



Australia's Om-Mazing Solution to the Health vs Taste Dilemma

Introducing BellyUp – the new generation probiotic drink

Introducing BellyUp, a unique combination of probiotics and superfoods designed to provide health benefits without sacrificing flavour. BellyUp is a healthy drink that is 99% sugar free, gluten, dairy and alcohol free and good for your gut that doesn't compromise on taste. Henry Blooms is the vitamin brand behind BellyUp, a range of effervescent bio-fermented drinks that deliver not just raw probiotics but added superfoods beneficial to wellbeing. Henry Blooms has been making supplements, including probiotics, since 1938 and has become one of Australia's fastest growing natural health brands, largely due to the popularity of their bio-fermented range. Leading Dietitian, Susie Burrell says, "The BellyUp bio-fermented drinks offer the nutritional benefits of probiotics and come in a range with added superfoods including turmeric, green tea and antioxidant rich berries making them a deliciously healthy, low sugar, tasty drink choice that will support gut health!" Key benefits of BellyUp: Guaranteed 6 strains of probiotics No-alcoholic Bio-fermented 99% Sugar Free No caffeine Ambient product (no temp control) 98% Australian Made 100% Dairy Free Lychee with Green Tea – for Detox and Immunity: Packed with antioxidants and formulated with Lychee and Green tea to help target cell renewal and protection from oxidative damage. Lychee and Green Tea contain naturally occurring antioxidants that can help combat free radicals in the body. Vegan and vegetarian friendly. Coconut with Lemon Myrtle – for Immunity and Hydration: Potassium rich coconut will help to optimise hydration. Lemon myrtle has been traditionally used to support digestive comfort and help to manage and prevent headaches. Vegan and vegetarian friendly. Turmeric Pineapple Flavour – for Antioxidants and Digestion: Turmeric is known for its powerful anti-inflammatory effects and may support immune function. Pineapple is a rich source of Vitamin C and offers the enzyme mix called bromelain which is associated with reduced inflammation in the body. Vegan and vegetarian friendly. Collagen with Superfood Berries – for Youthful Skin: Containing nutrient rich berries and Collagen this drink is great for beauty and sport lovers. Collagen is the protein responsible for skin elasticity which reduces wrinkles and plays an integral role in joint and bone health, relieving joint pain, while berries are one of the richest natural sources of Vitamin C, a powerful natural anti-inflammatory. Weight Management Lemon Flavour – for Healthy Weight Management: Kick start your metabolism with 5 superfood herbal ingredients to support optimal metabolic function, help to regulate energy levels and support weight control. Vegan and vegetarian friendly. The new BellyUp range is available now at an RRP of \$5.50 per bottle from selected IGAs, Harris Farm Markets, Independent Cafes and Supermarkets. Coming soon to Woolworths Metros and Caltex. Go to: bellyup.com.au

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