The pioneers of nutritional greens & plant-based beauty through wellness.

WelleCo
AUSTRALIA

WelleCo is an Australian-born global business, founded in 2014 by Elle Macpherson; the tangible result of Elle's heartfelt aim to bring everyone the natural solutions, wisdoms and support that she herself thrived on through her own transformative wellness journey.

WelleCo's carefully curated collection of beauty and wellness solutions is formulated by leading experts, harnessing the extraordinary power and pure intelligence of nature.

FOUNDED IN AUSTRALIA, OUR TRUE BLUE AUSTRALIAN ORIGINS INSPIRE OUR APPROACH.

Being an authentically Australian company, WelleCo revels in being blessed with an enviable country of nature's boundless beauty and rich resources. Quality of life is the heart and soul of every Aussie. This inspires us in all we do and everything we bring to the world. We live up to our promise, we are what we say we are, we do what we say we'll do. We call it True Blue.

FORMULATED BY LEADING EXPERTS

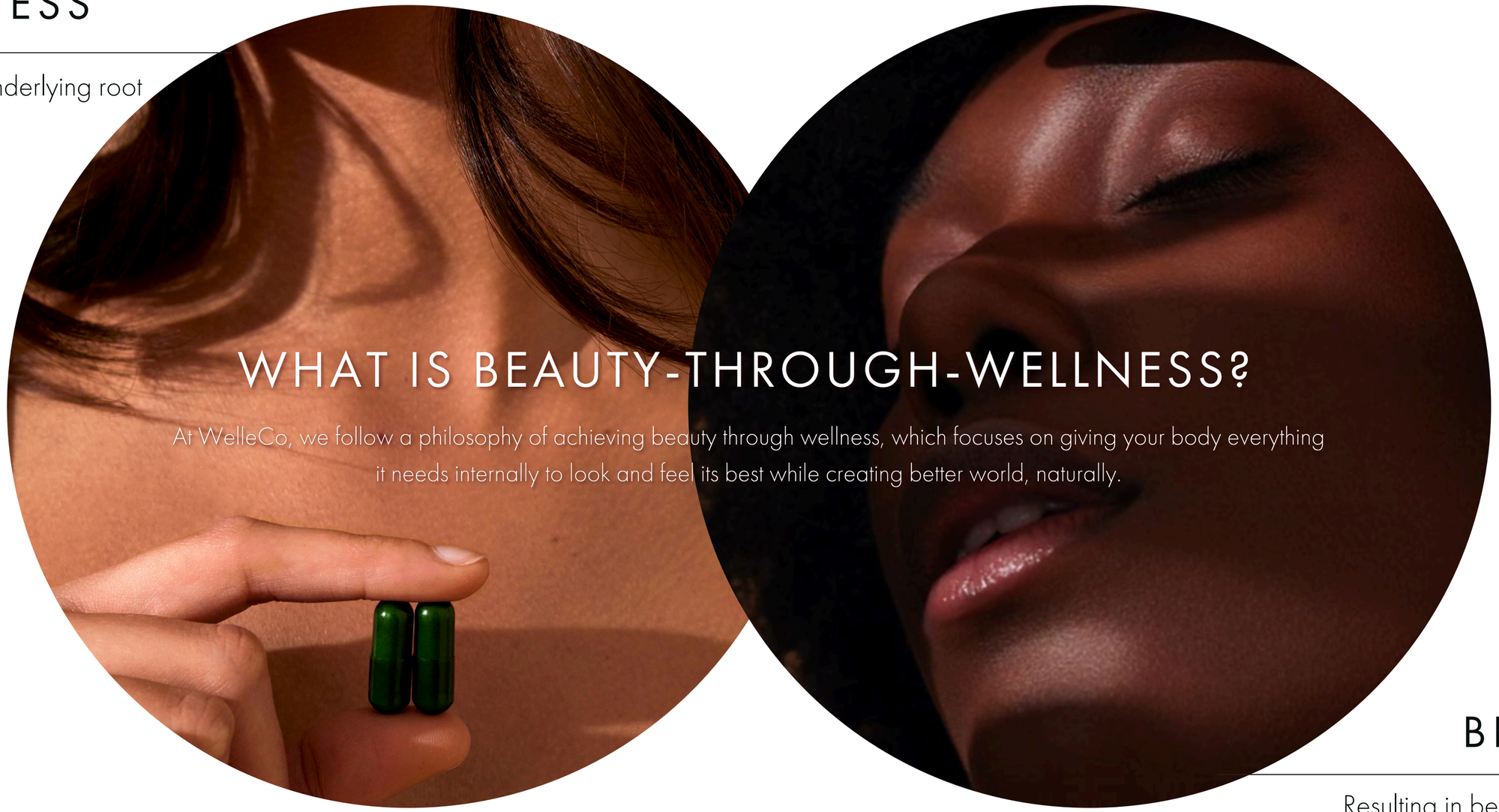
Harnessing the extraordinary power and pure intelligence of nature, each quality ingredient is added at scientifically calculated ratios that work in synergy, amplifying one another.

WelleCo Elixirs undergo stringent quality regime which includes, botanical profiling and active ingredient assaying, along with microbiological, heavy metal and allergen testing.

- Our entire range is gluten and dairy free.
- WelleCo’s inhouse Product Development team ensure all products meet and are manufactured to the highest quality standards.
- In Australia, WelleCo's capsule range are listed complementary medicines governed by Therapeutic Goods Administration (TGA), while WelleCo’s foundational range, The Evening Elixir and The Collagen Elixir are food products under the Australian and New Zealand Food Standards (FSANZ).

WELLNESS

Supporting underlying root causes



WHAT IS BEAUTY-THROUGH-WELLNESS?

At WelleCo, we follow a philosophy of achieving beauty through wellness, which focuses on giving your body everything it needs internally to look and feel its best while creating better world, naturally.

BEAUTY

Resulting in beauty benefits

DAILY FOUNDATION

THE SUPER ELIXIR

Simple routine. Complex benefits.

THE TARGETED ELIXIRS

Everyone's beauty through wellness journeys are unique. Personalise your routine with our carefully curated, targeted Elixirs.

GLUTEN FREE

DAIRY FREE

NON-GMO

96% VEGAN RANGE

THE SUPER ELIXIR™

With 40+ ingredients, The Super Elixir™ contains whole-foods, herbal extracts, vitamins, minerals, prebiotics and probiotics. Our iconic super greens powder will nourish your entire body to support your hair, skin, nails, digestive health, nervous, immune systems, and more.

THE SUPER ELIXIR™

INGREDIENTS AND KEY ACTIONS

SUPER GREENS BLEND

Key nutrients that support health and wellbeing.

BARLEY GRASS • WHEATGRASS • ALFALFA

BROCCOLI • SPINACH • SPIRULINA • KELP

BEAUTY BLEND

Rich in antioxidants and key nutrients to support healthy skin, hair and nails.

ALOE VERA • ACAI • BIOTIN • ROSEHIP • GREEN TEA

POMEGRANATE • HORSETAIL • GRAPESEED • GOJI BERRY

IMMUNITY BLEND

Immune boosting ingredients to help support immune system function.

ZINC • MAITAKE MUSHROOMS • SHITAKE MUSHROOMS

DIGESTION BLEND

Nourishes our microbiome and supports healthy digestion.

PROBIOTICS • PREBIOTICS • DIGESTIVE ENZYMES

GLUTAMINE • TURMERIC • MILK THISTLE

ADAPTOGEN & ENERGY BLEND

Supports energy production and vitality.

SIBERIAN GINSENG • COPPER

Always read the label and follow the directions for use.

THE SUPER ELIXIR™

CUSTOMER PROFILES

- Using external beauty products and wanting to support their results from within.
- Lacking energy or vitality and wanting to receive an extra boost to their overall wellbeing.
- Busy workers or mums requiring a quick, simple way to receive extra nutrients.

KEY CALLOUT

The Super Elixir™ is a simple addition to customers' daily routine, providing benefits to all systems of the body. We recommend customers take The Super Elixir™ as their daily foundational support, and add the targeted Elixirs to specifically address their unique wellness or beauty through wellness needs.

THE SUPER ELIXIR™

HOW TO TAKE

Two teaspoons daily mixed with water, coconut water or into your favourite smoothie. We recommend taking in the morning or during the day as it is packed full of ingredients to support energy production.

Flavours:

- Original (Pineapple and Lime)
- Blood Orange
- Lemond and Ginger
- Unflavoured

Pairs well with:

The Super Elixir™ is designed to be paired with any other WelleCo product.

Always read the label and follow the directions for use.

NOURISHING PROTEIN

VEGAN PROTEIN FOR A STRONG, HEALTHY BODY

The hero ingredients are the organic pea and rice protein which is in combination with herbal extracts, vitamins, minerals, prebiotics and probiotics, to support muscle recovery and energy production without uncomfortable bloating.

AUSTRALIAN MADE • VEGAN • GLUTEN FREE • DAIRY FREE • NON-GMO

NOURISHING PROTEIN

INGREDIENTS & KEY ACTIONS

ORGANIC PLANT PROTEIN BLEND

Contains all 9 essential amino acids, to help build lean muscle mass, assist in muscle repair and keep you fuller for longer.

ORGANIC BROWN RICE PROTEIN • ORGANIC PEA PROTEIN

ANTIOXIDANT BLEND

To help protect against the development of free radicals in the body.

POMEGRANATE • GRAPE SEED • ROSEHIP • TURMERIC

DIGESTION BLEND

Nourishes our microbiome and supports healthy digestion.

PROBIOTICS • PREBIOTICS • DIGESTIVE ENZYMES • PSYLLIUM HUSK

ENERGY BLEND

To support the body's natural energy production.

B VITAMINS • MAGNESIUM • CHROMIUM

Always read the label and follow the directions for use.

KEY CALLOUT

The Nourishing Protein contains Magnesium, B Vitamins and Chromium. These nutrients assist with the production of energy within the body.

Always read the label and follow the directions for use.

THE NOURISHING PROTEIN

CUSTOMER PROFILES

- Those who are highly active and require support with energy production and nutrients to support muscle repair.
- Those who may struggle to consume adequate protein through food, such as those following a vegan diet.
- Those looking for a delicious alternative to high-sugar snacks when craving something sweet.
- Those wanting an easy addition to their breakfast to keep them satisfied for longer.

TM

NOURISHING PROTEIN

HOW TO TAKE

Add 2 heaped tablespoons to water, milk of your choice or your favourite smoothie. We recommend taking in the morning or during the day as it is packed full of ingredients to support energy production.

Flavours:

- Chocolate
- Vanilla

Pairs well with:

The Nourishing Protein is designed to be paired with any other WelleCo product.

Always read the label and follow the directions for use.

SLEEP WELLE CALMING TEA

A NIGHTLY RITUAL TO CALM THE MIND

A blend of herbs traditionally used to help calm, relax and ease into a deep restful night's sleep. Each herbal tea bag unites the effects of hops, valerian, lemon balm, passionflower and skullcap to soothe the mind and usher sleep when bedtime calls.

AUSTRALIAN MADE • VEGAN • GLUTEN FREE • NATURALLY DERIVED • NON-GMO • CRUELTY FREE

SLEEP WELLE CALMING TEA

INGREDIENTS & KEY ACTIONS

LEMON BALM

Traditionally used to assist with sleep and restlessness.

HOPS

Assists in calming the mind and reducing sleeplessness.

SKULLCAP

Relieves nervous tension and promote a restful sleep.

VALERIAN ROOT

Helps to calm the nerves and support quality sleep.

PASSIONFLOWER

A calmative to assist with mild anxiety, restlessness and soothe nerves.

Always read the label and follow the directions for use.

SLEEP WELLE CALMING TEA

HOW TO TAKE

Infuse 1-2 teabags in hot water for 2-10 minutes.
Add honey to sweeten if desired.
Best consumed without milk.

When should I take it?

Incorporate Sleep Welle Calming Tea into your nighttime ritual if you experience occasional restlessness before bed.

Flavour

Delicious notes of natural mango and lemon.

Pairs well with...

The Collagen Elixir and
The Goddess Elixir

SLEEP WELLE CALMING TEA

CUSTOMER PROFILES

- Those who struggle to fall asleep, or tend to wake in the middle of the night.
- Those living busy lifestyles who find it hard to wind down, particularly at night.

TARGETED ELIXIRS

THE SKIN ELIXIR

SKIN-NOURISHING NUTRIENTS IN CONVENIENT CAPSULES

Let your natural beauty shine through with our vegan capsules that deliver nourishing greens and antioxidants in a blend that supports glowing skin, skin healing and regeneration.

KEY BENEFITS

- Helps reduce free radical formation in the body
- Supports skin healing and regeneration
- Promotes collagen formation to assist skin firmness and elasticity

KEY INGREDIENTS

ZINC • SILICA • NATURAL VITAMIN C FROM ACEROLA • GREEN TEA ACAI BERRY • TURMERIC • PAPAYA

Always read the label and follow the directions for use.

THE SKIN ELIXIR

HOW TO TAKE

Two capsules daily with food. Due to high zinc content, we recommend taking during the morning or afternoon.

Pairs well with:

The Collagen Elixir and The PMS Elixir

CUSTOMER PROFILES

- Using external beauty products, that want to amplify their results from the inside.
- Experiencing skin concerns that require skin healing or regeneration.

KEY CALLOUT

The Skin Elixir contains ingredients that support collagen formation. Can be a vegan option for those wanting to support collagen formation, without consuming bovine or marine collagen.

THE HAIR ELIXIR

A CAREFULLY CURATED FORMULATION FOR THICKER AND STRONGER HAIR.

Refresh and revive with The Hair Elixir for hair that shines with natural beauty. Designed to maintain thick, healthy hair and support new hair growth.

KEY BENEFITS

- Supports the production of keratin and collagen
- Assists the body in adapting to stress*
- Supports healthy thyroid gland function

(*based on Eastern European Herbal Medicine)

KEY INGREDIENTS

SILICON • BIOTIN • CYSTEINE AND METHIONINE • MSM • ZINC RHODIOLA • VITAMIN B5 ORGANIC KELP – A NATURAL SOURCE OF IODINE • SELENIUM

CUSTOMER PROFILES

- Those with damaged or broken hair.
- Those experiencing thinning hair.
- Those wanting thicker, healthier hair.

THE HAIR ELIXIR

HOW TO TAKE

Two capsules daily with food.

We recommend taking during the morning or afternoon due to the B vitamin content. Best results may be seen within 2-3 months when taken daily.

Pairs well with:
The Collagen Elixir

KEY CALLOUT

The Hair Elixir provides both the herbs and nutrients that assist the integrity of the building blocks of hair to promote new hair growth and thicker, healthier hair.

THE COLLAGEN ELIXIR

HYDRATE AND SUPPORT YOUR SKIN FROM WITHIN, WITH OUR MARINE COLLAGEN

Glow from soul to skin with our bioavailable, sustainably sourced marine Collagen Elixir.

KEY BENEFITS

- Boosts skin collagen formation.
- Support skin elasticity, integrity, and structure
- Promotes hydrated, healthy skin

KEY INGREDIENTS

- TYPE 1 MARINE COLLAGEN PEPTIDES
- ACEROLA FRUIT
  - Natural source of vitamin C
- SILICA
- HYALURONIC ACID
- DIGESTIVE ENZYMES

CUSTOMER PROFILES

- Using external beauty products, that want to amplify their results from the inside.
- Those experiencing ageing skin wanting to support collagen levels, which reduce with age.
- Those experiencing dehydrated, dry skin.

THE COLLAGEN ELIXIR

HOW TO TAKE

Mix two level teaspoons with 200mL of water or drink of choice. The Collagen Elixir is unflavoured making it an easy addition to your The Super Elixir™ or daily smoothie.

Pairs well with:

- The Super Elixir™
- The Hair Elixir
- The Skin Elixir

KEY CALLOUT

Contains digestive enzymes to aid collagen peptide absorption.

THE PMS ELIXIR

BRING BALANCE AND STABILITY TO YOUR CYCLE WITH THE PMS ELIXIR

Specially formulated to help relieve premenstrual tension symptoms and support healthy hormone balance. Designed with the convenience of capsules, this vegan blend includes vitex, iron, magnesium, iodine, broccoli and the adaptogen, ashwagandha.

KEY INGREDIENTS

VITEX • MAGNESIUM • BROCCOLI SPROUTS • VITAMINS B3, B5, B6 CHROMIUM • ASHWAGANDHA

KEY BENEFITS

- Supports healthy female hormone balance.
- Helps relieve symptoms of PMS including bloating, mood swings, headaches, breast tenderness and fluid retention.
- Helps maintain healthy blood sugar levels and assist in sugar and carbohydrate metabolism.

KEY CALLOUT

Contains Vitex to help regulate healthy periods, relieve premenstrual tension symptoms and support healthy female hormone balance.

CUSTOMER PROFILES*

- Women with irregular periods.
- Women who experience PMS symptoms such as mood swings, bloating, headaches, breast tenderness and fluid retention.

*When approaching customers ensure you ask the 7 Safety Questions and REFER TO THE PHARMACIST if necessary.

THE PMS ELIXIR

HOW TO TAKE

Two capsules daily with food. We recommend taking during the morning or afternoon due to the B vitamin content.

Pairs well with:

The Calm Elixir

THE GODDESS ELIXIR

REVITALISE AND SUPPORT YOUR JOURNEY THROUGH MENOPAUSE

Formulated to support you through all stages of menopause, including perimenopause, menopause and post-menopause. The Goddess Elixir reduces menopausal symptoms and supports vitality and mental clarity.

KEY BENEFITS

- Relieves symptoms of menopause including hot flushes and night sweats.
- Supports energy levels and vitality.
- Helps maintain healthy nervous system and mood balance.
- Maintains mental clarity and focus.

KEY INGREDIENTS

- VITEX
- RED CLOVER
- SIBERIAN GINSENG
- MAGNESIUM
- VITAMIN B1, B2, B5, B6
- OMEGA COMPLEX (3, 6, 7, 9) from Sea Buckthorn
- HOPS

THE GODDESS ELIXIR

HOW TO TAKE

Two capsules daily with food.

We recommend taking during the morning or afternoon due to the B vitamin content.

Pairs well with:

The Clarity Elixir

CUSTOMER PROFILES

- Women at any stage on their journey through perimenopause, menopause, and post-menopause.

KEY CALLOUT

Contains Hops, traditionally used in Western herbal medicine to calm the mind and reduce sleeplessness.

THE IMMUNE ELIXIR

BOOST YOUR BODY'S NATURAL DEFENCE WITH THE IMMUNE ELIXIR

Formulated for pre-emptive and reactive effectiveness, this formulation helps to support a healthy immune system. The Immune Elixir is plant-based nourishment designed to relieve symptoms of the common cold, including coughs* and fatigue, helping you thrive all year-round.

KEY BENEFITS

- Support and boost your immune system.
- Support lung health and relieve coughs*.
- Relieve weariness and fatigue.

Always read the label and follow the directions for use.
(*based on Traditional Chinese Medicine)

KEY INGREDIENTS

AMLA BERRY – A NATURAL SOURCE OF VITAMIN C
ELDERBERRY • ASTRAGALUS • OLIVE LEAF
VITAMIN D3 • ZINC • REISHI MUSHROOM

CUSTOMER PROFILES

- Everyone – particularly during the winter months.
- Older demographic who may be more susceptible to the effects of a cold.
- Those working in highly populated places such as retail, airports, schools.
- Those travelling.

THE IMMUNE ELIXIR

HOW TO TAKE

Two capsules daily with food due to high zinc content.

Pairs well with:

The Super Elixir™

KEY CALLOUT

The Immune Elixir has been formulated to relieve weariness and fatigue.

THE CALM ELIXIR

SUPPORT HEALTHY STRESS RESPONSE, MOOD BALANCE AND RELIEVE MILD ANXIETY

A grounding botanical blend to support nervous system function and restore inner alignment.

KEY BENEFITS

- Relieves symptoms of mild anxiety, irritability* and nervous tension*
- Supports a healthy stress response
- Promotes healthy mood and emotional balance

(*Based on Traditional Western Herbal Medicine)

([1]Scholey A, Gibbs A, Neale C, Perry N, Ossoukhova A, Bilog V, Kras M, Scholz C, Sass M, Buchwald-Werner S. Anti-stress effects of lemon balm-containing foods. Nutrients. 2014 Oct 30;6(11):4805-21.)

KEY INGREDIENTS

CLINICALLY TRIALLED EXTRACT OF LEMON BALM (BLUENESSE[1])
PASSIONFLOWER • VITAMIN B3, B5, B6,
ASHWAGANDHA • MAGNESIUM

KEY CALLOUT

You can take the Calm Elixir 1-2 hours before an event that you need to feel calm but focused, as the Lemon Balm has been clinically trailed to exert calming effects, improve mood and cognitive performance within 1 hour and up to 3 hours of taking.[1]

CUSTOMER PROFILES

- Those experiencing mild anxiety or stress.
- Those working high-pressure jobs.
- Individuals who find it hard to switch off and wind down
- University students – particularly around exam time.

THE CALM ELIXIR

HOW TO TAKE

Two capsules daily with food.
We recommend taking during the day or night, when a moment of calm is needed.

Pairs well with:

The PMS Elixir

([1]Scholey A, Gibbs A, Neale C, Perry N, Ossoukhova A, Bilog V, Kras M, Scholz C, Sass M, Buchwald-Werner S. Anti-stress effects of lemon balm-containing foods. Nutrients. 2014 Oct 30;6(11):4805-21.)

THE CLARITY ELIXIR

REALISE YOUR COGNITIVE POTENTIAL WITH THE CLARITY ELIXIR

Regroup and re-focus with this adaptogenic and herbal blend that supports memory, mental concentration, and clarity. A 9-ingredient formulation containing a combination of botanical extracts, B vitamins, tyrosine, and acetyl l-carnitine to support mental concentration, focus and clarity, along with cognitive and brain function.

KEY BENEFITS

- Supports mental concentration, focus and clarity.
- Supports memory and mental recall.
- Maintains brain function and health.
- Supports mental and physical endurance and stamina.
- Helps maintain energy levels and vitality.

KEY INGREDIENTS

RHODIOLA • BRAHMI
KOREAN GINSENG • B5, B6, B1 • ZINC
ACETYL L-CARNITINE • TYROSINE

THE CLARITY ELIXIR

HOW TO TAKE

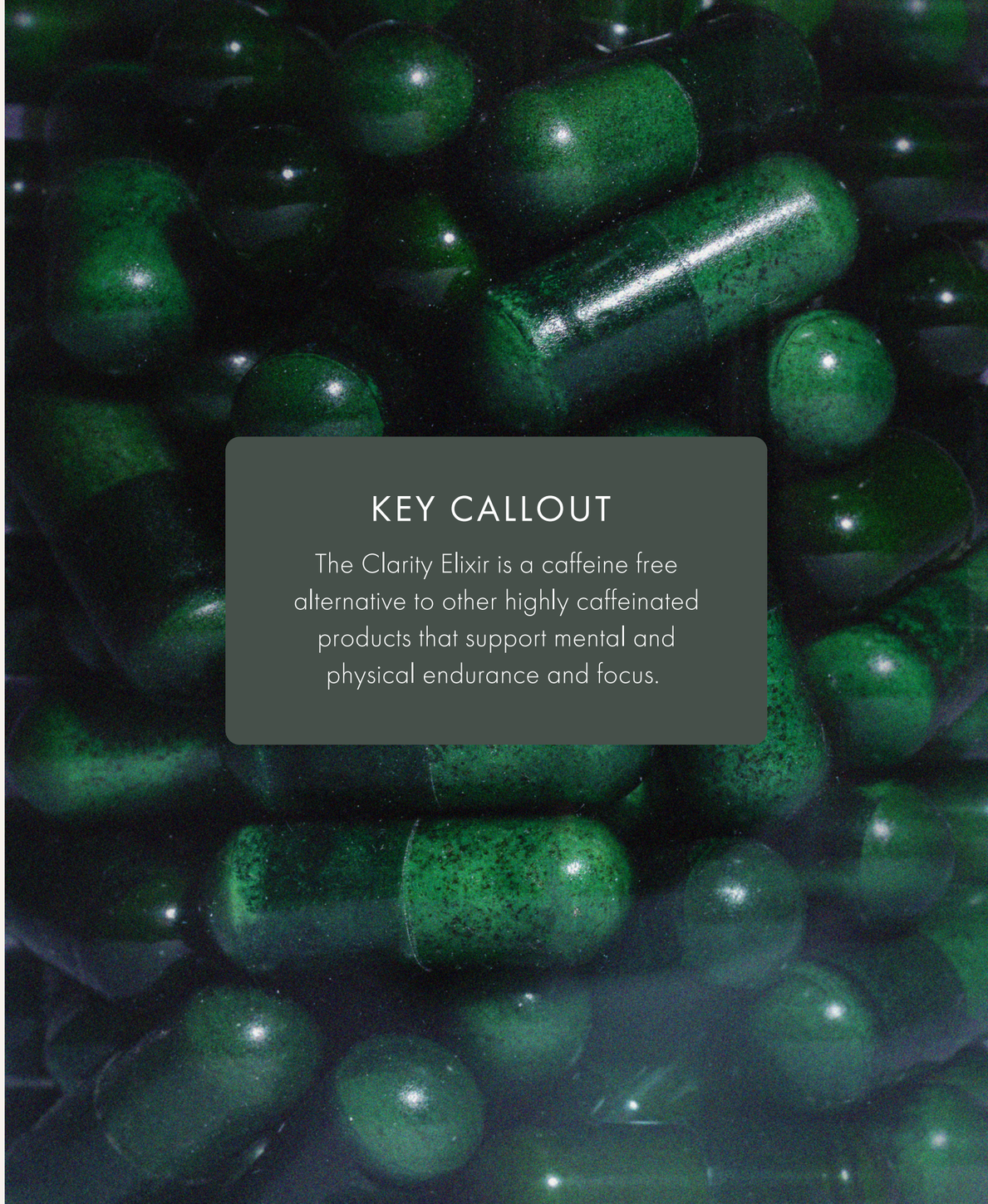
Two capsules daily with food.
We recommend taking during the morning or afternoon due to the B vitamin content.

Pairs well with:

The Goddess Elixir or The PMS Elixir

CUSTOMER PROFILES

- Students
- Professionals
- Public speakers.
- Older demographic wanting to maintain their brain function and health.



KEY CALLOUT

The Clarity Elixir is a caffeine free alternative to other highly caffeinated products that support mental and physical endurance and focus.

THE EVENING ELIXIR

HOW TO TAKE

Mix two level teaspoons (5g) into 200mL of warm water or milk of choice. We recommend taking once daily, at night before bed, or when you want to relax and unwind.

Pairs well with:

- The Collagen Elixir
- The Skin Elixir

Always read the label and follow the directions for use.

THE EVENING ELIXIR

CUSTOMER PROFILES

- Those using topical beauty products that want to amplify their results from the inside.
- Individuals who find it hard to wind down, particularly at night.
- Those looking for a naturally sweetened night-time treat, that also supports skin health.

KEY CALLOUT

Contains 150 mg elemental magnesium from magnesium citrate, a well-absorbed form of magnesium. Magnesium aids in nerve and muscle function within the body.

QUESTIONS & FEEDBACK

training@welleco.com

WelleC
AUSTRALIA