

## **Pro You - the New Zealand brand creating a whole new category of supplements for busy women**

Combining a protein powder with a multivitamin, Pro You Protein Blends, the debut product from a new and innovative Kiwi supplements brand promises to be a first for New Zealand.

Founder Anna Thomson-Ford explains, “we’ve created something entirely new. Pro You is a whole new category of supplements – combining a protein powder with a multivitamin is something no other New Zealand brand has done.”

Like many innovations the new product was born out of necessity. After years of burning the candle at both ends with a ‘work hard, play hard’ ethos and scraping by on a diet that relied far too heavily on convenience foods, alcohol and sugar, Anna was stressed and burnt out. The final straw was being diagnosed with a debilitating autoimmune condition.

Anna knew then that something had to change. Frustrated by having to take multiple products and navigating a ton of conflicting information, Anna started searching for an all in one supplement to support her journey to health. When she couldn’t find what she was looking for she set out to create it. The result was Pro You Protein Blends - a unique, all in one, high quality supplement that is both sustainable and locally made.

“I knew I couldn’t be the only one feeling this way and I wanted to help other busy, burnt out women just like me,” says Anna.

With a simple brief to ‘include everything a busy woman needs on a daily basis’ and the help of a Kiwi scientist, naturopath and herbalist, Anna created Pro You Protein Blends.

“Our research showed most women face the same daily challenges: a lack of time, low energy, poor sleep, stress and anxiety symptoms. Our goal with Pro You was to come up with an all in one product to address these issues and that is what we’ve done.

“But we wanted more than just a great product. We wanted to make women’s lives better and easier – for them to feel good and be on top of their health so they can do more of the things they love,” adds Anna.

Pro You’s unique blend combines either a plant based pea or whey protein powder with B-vitamins, vitamin C, magnesium, zinc, Ashwagandha, prebiotic acacia fibre and New Zealand organic flaxseed fibre. A blend which has been proven to support sleep, reduce stress, improve skin, hair and nails, balance your mood, add muscle tone and help with mental clarity and focus.

“Sustainability was also important to us – our products are made in New Zealand with a focus on Kiwi ingredients to support local businesses and reduce our carbon footprint. Our canisters are made from aluminium which can be recycled indefinitely and our pouches are home compostable. I’m really proud of that,” adds Anna.

Pro You has their sights set firmly on the future with a wide range of wellness products to come, “we’re excited to release our next range of products and to help those that only want the very best when it comes to their health.” concludes Anna.

### **ENDS**

For more information, images, or interviews, please contact:  
Anna Thompson Ford | [anna@proyou.co.nz](mailto:anna@proyou.co.nz) | +64 22 426 6211

## About Pro You:

- Pro You Protein Blends combine whey or organic pea protein powder with a multivitamin in a 30g daily dose
- New Zealand made with a focus on locally sourced ingredients (only sourcing offshore if an ingredient is not currently manufactured in NZ)
- Sustainable packaging - the canisters are made from aluminium which can be indefinitely recycled and their pouches are home compostable.

## Pro You Protein Blends Ingredients:

### Protein

20.3 grams of sustainably sourced organic pea protein per serve to provide energy and support muscle growth, tissue repair and hormone function.

### B Complex Vitamins

8 essential B vitamins to support overall health, energy levels, brain function and cell metabolism.

### Vitamin C

Essential for the formation of collagen, absorption of iron and proper functioning of the immune system

### Zinc

Supports immune system function, stabilises blood sugar levels and supports skin, hair and nail health.

### Magnesium

To support energy production, muscle function and help soothe stress and support sleep.

### Ashwagandha

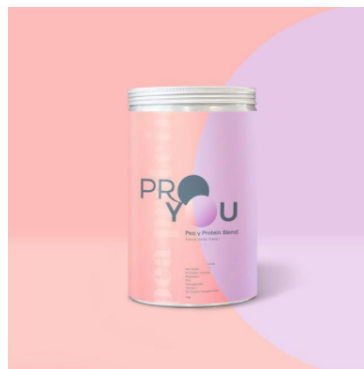
A powerful adaptogenic herb that may help reduce the symptoms of stress and anxiety.

### Organic New Zealand Flaxseed Fibre

A source of lignans which have powerful antioxidant properties and fibre to support regularity.

### Prebiotic Acacia Fibre

To support gut health by reinforcing the gut barrier. Reduces sugar cravings by producing a feeling of satiety.



## Where can I buy Pro You?

Buy online at <https://www.proyou.co.nz/>

Also available at boutique health stores and gyms throughout Auckland, Hamilton and Tauranga.