

Rochway are thrilled to announce that they have partnered with former Miss Universe Australia, model and presenter, Tegan Martin to launch Rochway's Beauty Sleep, the first natural sleep tonic in the Australian market that combines powerful natural sleep aids with innovative probiotics. Available in a delicious natural berry liquid, Beauty Sleep is formulated with sour cherry and calming herbs valerian and hops to encourage quality sleep to reset the body and mind. The unique formula also includes marine collagen and probiotics fermented with Rochway's exclusive BioRestore™ fermentation process for optimal gut health and whole-body wellbeing. Tegan Martin, Rochway Beauty Sleep Ambassador, someone who knows how important it is to get quality zzz's to reset the body and mind says, "There have been times in my life where I was having too much sleep, alongside phases where I just wasn't getting enough. It's been a personal work in progress learning about how to get to the source of what is influencing my sleep patterns. From improving my physical health to learning how to calm my racing mind at night, sleep will always be a major priority for me. I started trialing the Rochway Beauty Sleep a few months ago, and have finally found something that I can take every night to naturally fall into a deep restful sleep and wake up feeling refreshed each morning." According to The Sleep Health Foundation, a recent study showed that over half (59.4%) of respondents overall reported experiencing at least one sleep symptom three or more times a week which included trouble falling asleep, staying asleep or waking too early and not being able to get back to sleep. In addition, significantly more female respondents than male respondents reported "often or always" worrying about getting a good night's sleep (31% vs 21%) and being overwhelmed by thoughts when trying to sleep (35% vs 25%). Beauty Sleep is packed with essential goodness to naturally aid sleep and reinforce the body's daily rhythms of sleep. It is well reported that while slumbering, the body is busy repairing cells and releasing hormones that support skin regeneration and rehydration. The three key ingredients in Rochway's Beauty Sleep to enhance this include: 1. Marine Collagen to regenerate and rehydrate the skin. It is also responsible for maintaining skin elasticity, skin texture and minimising the appearance of wrinkles and signs of ageing. Plus, it supports the skin to keep it firm, plump and glowing. 2. Sour Cherry is rich in the vital sleep hormone melatonin, a central part of the body's sleep-wake cycle. Melatonin promotes healthy sleep and helps to orient the circadian rhythm. It also contains proanthocyanidins that can help the body convert the amino acid tryptophan into serotonin. 3. Calming herbs Valerian and Hops top off the Beauty Sleep formula, promoting relaxation and calmness to promote a natural slumber. Key facts about Rochway Beauty Sleep: Supports good gut bacteria Marine collagen & BioRestore™ process increases absorbance of collagen Sour cherry and calming herbs support natural and good sleep Australian made 99% sugar-free Naturally flavoured Free from gluten and dairy Taken one to two hours before bedtime, the new Beauty Sleep product completes the brand's journey to wellness ethos, by now providing Australians with 24-hour gut health solutions across the range. Rochway's new Beauty Sleep probiotic liquid is available for pre-order now at rochway.com.au at an RRP of \$49.99. The official launch will be in June 2021. About Rochway's BioRestore™ Process: Beauty Sleep is made using Rochway's unique BioRestore™ fermentation process. Papaya fruit and leaf undergo five stages of fermentation using six multi-strain, gut-loving probiotics, resulting in a more bio-available (easily absorbed) and bio-active complex to help beautify from the inside out and support whole body wellbeing. The six strains of probiotics used in the BioRestore™ fermentation process include Lactobacillus acidophilus, Lactobacillus casei, Lactobacillus plantarum, Lactobacillus bulgaricus, Bifidobacterium lactis, and Saccharomyces cerevisiae (boulardii). www.rochway.com.au

Contacts

Lisa Solomons

mailto: