENT FINANCIAL STRUGGLES.**

Your WELLBEING

Latest health solutions for your mind and body

The mushrooms that helped MY TIREDNESS

WHAT'S THAT? IT'S A GOAT TO BOOST YOUR DIGESTION. Available now at Tesco, the new Roberts wholemeal bloomer has organic live ferments and is packed with fibre and calcium to help a healthy gut. It's also free of artificial preservatives, which can harm good bacteria.

3 ways to... get healthier with Alexa

1 **GET A WORKOUT** Ask your smart speaker to find a 15-minute exercise session from fitness guru Joe Wicks. He's just recorded seven full-body HIIT workouts that you can follow.

2 **FIND NUTRITIOUS RECIPES** There are 1,000 BBC Good Food to find a recipe for...

3 **SLEEP BETTER** Discover hundreds of 'sleep sounds' to calm you – from a babbling brook and crackling fire to a gentle storm.

Health The advice you need

Star of the sea

After a lifetime of pain, I found a surprising remedy

Leanne Whitehouse, 35, Biggleswade, Bedfordshire

Pering inside my mouth in the mirror, I winced in pain. It was March 2010 and, age 21, I'd suffered from mouth ulcers for as long as I could remember. Painful big, white sores inside my mouth. Lining my cheeks, they made it hard to swallow or to eat spicy food.

On the outside, they weren't usually visible. But sometimes they caused my lips to swell, making it difficult to speak. A shy kid, I'd struggled with anxiety, and this only made it worse. As I got older, my ulcers continued and I'd feel nervous in social situations. Doctors couldn't say what caused them, just warning me to avoid spicy food and citrus fruits, writing me prescriptions for antibiotics. Yet new ulcers would appear every few weeks.

In 2016, I met my husband Stephen, then 31, online. We got engaged the following year. Around the same time, I gave up gluten, noticing that the ulcers reduced, with a new one emerging just once a month or so. In May 2019, I had our daughter Aubrey, and in August 2020, Rosalie. Life with two under 2 was exhausting, and there were sleepless nights. And still, after all this

time, I battled with ulcers throbbing inside my mouth. After 30 years, I'd accepted they were just part of my life. With a keen interest in health and nutrition, I took daily supplements, and in January 2022, I created an Instagram page focusing on wellness and beauty. Then, that September, I found a company on Instagram called Doctor Seaweed that made iodine supplements, made using pure seaweed. Apparently, iodine found naturally in seaweed helped with thyroid problems and improved energy levels. "It's worth a try," I said. Maybe I'd feel a little less tired and stressed? Taking a tablet a day of the Doctor Seaweed Pure Organic Seaweed supplements, I continued with my usual routine. And weeks in, I was having fewer energy slumps. Felt less stressed, too. What amazed me more was another realisation. "I haven't had an ulcer in six months," I said to

Stephen, shocked. Online, I found studies connecting poor thyroid health to mouth ulcers. I'd never made the connection before. But thinking back, it made sense that my ulcers were caused by low thyroid health. Since, I've learnt how thyroid health can cause low energy, anxiety and stress too. The seaweed supplements have worked wonders for me. I still take them daily and can't believe how much they've helped. I can say they'll work for everyone, but discovering seaweed supplements changed my life. I'm a better, more patient mum to my girls. My confidence has grown and I'm less anxious and exhausted than I used to be. And it's all thanks to seaweed.

Find out more For more information, visit [doctorsseaweed.com](#).

Turn over for more health

Health REAL LIFE

COUNTING SHEEP

Marie Jenkins Shanti, 40, from Bristol, has struggled to hit the hay nearly all her life...

Lying in bed, I was desperate to get to sleep. Despite it being the middle of the night, I was wide awake. "I'm tired, I thought, getting irritated. Just want to be able to sleep."

As a non-sighted person who lives alone, if I don't get my sleep, I find it hard to function and care for myself. If I try to forget I'm trying to sleep, I might not sleep off. I was tired and stressed. Only this did not work, and I had another sleepless night. I was sick of feeling constantly tired – I had been an insomniac since I was a

teenager, and nothing helped. I tried to avoid napping as it made it even harder for me to sleep in the evenings, and I was studying holistic methods at the Open University. I tried herbal tea, different flower remedies, even supermarket own brand sleeping remedies – but nothing worked. In 2003, I went to my GP. "I can't sleep," I told them. "Nothing I do seems to help." "I can prescribe you some sleeping pills," he said. "But other than that, I'm not sure what else we can do."

I had a horrible taste in my mouth, and it always felt dry. It was so uncomfortable, and I didn't want to take them. Plus, I hated that I was putting chemicals into my body. I had grown up around

lots of different communities such as Indian, Chinese and English cultures that used herbal remedies for ailments, and I wanted to keep this aspect of my identity – I wanted to find something natural. However, I was terrified of becoming addicted to my sleeping pills and hated how groggy they made me feel. So, I decided to stop taking them in 2004. For the next 17 years, I struggled to get a full night's sleep. I tried every herbal medicine, yoga and relaxation technique to get sleep. But nothing worked – if my body decided to stay up, there was nothing I could do. Last year, I enrolled in an Open University course studying neuroscience – mindfulness, yoga and meditation. I adored my

new natural remedy... "perfect for getting to sleep," they soothed. I sat bolt upright. What if this is the best I need? I thought to myself. The very next day, I headed down to my local Holland & Barrett, and purchased Bee Rested Sleep Support. "It contains all natural ingredients," the chemist said. "I'll try one," I replied. That night I took a capsule an hour before my bedtime. Feeling apprehensive I got into bed, worried they would have no effect. I had been let down so many times before. But to my surprise I found it much easier to fall asleep! Instead of laying in

I hated not sleeping

Marie Jenkins Shanti

Herbal practices is my passion

I tried different methods for years

bee rested SLEEP SUPPORT

Health live well

“I felt more refreshed.”

71-YEAR-OLD SUSIE RYAN FROM LONDON STARTED TAKING HERBS TO HELP HER SLEEP STRUGGLES.

"I've always had an active mind, and throughout the years have had problems on and off with sleeping, especially waking up in the night due to the usual life worries! I find it hard to switch off and wanted to find something natural to help to improve my sleep. I did some research and found out certain herbs such as chamomile and lavender can help you to sleep. I tried drinking herbal sleep teas which worked somewhat but they didn't help me to stay in a deep sleep all night – and this was what I really needed."

"I started taking a relaxation supplement called Pukka Inner Peace. It contains chamomile, lavender as well as ashwagandha, which is a herb I had read about for its ability to reduce stress. "After one week of taking it each evening I noticed that I felt more refreshed in the morning, I slept better, and my mind was more calm. I had a much better quality of sleep and my mind was more peaceful. It's like meditation in a bottle!"

1 PUKKA INNER PEACE Soothe anxiety and support sleep with this relaxing blend of chamomile, lavender, ashwagandha and oat flowering tops. **£24.99, pukkaherbs.com**

2 A.VOGEL ATROGEL MUSCLE ACHES AND PAINS Made from extracts of arnica flowers, which contain anti-inflammatory compounds known as sesquiterpene lactones. **£7.50, avogel.co.uk**

3 CYTOPLAN AGNUS CASTUS These vegan capsules contain 400mg of organic agnus castus to help balance female hormones. **£12.50, cytoplan.co.uk**

4 VALERIAN PLUS 30 TABLETS

Health live well

GOOD FOR YOU!

Helping you make smart health choices

Have you heard about?

CHILLING FRUIT AND VEG MAKES THEM LAST LONGER

Do you keep your fruit in a fruit bowl? You might be storing it wrong, says research by waste charity, Wrap. You should actually be keeping certain fruit and vegetables in the fridge at four degrees, including apples, bananas, broccoli, cucumber and tomatoes. Doing so could extend a broccoli's life by two weeks and an apple's life by up to 70 days!

It worked for me

Juley Rebecca Ross, 69, from Bexhill-on-Sea

I was taken to hospital and didn't have time to grab anything. Thank goodness I had FreshWipes (from £3.50 for one pack, [freshwipes.co.uk](#)). They include chlorhexidine, which helps to kill bacteria and leaves you feeling fresh. They're incredibly useful if you're unable to have a shower or even to keep in your bag while out and about to clean your hands."

Buy of the week

Stop those hay-fever-inflicted nose allergies with Fusion Allergy Nasal Spray (£9.99 for 20ml, Boots). The active ingredient acts to prevent allergens from causing you harm.

75% OF WOMEN HAVE NEVER SCREENED THEIR BOWEL HEALTH, FOUND A SURVEY BY NEWFOUNDLAND DIAGNOSTICS.**

what we do

PRODUCT LAUNCHES

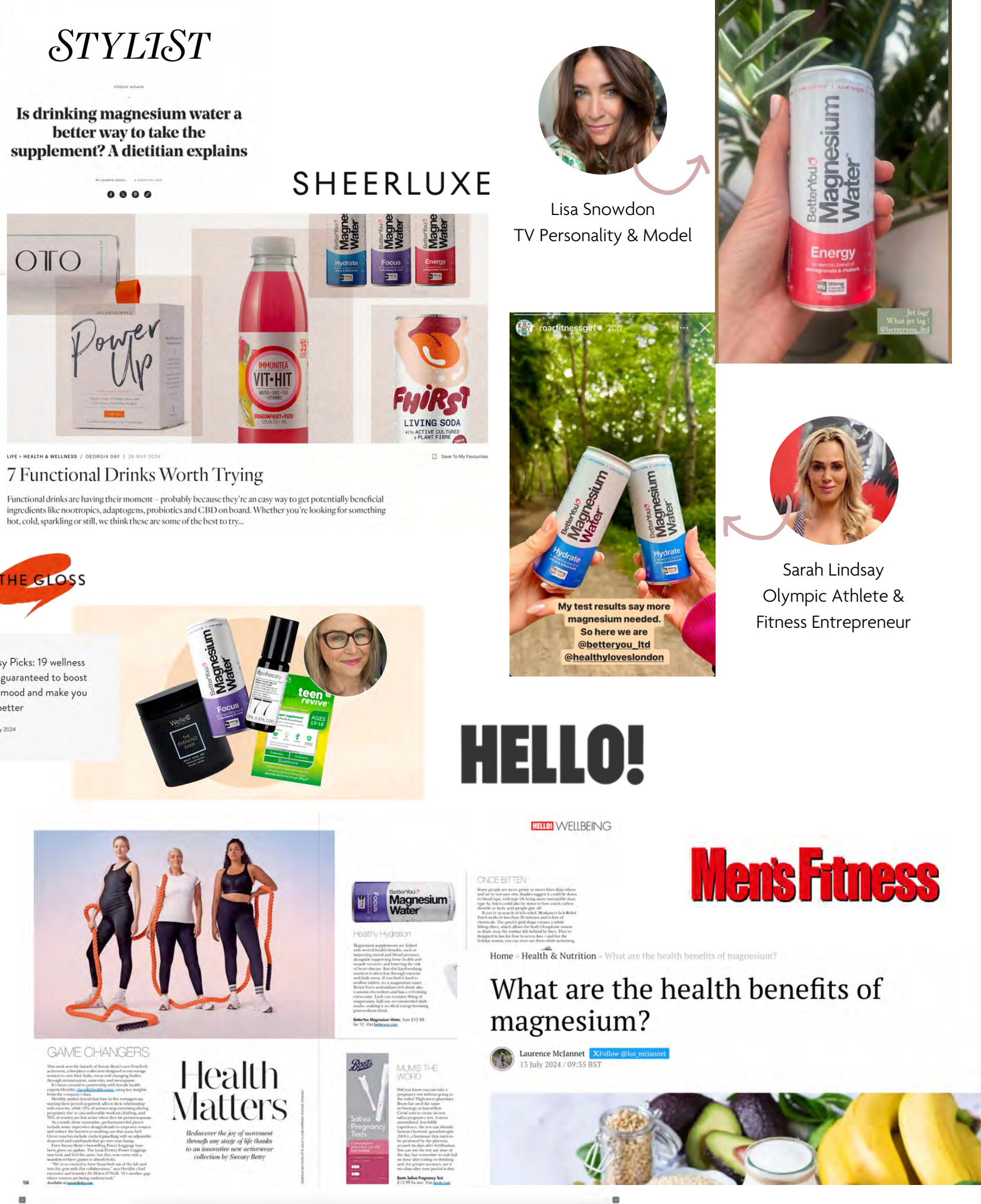
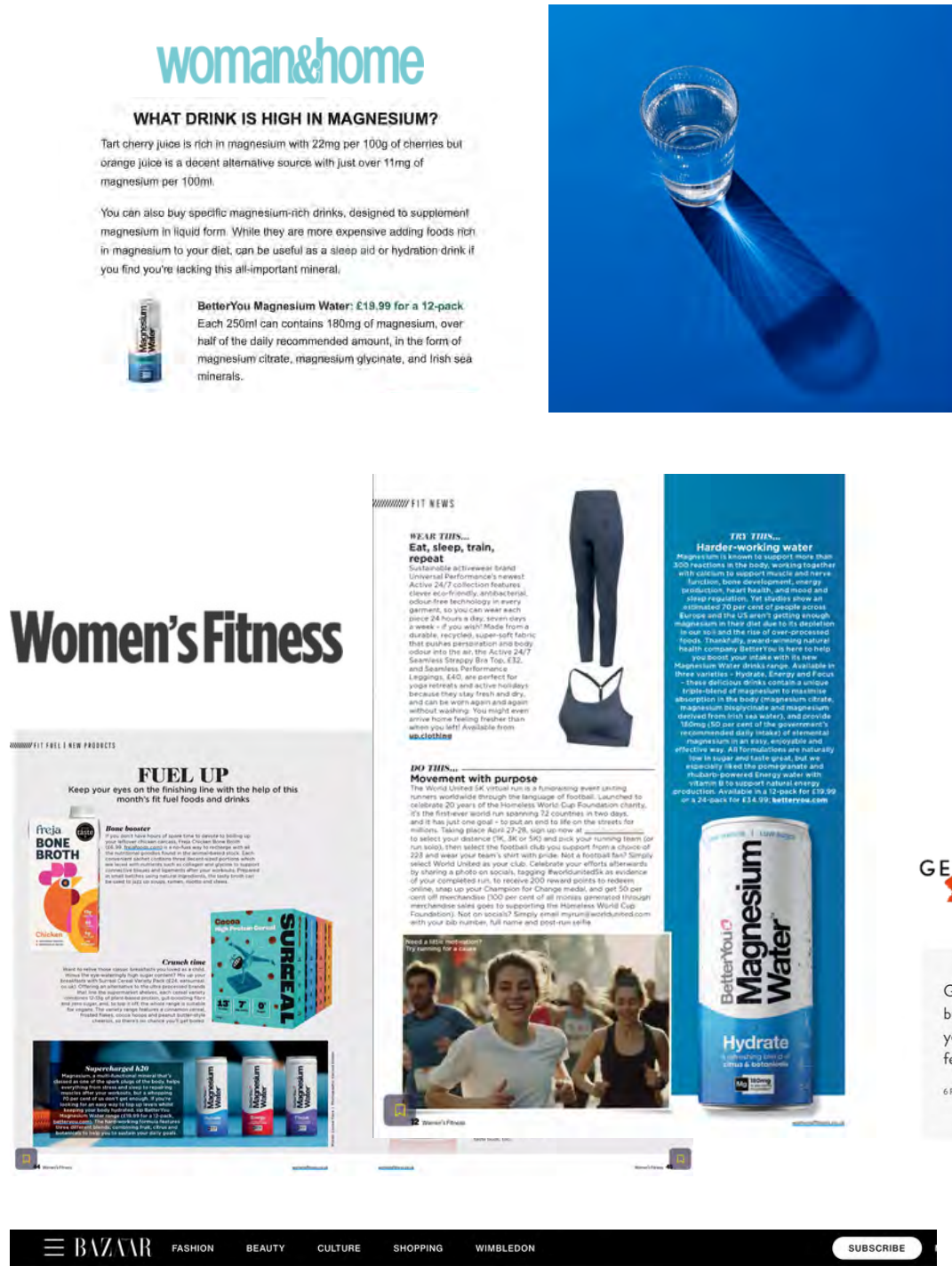
Our team work with consumer and trade press to ensure timely coverage for new product launches online and in printed publications.

Examples shown:

Magnesium Water for Better You

Featured in over 80 titles between

January and June 2024.



what our clients say

“We have been working with Charlotte & Good health PR for over 3 years now, and I can say they are an integral part of our team. We could not have had the success we have today without Charlotte & her team. I could happily recommend her to any wellness brand that is looking to scale.”

DR DINUK DISSANAYAKE
Founder of Correxiko

CORREXIKO

“GHPR have been amazing at getting us lots of press coverage including the Daily Mirror, The Sun, Stylist, Woman’s Own and many, many more. They are a great team and we love working with them. Their knowledge of the health and wellness market is second to none. We would recommend them highly!”

LIZ BARNES
Founder & Managing Director of FreshWipes

Freshwipes

“GHPR deliver great ideas and results for us, understanding our brand, market and products. They have a fantastic network, and work as genuine partners to ensure our success.”

DR CRAIG ROSE (AKA DOCTOR SEAWEEED®)
Founder & Managing Director of Seaweed & Co

**DOCTOR
SEAWEEED**

“Charlotte is the most dynamic person I have ever worked with. She has a natural gift for really getting beneath the skin of a brand, understanding it inside out, and knowing how to communicate about it in such a way that gives it and its products star quality, leaving journalists wanting to know more. No matter the size of the budget or scope of activity, Charlotte is never short of ideas or creativity. Any brand in Charlotte’s charge is in excellent hands.”

KATE WILLACY
Global Communications Lead, Pukka Herbs

pukka



good
health 

our experience

our experience

HEALTH & WELLBEING











our experience

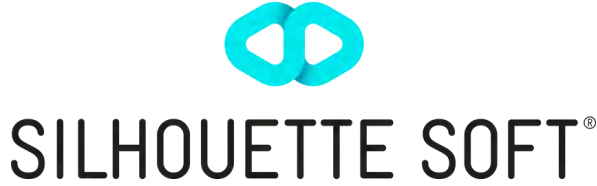
FOOD & DRINK



our experience

BEAUTY, FITNESS & LIFESTYLE









our experience

BEAUTY, FITNESS & LIFESTYLE

TONI&GUY™

TRIBE®



FLY LDN

footlogix®
PEDICEUTICALS

PULSEFOLL

REMINGTON®



PRO:VOKE®
PROFESSIONAL HAIR CARE



Restylane®

essentials
LONDON
HAIRDRESSING

good
health 

working with experts

experts

We regularly work with some of the UK's top industry experts including:



LARA HUGHES

Clinical Nutritionist and
Naturopathic Practitioner
@wholistichealth_bylara



ROSIE MILLEN

aka "Miss Nutritionist"
@missnutritionist



**DR NAOMI NEWMAN-
BEINART**

PhD Medical Nutritionist
@drnaomib



CARLOS COBIELLA

Consultant Orthopaedic
Surgeon
@shoulderpractice



DR DINUK DISSANAYAKE

Founder of Correxiko
@correxiko



SOPHIE SCOTT

UKCP, Dip Psych, MBAC and
BACP Registered Transpersonal
Psychotherapist



SOPHIE BARRETT

Mycotherapy Advisor for Hifas
da Terra UK
@hifasdaterrauk



ZOE PALMER-WRIGHT

Nutritionist and naturopath
@zoepalmerwright



SEBASTIAN POLE

Master Herbalist and Founder
of Pukka
@pukkaherbs



SARAH LINDSAY

Celebrity PT and Three-time
British Olympian
@roargirlfitness



NIKKI HILLIS

Women's Wellness Educator
@nikki_hillis



JOANNA WEBBER

Ayurvedic Practitioner
@ayurveda.with.jowebber

get a business health check

WE CAN HELP WITH:

- PR strategy and consultancy
- Campaign and press office management
- Market research
- SEO copywriting and digital marketing
- Newsletter and blog content creation
- Editorial content and features
- Content producing including scriptwriting, filming, and editing
- Media partnerships and media buying
- Ecommerce marketing
- Awards entries
- Brand consultancy
- Media training
- Sourcing health experts, influencers and KOLs
- VIP Influencer marketing
- Health coaching
- Presenting
- Social media





example coverage

SHEERLUXE

15:44

Mail

SHEERLUXE

Subscribe | Sign in



Magnesium Water Mixed Trial Pack, £4.99 (were £5.97) | Better You

If you work out regularly, you probably understand the need to keep your magnesium levels topped up. Not only does magnesium contribute to brain function and a healthy nervous system, it's an important component in the body's electrolyte balance. To improve your magnesium intake, these infused waters contain 180mg of elemental magnesium per can, which equates to 48 percent of the NRV, as well as a host of beneficial Irish Sea minerals. Unlike many functional drinks,

sheerluxe.com

VOGUE

The Best Time To Take Vitamins, According To Experts

BY TATIANA DIAS

23 April 2024





GET THE GLOSS

Beauty Wellness Experts Awards

Search

SUBSCRIBE

Mushroom supplements are, well, mushrooming - but which one do you need?

Rosie Fitzmaurice and Ingeborg van Liering | 11 April 2024



Men'sHealth

15:48

Mail

How do Massage Guns Work?

Before we dive into any hastily-met conclusions, it's worth considering how massage guns work, as well as exploring the claims surrounding them. Massage guns use percussive therapy — rapid and repetitive pressure — via vibrating and pummel-action heads to aid muscular recovery.

'Massage guns provide targeted deep tissue massage through rapid and repetitive pulsating movements,' says Carlos Cobiella, Consultant Orthopaedic Surgeon at The Shoulder Practice. 'These movements penetrate deep into the muscles to aid and accelerate muscle recovery by reducing muscle soreness and stiffness.'

menshealth.com



BAZAAR

The importance of Vitamin D year-round, explained

Experts answer your questions on 'the sunshine vitamin'

UPDATED: 13 JUNE 2024



BetterYou
Vitamin D 1000 IU Daily Oral Spray
25µg (1000 IU) per daily serving
A convenient way to maintain vitamin D levels
Pill free
100 daily doses



CHANEL
J 12
IT'S ALL ABOUT SECONDS



Condé Nast Traveler



Andrew Allcock

WELLNESS & SPAS

Four festival pros give us their ultimate beauty and wellness hacks for festival season

From the best multitasking beauty products to the vitamins everyone should be packing

cntraveller.com

platinum

The last word

OUR MUST-KNOW HACKS, BUYS AND MUSINGS FOR THE MONTH AHEAD, BY ELLIE STOTT.

All at sea
Turn in to the brilliant podcast series *Adrift* – but probably not in public as it's quite likely to make you hoot with laughter. Described by presenters Geoff Lloyd and Annabel Port as their attempts to 'steer a life raft through the choppy waters of being a functional human'. They say it's ideal for anyone 'flailing in the sea of their own inadequacy'. 'Yes, count us in, we just found the car keys in the fridge again...'

Skin boost
Marine collagen is fast becoming the go-to ingredient for skincare products and supplements, with studies showing it can improve skin elasticity and hydration, reduce visible signs of ageing, and strengthen hair, nails and bones (if they could teach you to stack a dishwasher well). It's, frankly, what we're loving this powder version by Correxiko, which mixes taste-free into smoothies or hot drinks (buy from Amazon or [correxiko.com/uk](https://www.correxiko.com/uk) £19.99). Reviews claim genuine results after just a month of use.

'Take a hike!'
March is 'Walk All Over Cancer' month in aid of cancer research – it's the perfect time to step out and lace up those boots. Black Girls Hike is an organisation formed to encourage women of colour of all ages to enjoy the outdoors among like-minded individuals, with hikes organised at least once a month and groups currently across England. Find out more at facebook.com/blackgirls hike or check out other groups such as [ramblers.org.uk](https://www.ramblers.org.uk).

Waft this way
Not a fan of perfume ads with overpaid actresses swanning around delivering random words about mushroom fragrance? Join the mutiny with us and discover Swedish brand Byredo, with elegant, pared-back packaging and divinely delicious and different perfumes (who wouldn't want to waft around in 'Mojave Ghost' or 'Gypsy Water'?).

Let's be gin
These blue-tinged goblet glasses from Tarquin's Cornish Gin are so stylish. They're perfect for a large Tarquin's and tonic – with plenty of ice and a squeeze of lemon on the side. These plus Tarquin's range of gorgeous gins (last Xmas we had far more of the festive figgy pudding version than was appropriate), are available at shop.tarquinsgin.com.

SCENTS & SENSIBILITIES
There's a lot to be said for a good scent. It can lift your mood, make you feel more confident, and even help you to relax. That's why we've put together a list of our favourite scents for the month ahead. From the classic and timeless to the bold and experimental, there's something for everyone.

THE FIT List
compiled by NICK HARRIS
1. **WATER** – It's the most important thing you can do for your health. Drink plenty of water throughout the day to stay hydrated. 2. **EXERCISE** – Find a workout you enjoy and stick to it. 3. **SLEEP** – Aim for 7-9 hours of sleep each night. 4. **FOOD** – Eat a balanced diet with plenty of fruits, vegetables, and whole grains. 5. **STRESS** – Find healthy ways to manage stress, such as meditation or yoga. 6. **SKINCARE** – Use sunscreen and moisturiser. 7. **HAIR** – Keep your hair healthy with proper care. 8. **TEETH** – Brush and floss regularly. 9. **HEALTHY RELATIONSHIPS** – Spend time with loved ones. 10. **SELF-CARE** – Take time for yourself.

METRO

TOP Santé

CAN TAKING LION'S MANE BEFORE BED GIVE YOU A BETTER NIGHT'S SLEEP?



HIFAS da TERRA
MUSHROOM BIOSCIENCE

If you haven't watched the fantastic *Fungi* documentary on Netflix yet – prepare to have your mind blown. It delves into the mysterious and medicinal world of fungi and their power to heal, sustain and contribute to the regeneration of life on Earth that began 3.5 billion years ago. Ever wondered how the human brain trialed in size in just two million years? According to the 'Shroom Ape Theory', which is explored in the film, a community of proto-humans might have consumed the magic mushrooms they found in the wild. That act could have profoundly changed their brains. "It was like a software to program this neurologically modern hardware," explained Dennis McKenna in [this clip from Fantastic Fungi](https://www.theguardian.com/science/2019/sep/12/fungi-the-magic-mushrooms). If you don't fancy tripping on psilocybin but want to tap into some health benefits of mushrooms, did you know that taking medicinal mushrooms like Lion's Mane before bed can help as get a better night's sleep? We spoke to Hifas da Terra, a mycologist and mycotherapy expert for leading organic medicinal mushroom brands, and Hifas da Terra about why this is.

Women's Running

LIFESTYLE | Health | Why I run

HEALTH

The latest nutrition, beauty and health headlines. Because running doesn't end at your feet



TURMERIC AIDS PERFORMANCE AND RECOVERY

A study has found that turmeric supplementation has a positive impact on recovery for professional athletes, reducing muscle damage and soreness post-exercise. This pilot study of 16 athletes, led by Dr. David Reardon, found that turmeric supplementation significantly reduced muscle damage and soreness after a 10km run. The study also found that turmeric supplementation improved recovery time and reduced inflammation. Dr. Reardon says: "Turmeric is a powerful anti-inflammatory and antioxidant. It's a natural painkiller and can help to reduce muscle damage and soreness after exercise. It's also a great way to improve recovery time and reduce inflammation. We found that athletes who took turmeric supplementation had significantly less muscle damage and soreness after a 10km run compared to those who didn't. This is a promising result and suggests that turmeric supplementation could be a useful tool for athletes looking to improve their performance and recovery." <https://www.runnersworld.com/uk/nutrition/turmeric-performance-recovery>

3 OF THE BEST TEAS

TEA 8 TONIC GINGER TURMERIC TONIC WELLNESS TEA
£14. [gardenofeatin.com](https://www.gardenofeatin.com)
If you're feeling run down after a workout, this delicious warming Ginger Tonic Wellness Tea not only helps balance stress but also supports your immune system.

MOTHER CUPPA TEA
£6.99. mothercuppa.com
Try these three blended herbal teas for women that promise to help you energise, hydrate and relax. They contain natural flavonoids, zero caffeine and calories, giving you the superfood alternative to coffee.

PUKKA MORNING BERRY TEA
£4.99. pukkaherbs.com
An organic, caffeine-free blend of bold flavours and uplifting rootbals and fibrous flowers. Let it gently awaken you for a positive start to the day, with a burst of blackcurrant, blackberry and blueberry notes.

Women's Running | APRIL 2024

The best way to test – at home
Home-testing kits from Neovus are a good way to arm yourself with knowledge about your gut health and general nutrition. The Functional Gut Test measures the short-chain fatty acids, which are vital for gut health and mental health. The Compositional Gut Test gives a targeted approach to find out specifically which bacteria need to be supported to support gut health and overall health. The Adenosine Gut Test finds out what bacteria you have and how well they are performing. The Vitamin D Test identifies the levels of the vitamin in your body and recommends how to boost levels, and the Omega-3 Test measures your fatty acid levels, which are the building blocks of cells in order and blood. From £35, neovus.com

Magical magnesium muscle repair
BetterYou Magnesium Muscle Body Spray is packed full of magnesium, vitamin D, omega-3 and capsaicin to help relax your muscles and speed up recovery time. Magnesium is vital for optimal muscle contraction, skeletal strength and energy production and it assists in sustaining the high oxygen consumption necessary for athletic performance. Use this spray to help replenish magnesium, support optimal performance during training and aid muscle recovery. £13.99. [betteryou.co.uk](https://www.betteryou.co.uk)

MY CLUSTER X
I DON'T WORRY ABOUT LACK OF SLEEP AFFECTING MY TRAINING
With the coverage Ben surviving on just five hours sleep a night – amounting to an annual deficit of 30 days – you may be negatively affecting your training if you're not getting enough sleep. When you run, your muscles experience micro damage to the tissues, including muscle protein breakdown. Sleep releases hormones that aid in muscle protein synthesis, and help to repair this damage. Eight hours per night is recommended, and recent research from Lingo (lingoapp.com) has pointed the finger at poor nutrition as one culprit for impacting sleep. So, listen up – it's time to stop eating quick-fix foods, such as high-sugar snacks, late at night.



EDITOR'S beauty

Mushroom Magic: A Complete Guide to Enhancing Mental and Physical Health



Bella

FABULOUS PRODUCTS TO WIN WORTH OVER £450
For your chance to win, please enter at bellamagazine.co.uk/competitions by 23 July 2024

Up for grabs we've got:

- 15 Fusion Allergy Nasal Sprays, £9.99 each. Proven to be as effective as antihistamines and provides immediate protection and relief from symptoms, including sneezing, itchy nose and nasal congestion.
- 2 Lisa Snowden x Correxiko Glow Box, worth £79 each. Contains all you need for glowing skin, healthier hair and joints and a decreased appetite, with results seen in 30 days. Each box contains Correxiko powder and capsules, an ultra Omega 3 supplement, recipes, a scoop and whisk.
- 15 Packs of Tropical Sun seasonings, worth £10 each. Each pack includes a Lebanese 7 Spice, Cajun, Fish, Bar-B-Que, Peri Peri, Sea Salt & Malt Vinegar, and an All-Purpose seasoning.

Woman's Own

It worked for me

Juley Rebecca Ross, 69, from Bexhill-on-Sea
'I was taken to hospital and didn't have time to grab anything. Thank goodness I had FreshWipes (from £3.50 for one pack, [freshwipes.co.uk](https://www.freshwipes.co.uk)). They include chlorhexidine, which helps to kill bacteria and leave you feeling fresh. They're incredibly useful if you're unable to have a shower or even to keep in your bag while out and about to clean your hands.'



STYLIST

The best times to drink tea and coffee to stay focused and energised at work, according to experts

BY KERRY LAW | 3 DAYS AGO

THE BEST TIMES TO DRINK TEA AND COFFEE TO STAY FOCUSED AND ENERGISED AT WORK, ACCORDING TO EXPERTS

Embrace seaweed
"Seaweed may sound weird to some, but not only is it packed with essential nutrients such as vitamins, minerals and iodine, it also has umami flavours – a pleasant savoury taste that you will also find in foods that contain a high level of the amino acid glutamate, such as Parmesan cheese, miso and mushrooms. Seaweed snacks are a great alternative to traditional salty snacks, as they offer an array of nutrients while being low in calories and sodium, and free of unhealthy fats." Dr Craig Rose, biologist and founder of *Doctor Seaweed*.



expert comment from Lara Hughes

One million for Scottish water brand

2 September 2020



SCOTTISH alkaline water brand **Actiph** has secured £1m from investors through a crowdfunding campaign.

The investment will allow the brand to expand its distribution, including in export markets

Actiph founder Jamie Douglas-Hamilton claims his brand is the first alkaline ionised bottled water to be launched and made in the UK.

What's hitting the shelves? New beverage launches

From functional waters to RTD cocktails, we take a look at some of the new products hitting the shelves around the globe this month.

Acti-Vit

Acti-Vit, a new high-vitamin, functional beverage, has launched in the UK.

Coming from the makers of Actiph Water, the sparkling water comes in three flavors: tropical boost, blackcurrant, apple and raspberry, and lemon, lime and orange. Each can contains 100% RDA of Vitamins B5, B6, B9, B12, C, D and Zinc, along with 15% of the RDA of magnesium – claiming to be one of the highest vitamin concentrations on the market.

The vitamins and minerals have been chosen to 'support energy release, aid mental performance and reduce tiredness' in a sugar-free option.

Acti-Vit founder Jamie Douglas-Hamilton said: "With many enriched drinks containing as little as 15% of the recommended daily allowance of key vitamins, we decided to simplify consumer's lives by ensuring every can of Acti-Vit contains 100% RDA of 7 key vitamins and minerals - it's a true multivitamin, in a can! We've also listened to frustrations regarding the differing benefits between each flavour of competitor vitamin drinks - 'What if I want flavour X but the benefits that come with flavour Y?' As a result, we've standardised the Acti-Vit range so consumers get the same high vitamin content and benefits in every flavour.

Acti-Vit is available online via the brand's online shop and Amazon, and will launch on Ocado (11 June). A retail launch is set to follow in late summer.



Beverage

daily.com

Nairn's claims grocery first with gluten-free Pop Oats snack lineup

Daniel Selwood

Free-from brand Nairn's has unveiled Pop Oats – a bagged range it claims is "the first-ever gluten-free popped oat snack".

The result of a year's development, Pop Oats is made from gluten-free wholegrain oats, which are popped in a "confidential" process that is "a combination of heat and pressure".

It is available in three variants: Sour Cream & Chive and vegan-friendly duo Salt & Vinegar and BBQ (rsp: 80p/20g). Each 100g contains 415 calories and 8.5g of fat – "60% less fat per serving than the average packet of fried crisps" according to Nairn's. By comparison, Walkers' Salt & Vinegar crisps have 30.5g of fat per 100g.

Pop Oats is on shelf now in selected independent health stores, while "major retailers" are expected to stock the snack from March.

It marked "an exciting development for the brand and for the whole free-from category, which traditionally has had fewer savoury snack options than sweet" said Nairn's. There are "very

few oat-based crisp alternatives on the market".

Pop Oats follows the launch of Nairn's Oat Bar, a flapjack-style snack bar in Cacao & Orange, Mixed Seeds & Protein and Apple & Cinnamon (rsp: 75p/40g & £2.50 4x40g). It rolled out last month into Waitrose, with no more than 17g of sugar per 100g – "40% less sugar than the average fruit/cereal bar".

The NPd comes with Nairn's value up 11.7% in grocery's free-from aisles to £25.3m [Nielsen 52 w/e 8 September 2018].

"Demand for free-from products has never been higher," said the brand's MD, Martyn Gray.



Nairn's Pop Oats come in 20g bags in three variants



TRADE COVERAGE

NaturalProducts
in print | online | mobile www.npnews.co.uk **news**



How Good Health PR can help you.

From new brand launch projects to seasonal campaigns, ongoing press office support to bespoke creative strategy and brand consultancy - there are many ways that GHPR can help to elevate your brand's potential and achieve your business goals.

Examples of how we can help:

- Project. One-off support. This could include developing PR strategy, press office management, filming, branding support, sourcing influencers, experts and KOLs, and social media support.
- Retainer. Ongoing PR support covering press liaison, media strategy, and sourcing influencers, experts and KOLs.
- Consultancy. 5-10 hours of consultancy to assist with PR strategy, brand direction and marketing support.

Contact us now hello@goodhealthpr.com to book your free discovery call.





CHARLOTTE

charlotte@goodhealthpr.com

+44 (0) 7912 208 645

ANDREA

andrea@goodhealthpr.com

+44 (0) 7801 548 967

goodhealthpr.com