



PURE, POTENT, PROVEN FORMULATIONS FOR  
BEAUTY & WHOLE BODY WELLBEING

Australian Made | Sustainably Minded | Innovative Products





## OUR STORY

Nutra Organics began its journey in 1998, long before Instagram was a thing, jackfruit tacos were trending, and before anyone knew how to pronounce 'quinoa'.  
(P.s. it's keen-wah).

After experiencing the energy, vitality and good health from switching to an organic wholefood diet, Mark and Darlene Powell founded Nutra Organics to provide real, honest nutrition that not only tastes good, but genuinely improves the health and wellbeing of families.

Using premium quality, ethical, organic wholefoods to provide the nutrition that families were missing out on - their unwavering commitment to the highest quality products, made with integrity, and backed by scientific research evolved into the range it is today that's trusted by families around the world.



AUSTRALIAN MADE | SUSTAINABLY MINDED | INNOVATIVE PRODUCTS



## OUR APPROACH TO HEALTH

*Combining the precision of science with the purity of nature.*

Our mission is to transform your health & wellbeing with organic, honest, wholefood products that provide nourishment you can feel, results you can see, and more confidence in your body, while being kind to the planet in the process.

We provide premium, conscious nutrition that's easy to use, tastes amazing, and actually does what it says it will do.

## PREMIUM ORGANIC WHOLEFOODS



### Pure

Research based and formulated in house by our team of naturopaths and nutritionists using high concentrations of scientifically researched ingredients and nutrients.



### Potent

Clean, unadulterated wholefoods. Organic wherever possible. Ethically sourced. Absolutely no artificial additives, chemicals, toxins or GMOs ever.



### Proven

No fillers. Bioavailable and bioactive for optimal absorption and maximum benefits. Highest quality ingredients and gentle drying methods to ensure superior nutrient retention.

## SUSTAINABILITY

We are on a mission to support the health of our customers with conscious wholefood products, made with integrity, that take good care of the health of our planet and our people.



### Ingredients

We use certified organic wherever possible, and source locally wherever possible. Our products are made from real wholefoods, respectfully sourced from the earth and not a lab. No GMOs, no synthetics, and nothing artificial.



### Packaging

We're mid transition into fully sustainable packaging. Most of our range is in plastic free recyclable canisters, and all bars and most sachets are now 100% home compostable.



### Operations

All of our suppliers and manufacturers are based in Australia, most are within a 100km radius of our HQ. We ship your orders in recycled cardboard boxes or compostable mailers, our warehouse operates paper free, and we use carbon neutral couriers.

## GIVING BACK

Project Give Back is our ongoing commitment to helping our environment and community, where it's needed most. Head to [www.nutraorganics.com.au](http://www.nutraorganics.com.au) to see what we have supported.



### 100km shorelines cleaned

With Clean Ocean Foundation



### 2000 tree planted

With Carbon Neutral Charitable Fund



### 30,000 meals provided

With OzHarvest



### \$30,000 to Aus bushfire relief services

With WIRES, Red Cross and NSWRFs



### \$30,000 to providing health education

To indigenous communities with Bridging The Gap Foundation



## WHAT'S HOT IN THE WELLNESS INDUSTRY

Australian consumers are more health and sustainability conscious than ever. COVID-19 has accelerated the demand for natural health products due to the pandemic-induced shift from 'pharma for health' to 'food for health'.

### HERE'S THE TOP 10 TRENDS SHAPING THE WELLNESS INDUSTRY:



#### Collagen

The Collagen Market is estimated to grow more than 8% CAGR between 2019 and 2026.



#### Kids Nutrition

Globally, 67% of parents want to improve their child's eating habits.



#### Gut health

50% of Australians experience gut health problems



#### Immunity

60% of consumers are looking for food and beverage options to support their immune health.



#### Purpose driven brands

40% of Australian consumers are 'purpose-driven' and want brands that align with their values.



#### Plant based alternatives

2.5 million people in Australia are now eating all or almost all vegetarian.



#### Functional foods

Demand for functional foods is expected to reach \$9.7 billion by 2030 at around 3% per annum growth.



#### Low sugar

25% of Aussies limit their daily sugar intake, & 44% avoid sugar as an ingredient, with over half of those choosing to do so because of concern for negative health impacts.



#### Sustainable

52% of Australian consumers are more likely to purchase products or services from a company with a good reputation for environmental responsibility.



#### Gluten Free

The Australian gluten-free foods and beverages market is estimated to grow 7.8% CAGR during the forecast period from 2020 to 2025.

\* Innova Market Insights 2022; ADM OutsideVoice, 2022; Euromonitor, 2020, 2021; IBM Institute for Business Value, Global Market Insights 2022, Worldwide Prevalence and Burden of Functional Gastrointestinal Disorders 2021, Global Sugar Substitutes Market Report 2020-2027, Precedence Research Digital Health Market Size, Growth, Trends, Report 2021-2027.



## WHY NUTRA ORGANICS IS ON TREND & IN HIGH DEMAND



Formulated in house  
by a team of nutritionists  
and naturopaths



Our wide range of over  
100 products target all **10**  
**major wellness trends**



Use the highest quality,  
clinically researched ingredients  
that deliver real results



Over **200k** social  
media followers that  
are highly engaged



With **5000+** verified  
five star reviews online,  
we're a trusted brand



Certified Organic,  
dairy free and gluten  
free products



Award winning  
products



Leading the sustainable movement  
with most of our range in  
plastic free, recyclable or home  
compostable packaging



Purpose driven and  
actively giving to the  
environment & community  
through Project Give Back



We partner with top  
influencers with a  
combined reach of **over**  
**3 million** every month

## WHO BUYS NUTRA ORGANICS?

MUMS  
24–45 Years Old

ORGANIC & WELLNESS  
CONSCIOUS INDIVIDUALS  
24–45 Years Old

FITNESS  
FOCUSED WOMEN  
24–45 Years Old

BEAUTY  
CONSCIOUS WOMEN  
24–45 Years Old



## COLLAGEN BEAUTY™

Targeted formulations for skin, hair, nails and gut wellbeing

Glow from the inside out with Collagen Beauty™, a natural formulation to reduce skin wrinkles and smooth fine lines, increase skin hydration and elasticity, and support healthy hair & nails.



COL-BEA-225  
COL-BEA-450

COL-BEA-WB-300

COL-BEA-WF-300

COL-BEA-LL-300

COL-BEA-TR-300

Available in sustainable plastic free canisters in five varieties:

- Unflavoured • Waterberry • Wildflower • Lemon Lime • Tropical

### WHAT MAKES COLLAGEN BEAUTY™ THE MOST EFFECTIVE ON THE MARKET?

<p>✓</p> <p>Collagen Beauty™ contains the only scientifically proven collagen peptides, Verisol®, that specifically target collagen regeneration in skin. Hello plump, glowing, hydrated skin!</p>	<p>✓</p> <p>It contains bioavailable Vitamin C &amp; Zinc from wholefoods - which are co-factors in collagen production and skin healing. Collagen regeneration or wound healing isn't possible without these nutrients.</p>	<p>✓</p> <p>With over 7500mg of collagen per serve - providing plenty of protein to actually rebuild skin collagen - Collagen Beauty™ delivers better results, faster, with visible results in 8 weeks.</p>	<p>✓</p> <p>Collagen Beauty™ is convenient! Add the unflavoured Collagen Beauty™ to smoothies, drinks and food, or just add water to the natural fruity Collagen Beauty™ flavours for a delicious collagen drink.</p>
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Collagen Beauty differs from competitor collagen products by the unique combination of VERISOL® collagen peptides with bioavailable wholefood sources of Vitamin C & Zinc, as well as an effective serving size of 3 g collagen peptides per serve.



SUPPORTS HEALTHY  
HAIR & NAILS



CONTRIBUTES TO  
A HEALTHY GUT



INCREASES SKIN  
ELASTICITY



REDUCES SKIN WRINKLES  
& SMOOTHES FINES LINES



WITH OVER 2000+ VERIFIED FIVE STAR REVIEWS,  
CUSTOMERS KEEP COMING BACK FOR COLLAGEN BEAUTY™.



“I have been using Collagen Beauty for about a month on a daily basis. It’s super yummy and easy to drink. I have the unflavoured for smoothies and Waterberry for the other days. My skin is glowing and feels so smooth and hydrated - make up is gliding on and my congestion has cleared up and I’ve had no breakouts... My frown lines look less noticeable and my cheeks look smoother. I will be buying again and again!”

SHAYLEE

“My hair is longer and stronger since taking this!”

MAKAYLA

“I’ve been taking collagen beauty for about 2 years and can’t live without it. My nails are so long and strong”

VIV



## COLLAGEN & GELATIN

*Targeted formulations for muscles, bones and gut wellbeing*



COL-BLD-225  
COL-BLD-450

COL-BDY-225  
COL-BDY-450

GEL-250  
GEL-500

### COLLAGEN BUILD

Collagen Build helps to tone, repair and build lean muscle with targeted Bodybalance® Bioactive Collagen Peptides plus magnesium. Unflavoured and convenient to add to smoothies and drinks.



TONE, REPAIR &  
BUILD MUSCLE

### COLLAGEN BODY

Collagen Body helps to enhance bone mineral density and support tissue strength with Fortibone® Bioactive Collagen Peptides plus calcium and Vitamin D. Unflavoured and convenient to add to smoothies and drinks.



BONE STRENGTH  
& STRUCTURE

### NATURAL GELATIN

Natural Gelatin is a versatile product that provides collagen protein with key amino acids for tissue building, repair and gut wellbeing. Made only from sustainably produced Australian bovine. Perfect for making gummies, marshmallows or thickening sauces & gravy.



GUT WELLBEING



## COLLAGEN SKIN CARE

*Natural skin care formulations to protect collagen & promote glowing skin*



VANILLA - CB-VAN-28G  
NATURAL - CB-NAT-28G

GM-100

ASM-50  
ASM-100

RQ-FC-ROLR

RC-GUASHA

### COLLAGEN BALM

A deeply moisturising lip + body balm. Our Sol-C® micro collagen peptides and nourishing oils lock in moisture, protect collagen and promote skin healing for lips, dry patches and stretch marks.



MOISTURISING

PROTECT COLLAGEN

SKIN HEALING

### GLOW MIST

A deeply hydrating face spray designed to plump skin & protect collagen. Our Sol-C® Micro Collagen Peptides absorb into the epidermis to plump skin, reduce fine lines and wrinkles, and increase hydration. Also contains hyaluronic acid, Vitamin C and organic botanicals to replenish moisture and provide antioxidant protection.



REDUCE WRINKLES

PLUMP SKIN

INCREASE HYDRATION

### AFTER SUN MIST

A ultra-hydrating mist to soothe, cool and calm redness on sun-drenched skin. Micro collagen peptides, together with aloe vera, hyaluronic acid, vitamin C and cooling botanicals, work together to improve skin barrier function, provide antioxidant protection, promote skin healing, prevent pigmentation and help to repair skin collagen from the damaging effects of the sun.



INCREASE HYDRATION

PROTECT COLLAGEN

COOLS SKIN

### ROSE QUARTZ GUA SHA & FACIAL ROLLER

Our luxe Rose Quartz Gua Sha helps to sculpt and contour the face, as well as promote lymphatic drainage. The Rose Quartz Facial Roller is a soothing massage tool to relax the skin, reduce puffiness and improve texture.



REDUCE PUFFINESS

LYMPHATIC DRAINAGE

CONTOUR FACE



SUPERFOOD BLENDS

All-in-one for everyday wellness, immunity & vitality.



SUPER GREENS & REDS - IMMUNE BOOSTING WHOLEFOOD MULTIVITAMIN

The all-in-one wellbeing elixir that gives the body everything it needs to stay energised and well. Packed full of alkaline greens, immune supporting nutrients, antioxidant rich reds, pre and probiotics and 19 essential vitamins and minerals, Super Greens + Reds is the most convenient way to stay on top of essential nutrients.

- 

IMMUNITY
- 

GUT WELLBEING
- 

ENERGY
- 

ANTIOXIDANTS
- 

ALKALISING
- 

ALL-IN-ONE

ACAI BERRY BLEND - ANTIOXIDANT PROTECTION

A delicious blend of acai and super berries that naturally contains vitamin C & antioxidants to support immunity, energy, antioxidant protection and glowing skin.

- 

ENERGY
- 

ANTIOXIDANT PROTECTION
- 

IMMUNITY
- 

COLLAGEN FORMATION
- 

GLOWING SKIN

ORGANIC PERUVIAN MACA - BALANCE & VITALITY

Maca has been traditionally used for centuries to naturally support internal balance and vitality, and is known to revitalise and arouse desire.

- 

INNER BALANCE
- 

100% PURE
- 

VITALITY
- 

GLUTEN FREE
- 

VEGAN







## NOURISHING BROTHS

*Instant broths to support immunity and gut wellbeing*

Full of gut loving and immune supporting nutrients including Zinc & B Vitamins, our broth powder range is a convenient & nutritious alternative to homemade broth. Make a hearty cup in seconds - just add hot water! Alternatively, add to savoury dishes, dips and sauces.



BBB-GH-125  
BBB-GH-1KG

BBB-HO-125  
BBB-HO-1KG

BBB-TU-125  
BBB-TU-1KG

BBB-MUSH-125

BBB-RA-125



CKBB-GH-125  
CKBB-GH-1KG

CKBB-HO-125  
CKBB-HO-1KG

CKBB-TU-125  
CKBB-TU-1KG

CKBB-MUSH-125

CKBB-RA-125



VB-GV-125  
VB-GV-1KG

VB-LFV-125  
VB-LFV-1KG

VB-MUSH-125

VB-RA-125

### BEEF BONE BROTH

Australian Beef Bones • Grass Fed • 1200mg collagen per serve

### CHICKEN BONE BROTH

Certified Organic • Australian free range chicken bones

### VEGETABLE BROTH

Vegan • Contains 11 veggies and herbs



GUT WELLBEING



IMMUNITY



INSTANT











## SUPERFOOD LATTES

*Nourishing coffee alternatives with functional benefits*

These delicious superfood infusions make beautiful vibrant lattes. With the goodness of certified organic ingredients, subtle ayurvedic spices and adaptogenic herbs, these blends are the perfect harmony of flavour and nutrition. Enjoy heated with milk, or chilled on ice for a summer refreshment.



NOW AVAILABLE IN SUSTAINABLE PLASTIC FREE CANISTERS WITH 10% MORE



### LUNAR LATTE - UNWIND

Organic relaxing botanicals, ashwagandha and purple carrot create a dreamy pre-bedtime vanilla latte.



### MERMAID LATTE - BALANCE

Ocean minerals, adaptogens, blue superfoods and ayurvedic spices create a dazzling blue latte to support inner balance.



### LOVER'S LATTE - ROMANCE

Rich cacao, sweet carob and an arousing herbal blend make a luxurious low sugar drinking chocolate with less than 1g sugar per serve.



### MATCHA LATTE - ARISE

Japanese DōMatcha® green tea, awakening adaptogenic mushrooms and coconut MCT oil make a beautiful soft green latte to wake up with.



### VELVET LATTE - CLEANSE

A delicious beetroot chai infusion that makes a beautiful vibrant pink latte to support inner cleansing.



### GOLDEN LATTE - SOOTHE

Turmeric, Manuka Honey, coconut and ayurvedic chai spices make a delicious latte to provide inner soothing.



## SUPERFOODS FOR KIDS

*Sneak veggies & vital nutrients into kids undetected!*

Our Superfoods for Kids range uses the most premium, organic, wholefood ingredients that are gently refractance dried into a powder to retain the highest amount of nutrients.



VH-250

BI-200

CW-250

### VEGGIE HERO

Sneak 15 veggies, fruits & greens into anything undetected with Veggie Hero, delivering 18 essential vitamins & minerals.



ENERGY



GROWTH & DEVELOPMENT



IMMUNITY

### BERRY IMMUNE

Bolster immunity with Berry Immune, a sweet blend of 9 super berries, high in Vitamins C, D, Zinc and Iron.



IMMUNITY



ANTIOXIDANT PROTECTION



GUT WELLBEING

### CHOC WHIZ

Boost brain and gut health with Choc Whiz, a delicious chocolate berry drink with choc chunks and contains Calcium, Iron, Magnesium, Omega 3 DHA, Prebiotics and 1 billion CFU potent shelf stable.



GUT WELLBEING



COGNITIVE FUNCTION



TEETH & BONES











## THRIVING PROTEIN

*Nourishing vegan family friendly protein*

A deliciously creamy, plant-based, nourishing protein blend to help every member of the family thrive.

Thriving Protein delivers a wholesome boost of protein and 18 bioavailable vitamins & minerals from organic wholefoods to support optimal health and wellbeing for kids and pregnant & breastfeeding women.

With sprouted & bio-fermented pea and brown rice proteins, prebiotics & 1 billion CFU probiotics per serve, Thriving Protein supports gut health and is easily digestible for tiny tummies.



TP-CHOC-450  
TP-CHOC-1KG

TP-VAN-450  
TP-VAN-1KG

TP-STRAW-450  
TP-STRAW-1KG

AVAILABLE IN CACAO CHOC | SMOOTH VANILLA | STRAWBERRIES & CREAM  
IN SUSTAINABLE PLASTIC FREE CANISTERS.



15 G PROTEIN  
PER SERVE



GLUTEN FREE  
& VEGAN



ENERGY



KIDS FROM 12  
MONTHS +



IMMUNITY



RESTORES  
DIGESTIVE  
HEALTH



PREGNANCY &  
BREASTFEEDING



MUSCLE  
& BONE  
SUPPORT



GROWTH &  
DEVELOPMENT



## CLEAN ACTIVE RANGE

*Improve workout recovery, performance & results*

### CLEAN PROTEIN - TRAIN RECOVER TONE

Three plant based, gut friendly, fitness focused complete protein blends with organic ingredients, over 23 g of protein per serve, vegan BCAAs & no added sugar.



CP-VAN-SB  
CP-VAN-500  
CP-VAN-1KG

CP-SB-SB  
CP-SB-500  
CP-SB-1KG

CP-CHOC-SB  
CP-CHOC-500  
CP-CHOC-1KG

AVAILABLE IN VANILLA COOKIE DOUGH, SALTED CARAMEL FUDGE & CHOCOLATE THICKSHAKE IN SUSTAINABLE PLASTIC FREE CANISTERS.



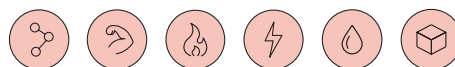
23 G PROTEIN PER SERVE TO BUILD, TONE & REPAIR MUSCLE • VEGAN BCAAS FOR RECOVERY • MAGNESIUM & IRON FOR ENERGY • PALEO & KETO FRIENDLY • 1 BILLION CFU PROBIOTICS TO RESTORE DIGESTIVE HEALTH • LESS THAN 1G SUGAR PER SERVE • GLUTEN FREE & VEGAN • ENZYMES & PREBIOTICS FOR GUT SUPPORT

### CLEAN RECOVERY - NATURAL POST WORKOUT

The ultimate no-nasties post workout to support recovery with plant-based sources of BCAAs (2:1:1 ratio), electrolytes, calcium, magnesium, potassium, B vitamins and nitrates. Clean recovery supports muscle function, protein synthesis, fat metabolism, energy production, and hydration to support your overall physical and mental performance after every workout.



CR-SL-250



VEGAN BCAAS • MUSCLE RECOVER • PROMOTE FAT METABOLISM • REDUCE TIREDNESS & FATIGUE • INCREASE HYDRATION • LOW SUGAR



## CLEAN ACTIVE RANGE

### CLEAN ENERGY - NATURAL PREWORKOUT

The ultimate no-nasties pre workout with natural non-synthetic sources of caffeine, magnesium, B vitamins and zinc to promote fat metabolism and boost physical and mental performance. Together with a metabolic blend, adaptogens, polyphenols, tea catechins & nitrates, Clean Energy enhances workout results.



CE-RL-250

CE-JP-250



SUPPORT MUSCLE FUNCTION • SUSTAINABLE ENERGY • LOW SUGAR • VEGAN & GLUTEN FREE • SUPPORT NEUROLOGICAL FUNCTION • PROMOTES FAT METABOLISM  
140 MG OF CAFFEINE PER SERVE

AVAILABLE IN RASPBERRY LEMONADE & JUICY PEACH  
IN SUSTAINABLE PLASTIC FREE CANISTERS.

### CLEAN GREENS - ALKALISING MINERALS

An alkalising blend of the purest, certified organic, straight up greens to support optimal wellbeing. Containing the 8 most powerful super greens plus marine minerals, Clean Greens is a pure wholefood source of magnesium, calcium, potassium, vitamins A and B12.

Clean Greens is the most alkalising formulation in Australia, with a PRAL (potential renal acid load) value of -100.



CGREENS-200



ALKALISE • PROTECT IMMUNITY • PROMOTE ENERGY • BALANCE ELECTROLYTES  
VEGAN • PREGNANCY & BREASTFEEDING FRIENDLY



## SALES & MARKETING SUPPORT

### MARKETING SUPPORT



Engaging content



Weekly how-to-use recipes



In store promotions



Regular media appearances  
through PR activity



Point of sale, displays and  
merchandising support



Store locator on website  
on stockist page



Strong social proof with **5000+**  
verified products reviews



Targeted digital & print  
advertising campaigns

### OUR MARKETING REACH

Over  
200K

social media followers

A monthly reach of  
+6m

through social media,  
influencer partnerships  
and digital advertising

Digital marketing influences  
80%

of buying decisions  
in retail stores  
(Deloitte Australia, 2019)



### CUSTOMER CARE

We have a strong Sales Support Team available Monday – Friday 8am – 4pm  
ready to answer your questions

On top of our exceptional customer service, you can expect regular training,  
product tech sheets, live webinars, regular emails and a Facebook support group

Our Territory Managers will also drop in for regular visits and provide in-person  
workshops, live tastings and merchandising support

WOULD YOU LIKE TO RECEIVE A SAMPLE BOX OF NUTRA ORGANICS  
PRODUCTS? GET IN TOUCH AT [WHOLESALE@NUTRAORGANICS.COM.AU](mailto:WHOLESALE@NUTRAORGANICS.COM.AU)



## MERCHANDISING SOLUTIONS

**SUPERFOODS FOR KIDS**

**NOURISHING WHOLEFOODS FOR GROWING BODIES**

<b>BERRY IMMUNE</b> Immune Protection	<b>VEGGIE HERO</b> Hide Veggies In Anything	<b>CHOC WHIZ</b> Brain & Gut Health
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nutraorganics.com.au    @nutraorganics

**Stands**

**Recipe Cards**

**Collagen & Gelatin**  
Target benefits, real results

**Posters**

High impact tower unit • Supporting point of sale materials •  
Posters, banner and displays • Eye-catching window display (on request)  
CONDITIONS APPLY • EASY TO UPDATE





VIEWS OF THE SURROUNDS OF OUR HEADQUARTERS AND OUR 460 ACRE PROPERTY



Ready to stock Nutra Organics? Sign up to a wholesale account at  
[www.nutraorganicswholesale.com.au](http://www.nutraorganicswholesale.com.au)

(02) 66724798 | [orders@nutraorganics.com.au](mailto:orders@nutraorganics.com.au) | [@nutraorganics](https://www.instagram.com/nutraorganics)   