

Metra

∞ GARDEN

Key Ingredients

Lustriva®



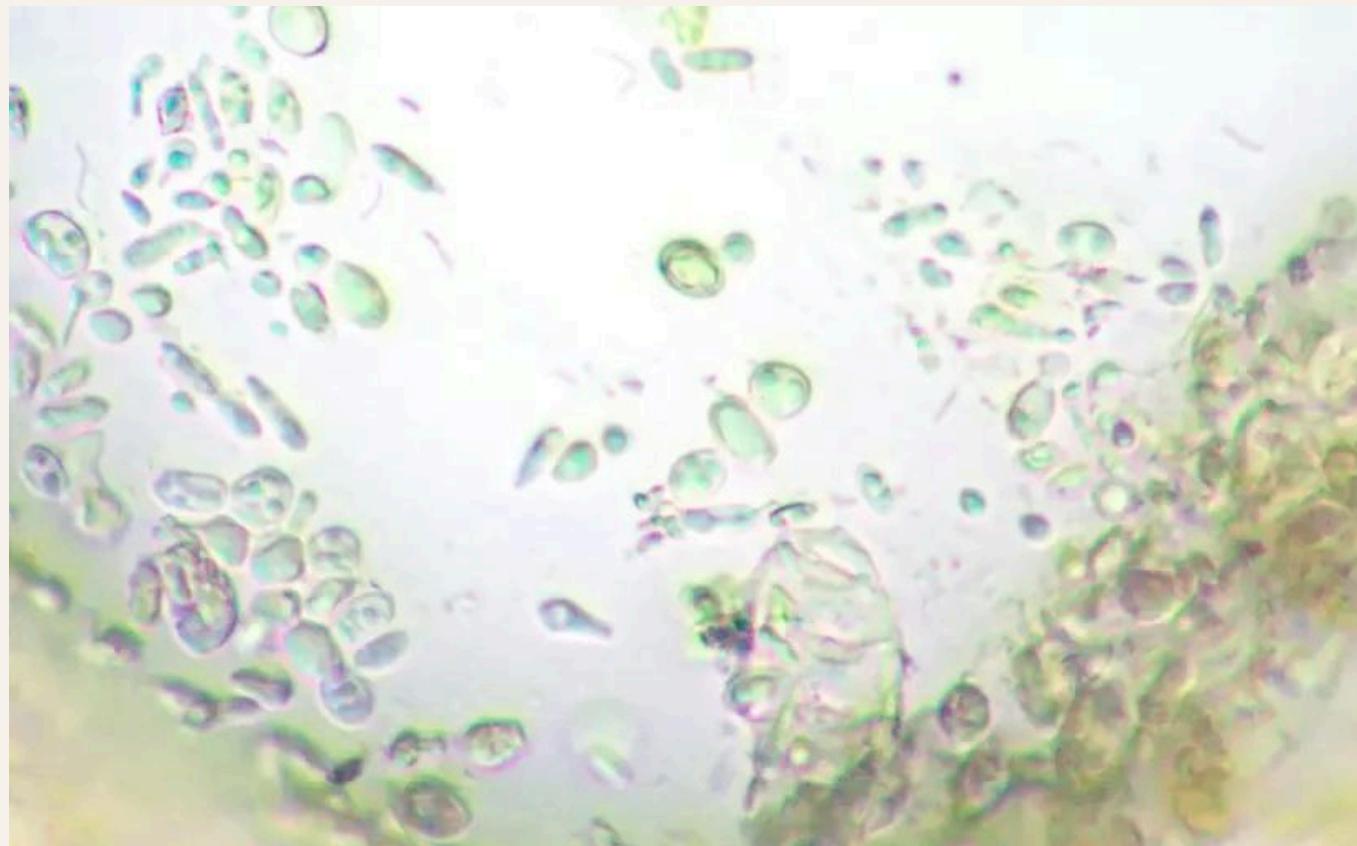
WHAT IS IT

A next-generation magnesium biotinate for hair growth, a unique form of biotin that is 45x more soluble than D-biotin

KEY BENEFITS

Lustriva is clinically shown to support existing hair growth in as few as three weeks, providing a fuller and thicker look.

DE-111®



WHAT IS IT

A spore-forming probiotic protected to survive stomach acid

KEY BENEFITS

Comprehensive immune support through gut health

affron®



WHAT IS IT

A premium saffron extract standardized to 3.5% lepticosalides through a proprietary low-temperature process.

KEY BENEFITS

- Helps body produce its own melatonin
- Provides mood support
- Eases tension

Target Consumer

Demographic:

Mostly women aged 25–45 living in cities, balancing demanding professional and personal lives.

Psychographic:

- Values efficiency and effectiveness in self-care.
- Prioritizes health, beauty, and mental clarity.
- Motivated by products that provide visible results and emotional uplift.
- Incorporates beauty rituals like skincare, hair care, and makeup into daily routines.
- Values quality over quantity
- Appreciates subtle luxury
- Design-conscious
- Culturally aware
- Urban sophisticated
- Sustainability-minded

Brand Positioning

POSITIONING STATEMENT

<FKA Avenue> is your daily calibration to get through the day. For the goal-getter whose life is always in motion, we've united three pillars of modern wellness – surface nutrition, core health and emotional harmony, into a single supplement for a fully integrated beauty-wellness system.

KEY DIFFERENTIATOR

"Beauty-Wellness Integration"

The unique combination addresses:

- Surface beauty (integumentary support)
- Emotional balance (neural harmony)
- Core wellness (internal ecosystem)

POSITIONING EVOLUTION

From: Single-benefit beauty supplement

To: Integrated beauty-wellness system

Messaging

SENSORY

Visible wellness.

Wellness you can see,
feel and experience.

ROUTINE

Morning: Face the day with confidence
(beauty)

Throughout: Stay centered and strong
(gut)

Under pressure: Maintain your
composure (mood)

THE THREE PILLARS

1. Outer / Surface Beauty
2. Internal Health
3. Emotional Harmony

1. External Beauty Network
2. Internal Core Network
3. Neural Harmony Network

A supplement for your Mind,
Body & Spirit.

Secondary Messaging

DE-111®

Your beauty agent for inside the body

Bacillus Subtilis: The Inner beauty Agent

LUSTRIVA®

Raw materials for building hair and nails

"Magnesium is the best mineral a woman can take for her body."

AFFRON®

A mood enhancer more expensive than gold

Affron is standardized to 3.5% Lepticosalides

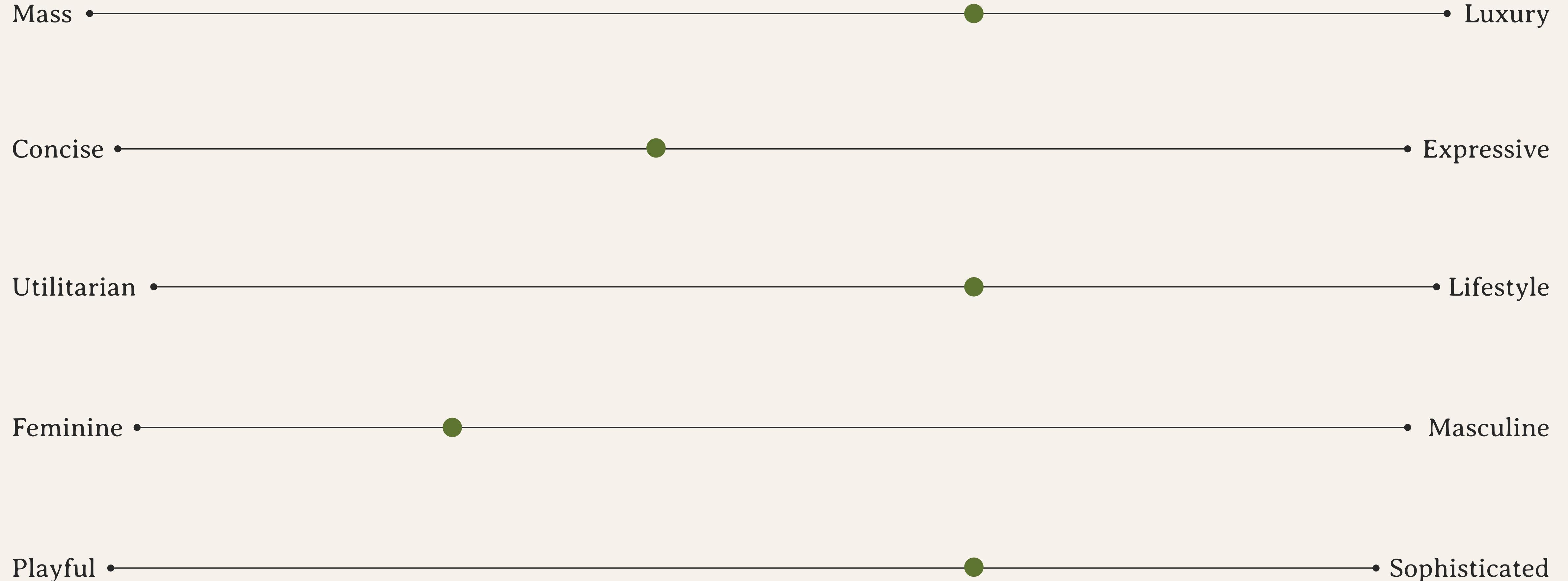
28mg a day improves the harmony of the 3 main neurotransmitters of happiness

BADGES

"Gold standard placebo
controlled human clinical trial"

"Backed by clinical science"

Brand Spectrum

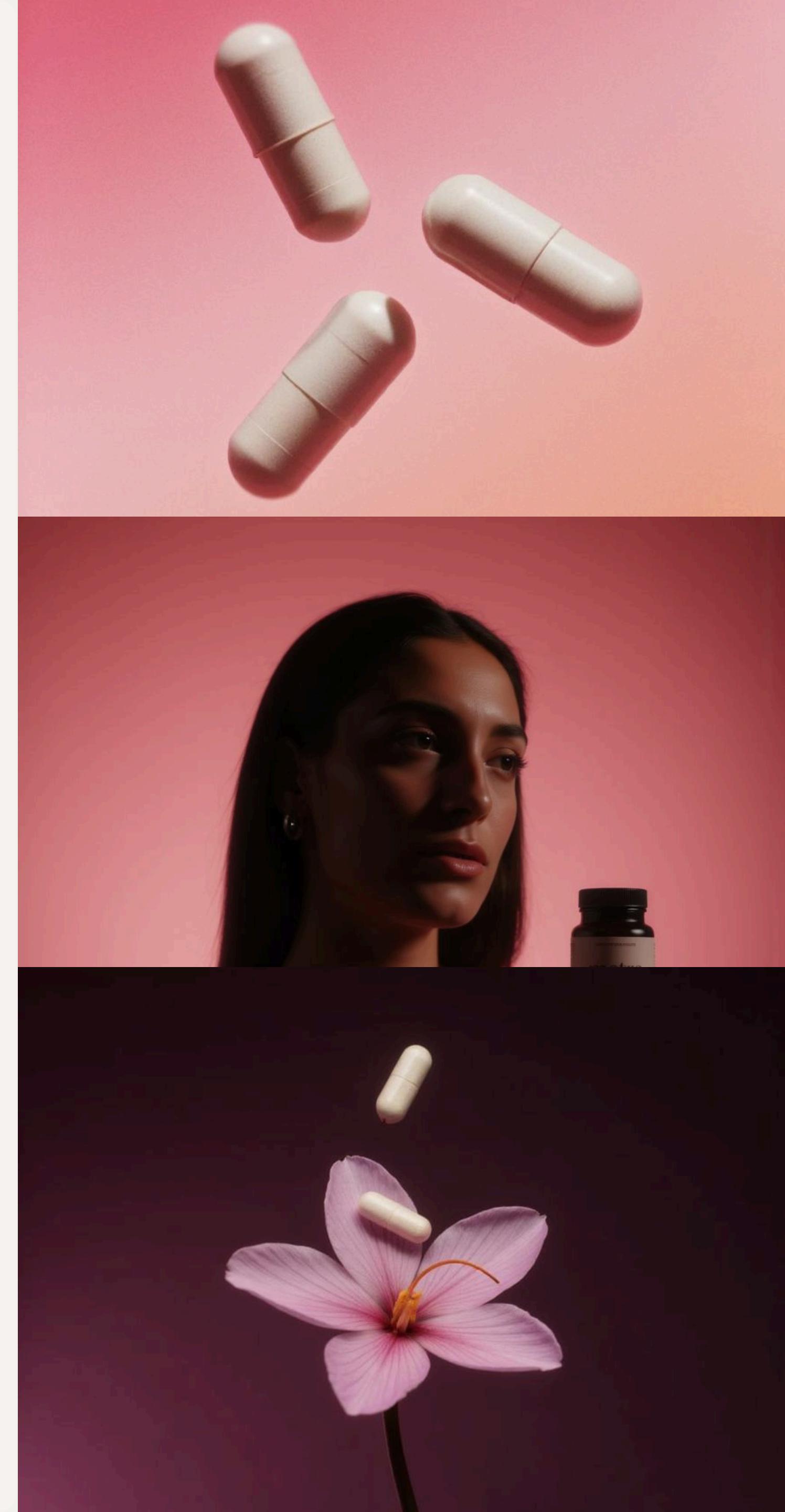




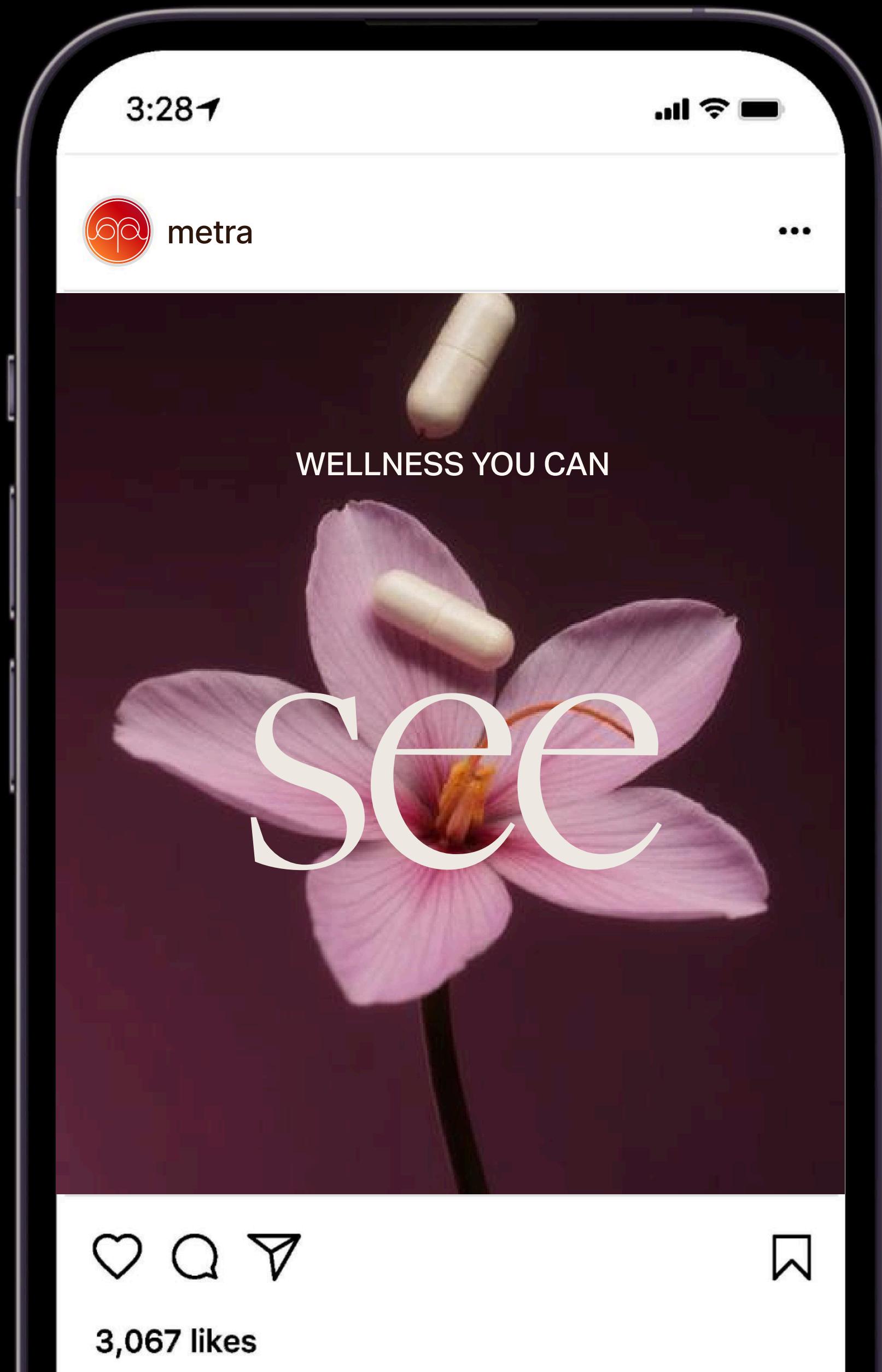
metra



A
supplement
for your
Mind, Body
& Spirit.







Inside each rose-hued capsule lies a blend of timeless wisdom and modern science. Premium **Affron®** saffron extract, drawn from the world's most precious spice, works with advanced **Lustriva®** biotin-silica and targeted **DE111®** probiotics. This precisely crafted formula opens a new chapter in measured wellness—where innovative science embraces time-tested botanical wisdom.