

# LET'S GUT STARTED



**1 IN 3**

**BRITS ARE LOOKING TO  
IMPROVE THEIR GUT HEALTH IN  
2021**

**(JUST THE 16 MILLION OR SO)**

# MYTH

## GUT HEALTH IS JUST ABOUT REGULARITY



# REALITY

70% OF OUR IMMUNNNITY STARTS IN THE  
GUT



**PLAYER 1**



**PLAYER 2**



# WTF

★ **WHAT THE FIBRE** ★



**HUNTER  
GATHERER**

**VS**



**COUCH  
COMMANDO**

# MEET THE INDESTRUCTIBLES



START

BAOBAB



GOLDEN  
KIWI



GREEN  
BANANA



CHICORY ROOT



★ LEVEL UP YOUR  
**GUT GAME** ★

**PROBIOTIC**



**PREBIOTIC**



AVAILABLE IN 500ML AND 60ML