

Metra Brand and Market Positioning Outline

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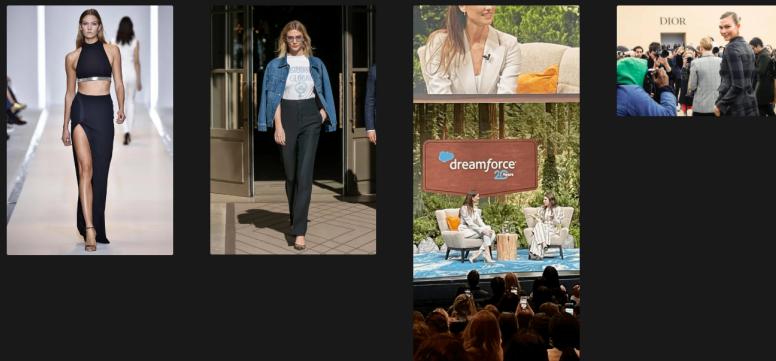
1. Introduction

- Metra: A modern beauty and wellness brand for urban women
- Tagline: "Holistic beauty from within"
- Visual notes: Just something nice and introductory

2. The Problem

Your favorite model-entrepreneur-content creator-jet setter doesn't have time to maintain a 5-step supplement routine for their hair, skin, gut, and physique. But unfortunately, that's how they're doing it right now. Wellness powders for hair, skin, and nails; gut health supplement with random probiotics; routine facials and treatments; and a rigorous fitness routine and diet to maintain their shape.

Example: Karlie Kloss, Supermodel turned entrepreneur and TV personality (*Project Runway*), Founder of Kode with Klossy



- Fast-paced urban lifestyles leave little time for comprehensive self-care
- Fragmented solutions for beauty, wellness, and gut health — literally 4-6 products in one stack
- Need for a single, effective product that addresses multiple concerns

3. Our Solution

- Metra: An all-in-one supplement integrating gut health with beauty
- Key benefits:
 - Supports hair growth and thickness
 - Enhances gut health and immune support
 - Improves mood and eases tension
- Effortless addition to daily routines, and even being able to do less intense versions of their routines
- We're launching Metra to provide the boost they need for every important aspect in their life (those above).

4. Target Audience

- Urban women aged 25-45
- Characteristics:
 - Busy professionals balancing work and personal life
 - Value efficiency and effectiveness in self-care
 - Design-conscious and culturally aware
 - Appreciate subtle luxury and sustainability

5. Product Deep Dive

- Premium ingredients:
 1. Lustriva®: Next-generation magnesium biotin for hair growth
 2. DE-111®: Spore-forming probiotic for gut health
 3. Affron®: Premium saffron extract for mood support
 4. Chromax®: Promotes healthy metabolism and reduces carb cravings
- Price point: \$60

6. Market Opportunity

The global Food Supplement market is projected to grow from \$180.25 billion in 2024 to \$344.61 billion by 2031, with a CAGR of 9.70%.

Within this, several sub-markets show promising growth:

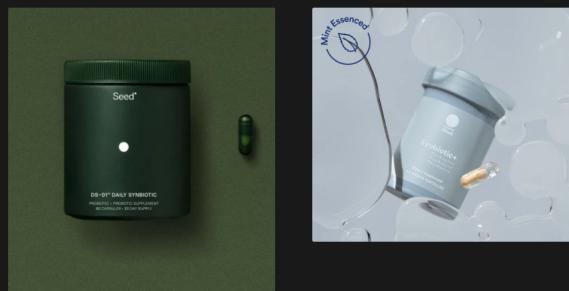
- Digestive Health Supplements: \$17.39 billion in 2024, growing to \$26.61 billion by 2028 (CAGR 11.2%) [2](#)
- Hair Growth Supplements: \$8.97 billion in 2024, reaching \$13.01 billion by 2028 (CAGR 9.7%) [3](#)
- Stress Relief Supplements: \$605 million in 2024, growing to \$1.03 billion by 2034 (CAGR 5.5%) [4](#)
- Weight Loss Supplements: \$37.89 billion in 2025, expanding to \$125.75 billion by 2034 (CAGR 14.25%) [5](#)
- Growing demand for holistic beauty and wellness solutions
- Increasing focus on gut health and its connection to overall well-being
- Rising trend of "beauty from within" products

7. Competitive Landscape

The landscape is ripe with competition, but not specifically for this supplement. As alluded to above, most supplements have to be combined to achieve the effects that Metra provides. The below competitive landscape showcases many brands that specialize in one (sometimes two) of the value props we covered, but only a few are combining two or three of them at the same time.

- Key competitors:
 - Gut Health Supplements
 1. Seed DS-01 Symbiotic
 2. Ritual Symbiotic+
 - Biotin and Silica Supplements (Hair, Skin, and Nails)
 - Nutrafol Core for Women
 - Moon Juice SuperHair
 - Mood Improvement Supplements
 - Moon Juice SuperYou
 - Ritual Stress Relief
 - Thorne Mood Plus
 - JSHealth Mood + Emotional Balance
 - Weight Management and Metabolism Supplements
 - OLLY Metabolism Gummies
 - Purity Products Metabolism Booster
 - Combination Supplements
 - Miracle Moo - Colostrum supplement that markets itself with hair, skin and nails, gut health, immunity, recovery, digestion, and energy

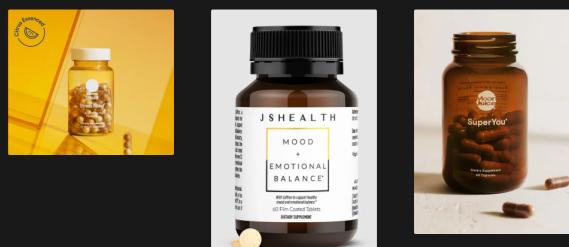
Gut Health Supplements



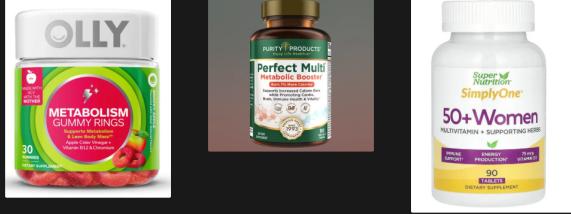
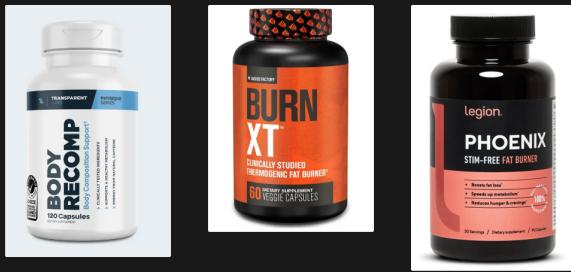
Biotin and Silica Supplements (Hair, Skin, and Nails)



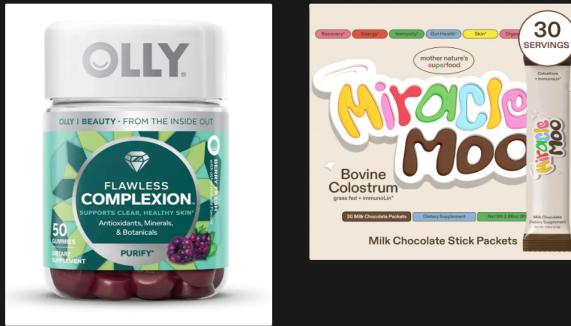
Mood Improvement Supplements



Weight Management and Metabolism Supplements



Combination Supplements



- Metra's differentiation:
 - All-in-one solution — beauty from within, gut health, and shape
 - Focus on hair, skin, gut health, and craving control
 - Premium, clinically-proven ingredients
- Visual Notes:

8. Brand Vision

- Short-term goal: Become the #1 supplement at New York Fashion Week
- Long-term vision: Redefine beauty and wellness for urban women globally

Conclusion: How We Leverage This Document

Now that we know how we differentiate Metra from its competitors, we can zoom into certain value props and messaging angles to drive our overall copy—on our website, social, and ads. With this, we can create a proper messaging matrix for creative testing, A/B tests for copy on the website and emails, and brief creators and affiliates on the content and claims they can make.

We can leverage the competitor research to funnel hack those brands' messaging angles, ad strategy, and acquisition funnels.