



RITUA

Y O U R B E S T H A B I T

JOIN THE MOVEMENT

Stock Ritua and help your customers cultivate
healthy habits effortlessly.

2.

ABOUT THE FOUNDER



Hi there,
I'm Jasmine Meagher,

BSc Food Sci. Nutr.

Founder of **Ritua**

I have always been passionate about creating products that help people thrive in life. With a specialisation in plant-based supplements, my passion for creating products that help people thrive in life has only grown stronger over the years.

Through my career in the supplement industry, I have had the privilege of providing my expertise to giants such as PranaOn, where I have formulated and launched hundreds of wellness products. Now, I am leveraging my knowledge and experience to bring something truly unique to the world of wellbeing.

Throughout my journey, I realised that many wellness products in the market are just fads or trends without any real benefits. I wanted to do things differently. That's why I created Ritua, a brand committed to providing natural remedies that really work. We use thoughtful and proven ingredients that your body will love you for.

It would be my pleasure to invite you to stock Ritua in your store. We are committed to supporting our wholesale partners through the entire process, from marketing and store support to building a community of holistic wellbeing. Together, we can help consumers achieve a lifestyle of good health in a way that is as simple and habitual as their morning tea.

Meet Ritua

YOUR BEST HABIT

Gratefully,

Jasmine



3.

THE PROBLEM

 50%

of millennials report feelings of anxiousness or stress all or most of the time.

(Deloitte. (2021). 2021 Millennial & Gen Z Survey.)

 45%

of millennials are burned out due to the intensity and demands of the work environment.

(Deloitte. (2022). The mental health of Gen Zs and millennials in the new world of work.)

 44%

of Australians aged 18 to 34 report poor sleep quality.

(Sleep Health Foundation. (2021). Sleep health in Australia: A wake-up call.)

CONVERSATIONS ABOUT WELLBEING ARE AT THE FOREFRONT.

But good health still feels complicated and out of reach.

The bad news: Millennials are suffering.

...from high stress levels.

...from burnout by career demands.

...from poor sleep quality.

The good news? We're thinking about it.

Is there a seamless, simple way to enhance our wellbeing?

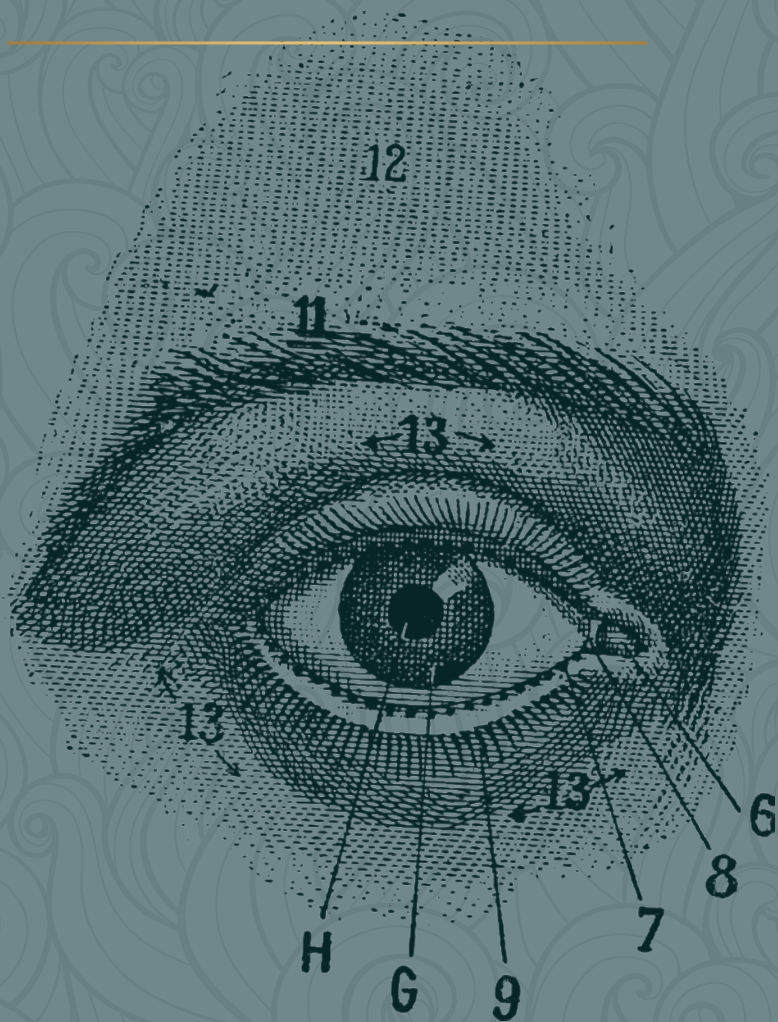
Is lifestyle change attainable, without making sacrifices?

Can we really have it all?



4.

THE SOLUTION



BALANCE IS WITHIN REACH WITH RITUA.

The grounded, simple approach to supplementing wellbeing.

In recent years, there has been a growing awareness of the importance of physical and mental health. The pandemic has made it clear that we need to prioritise our wellbeing and make self-care a daily habit.

Millennials and young professionals are ready to take action to improve their health, but they need a simple and natural solution that fits seamlessly into their busy lives.

BUT HOW?

At Ritua, we believe good health should fit seamlessly into the rush of daily life. We offer a natural, proven, plant-based approach to supplementing your wellbeing, pairing centuries-old wisdom with modern food science.

Our products are formulated to support a wide range of wellbeing needs, from relieving disrupted rest and improving sleep quality to enhancing focus and reducing stress, so you can perform better in all areas of your life. We believe that daily habits lead to a healthy life, and we make it easy to achieve balance with products you'll love taking each day.

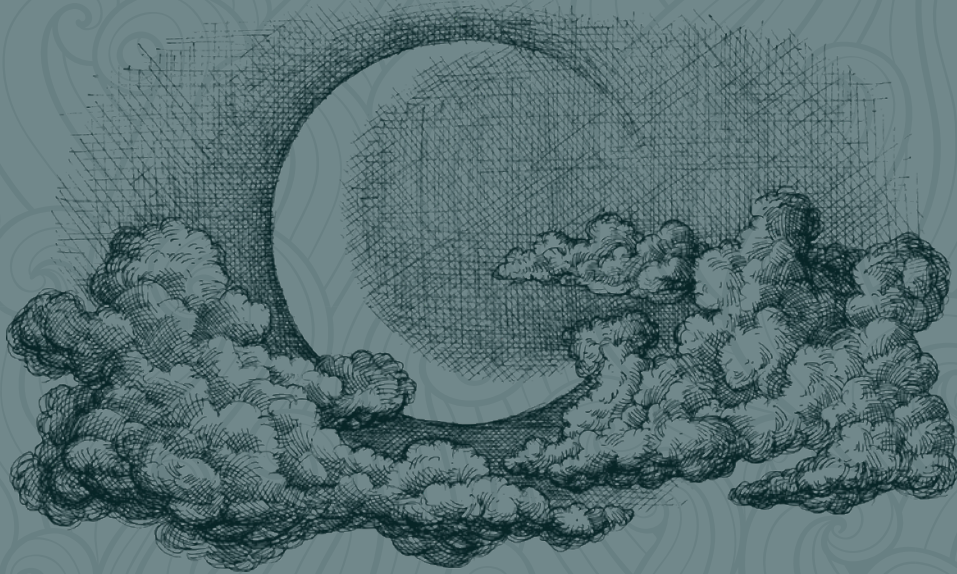
With Ritua, prioritising your wellness does not have to be demanding.

The path to good health can be simple,
habitual and restorative.



5.

TARGET MARKET



WE ARE FOR YOUNG PROFESSIONALS WHO GIVE IT THEIR ALL...

but share their bed with buzzing thoughts
and find their cups half full.

They are aware of the ticking clock and value every moment in their life - whether it's at the gym or an important meeting. They are intentional in the way they live, finding joy and energy in their routine. This is where they thrive, in moments where their efforts are valued.

We are for the people who love to nurture their bodies and their capabilities. For the intentional ritual makers who want to tackle the day without a hitch in their step, this one's for you.



6.

TARGET MARKET ARCHETYPES

OUR TARGET CUSTOMERS

Busy, driven, intentional and ambitious.

ARCHETYPE *Olivia*

Olivia is always prepared. She's four years into her corporate career with a new apartment in her name. She doesn't know how to say no, and spreads herself too thin, too often.

At the end of the day, she feels cranky and tired, which impacts the time she spends with her partner. She finds the supplements in stores have one hundred and one ingredients - and she does not have free time to figure out her own solution.

ARCHETYPE *Tom*

Tom is a university student in Sydney with a passion for sports. He is awake with the sun, out for a jog or a surf. He thrives when he is on the move and surrounded by friends.

As someone who loves being outside, Tom finds the long hours in lecture halls stressful. He finds himself slipping into daydreams that have begun to impact his studies. He feels tired because of his busy days, but he is reluctant to slow down.



ARCHETYPE *Olivia*

Primary Audience - 80%

Age: 29
Gender: Female
Culture: Caucasian
Family: No kids
Marital status: Committed relationship
Location: Newstead, QLD
Job: Paralegal
Household Income: \$80,000

Why Olivia chooses Ritua?

Olivia is intentional about what she puts in her body. She makes sure to nourish her body with the right ingredients, so she performs well in life. With Ritua, Olivia gains better concentration at work and feels less exhausted on weekends, so she can spend time with family and friends.



ARCHETYPE *Tom*

Primary Audience - 20%

Age: 29
Gender: Male
Culture: Caucasian
Family: Single
Marital status: Single
Location: Manly, NSW
Job: Uni Student + Part-time at Woolworths
Household Income: \$55,000

Why Tom chooses Ritua?

He doesn't want to compromise his outgoing lifestyle, so he looks for a product that complements it. Ritua uses ingredients that are backed by research; Tom likes the minimal steps our supplements take from the earth to the shelves. With Ritua, Tom can concentrate better in class, so he spends less time re-learning and more time active outdoors.



7.

POINTS OF DIFFERENCE

WHY RITUA?

Looking for a simple and effective way to supplement your wellbeing?

Ritua has you covered.

Our ethos is reflected in everything we do, from our design and aesthetics to our clean ingredients.

Mushroom-centred

Mushrooms are the next big thing in the supplement industry, and Ritua is leading the way. With a market value of USD 26.7 billion in 2021 and an annual growth rate of 10.8% (via Grand View Research), the demand for functional mushrooms is skyrocketing. At Ritua, we utilise the power of mushrooms to provide all-natural, plant-based health benefits to our customers.

Simple and effective

Our busy customers don't have time to develop their own supplement solutions. That's why we've done it for them. Our formulas are gentle, thoughtful, and feature simple ingredients and names that instantly communicate their benefits. You don't need to be a supplement expert to understand what you're getting with Ritua.

Proven and TGA Registered

You can trust our formulas to be safe, effective, and reliable. All of our remedies contain a clinical dose of each ingredient, and their therapeutic indications are backed by TGA registration. We take your health seriously, and our formulas reflect that.

Building Community

At Ritua, we're not just providing supplements. We're creating a community where discussions of wellbeing are open, supportive, and judgment-free. We want to simplify the path to good health for young working professionals and create a space where we can all enhance and normalize the rhythms of everyday health together.

Australian made & owned

We are proud to be Australian made and owned, and our community reflects our local roots. By choosing Ritua, our customers are supporting a local business while also receiving the benefits of high-quality, Australian-made supplements.

Scientifically Formulated

Our Founder, Jasmine, is not just a visionary entrepreneur but also a highly qualified food scientist. With her extensive experience working with top natural wellness companies, Jasmine brings a wealth of knowledge to Ritua. This expertise allows us to meticulously craft supplements that stand at the forefront of the industry, delivering the quality and effectiveness that our customers deserve.



8.

THE PRODUCT: SLEEP

SLEEP *by* RITUA.

For calm, restorative rest, and effortlessly deep sleep.

When deep sleep feels impossible and fatigue overshadows your day, **SLEEP *by* RITUA** capsules makes quality sleep effortless.

Our all-natural formula is designed to promote better rest and relaxation, so you can slip into a deep, restorative sleep effortlessly. With powerful ingredients like Kava, Passionflower, and Reishi Mushroom.

SLEEP *by* RITUA helps you:

- Calm your mind
- Relax your muscles and reduce sleeplessness
- So you wake up feeling refreshed and rejuvenated

\$37.47 WHOLESALE
\$59.95 RRP

ALL PRICES INCLUDING GST

60 CAPS



Why choose SLEEP *by* RITUA?

Our Sleep supplement features unique ingredients like Reishi Mushroom and Kava, setting it apart from typical sleep aids in the market.

With the current APAC Sleep Disorder market size at around US \$12 Billion and a predicted annual growth rate of 6.9% (Via Insights 10), retailers have a significant opportunity to meet the rising demand for effective sleep solutions while offering a product that stands out from the competition.

Say goodbye to sleepless nights and hello to calm, restorative sleep with **SLEEP *by* RITUA**.



9.

THE PRODUCT: FOCUS

FOCUS *by* RITUA.

The power to engage and direct attention.

When distractions scatter focus and concentration wanes, **FOCUS *by* RITUA** helps sharpen your mental acuity.

Nourish your mind as our natural ingredients harmonise to enhance cognitive function. *BacoMind*™ boosts memory, *Ginkgo* improves concentration, and *Vitamin B6* optimises brain function — empowering you to embrace each task with precision.

FOCUS *by* RITUA

- Enhances cognitive performance
- Boosts memory and mental clarity
- Amplifies concentration and alertness

\$37.47 WHOLESALE
\$59.95 RRP

ALL PRICES INCLUDING GST

60 CAPS



Why choose FOCUS *by* RITUA?

Our Focus supplement, powered by trademarked ingredient BacoMind™, positions your store at the forefront of the rapidly growing nootropic supplement market.

With the Global Nootropic Supplement Market projected to grow at approximately 14.71% CAGR during 2022-2027 (via MarkNtel advisors), this presents an incredible opportunity. Notably, the Capsules & Tablets segment is expected to be a high-growth area.

In the modern world of distractions, be fully engaged in the present moment with **FOCUS *by* RITUA**.



10.

THE PRODUCT: STRESS

STRESS *by* RITUA.

Unwind and find serenity.

When stress takes hold and tranquility seems out of reach, **STRESS *by* RITUA** helps restore balance and calm.

Indulge in moments of relaxation as our natural ingredients work harmoniously to alleviate stress. *Reishi mushroom* helps reduce stress by supporting the body's natural response to stressors and promoting a sense of calm. *Ashwagandha* helps regulate stress hormones, *Lemon Balm* promotes relaxation and *Saffron* soothes anxious thoughts — bringing you a renewed sense of tranquility.

STRESS *by* RITUA

- Eases stress and promotes relaxation
- Enhances mental well-being and reduces anxiety
- Restores a sense of balance and calm amidst life's challenges

\$37.47 WHOLESALE
\$59.95 RRP

ALL PRICES INCLUDING GST

60 CAPS



Why choose **STRESS *by* RITUA?**

Our Stress supplement is powered by potent adaptogens like saffron and KSM-66 Ashwagandha®, setting it apart from typical stress-relief products in the market.

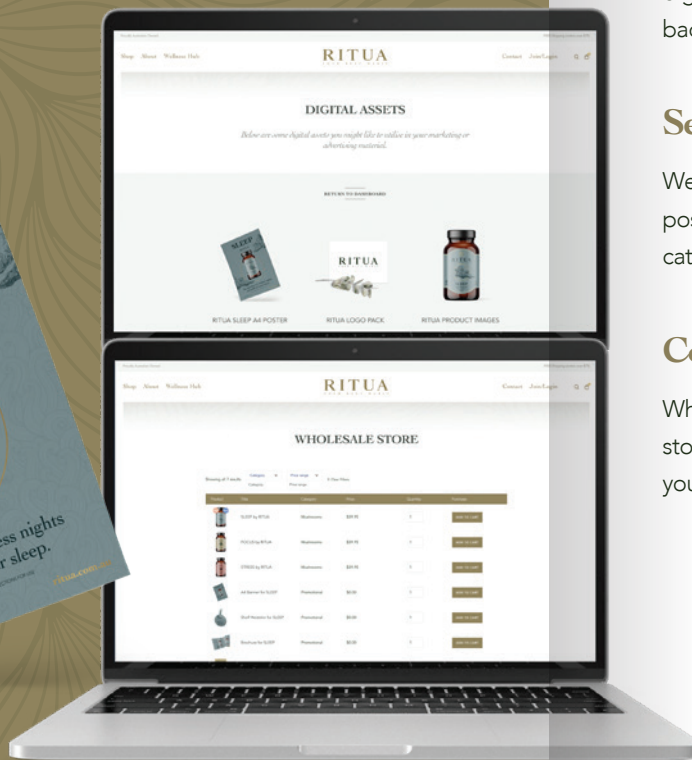
With stress-related concerns becoming increasingly prevalent and consumers seeking natural remedies, stocking our product positions your store at the forefront of this wellness trend.

Find balance and calm within. STRESS relief made simple with **STRESS *by* RITUA.**



11.

MARKETING + STORE SUPPORT



MARKETING + STORE SUPPORT.

At Ritua, we prioritise building strong, long-term relationships with our stockists to support their sales journey and connect customers to their stores. Here are just a few ways we provide marketing and store support:

Simplify ordering with our online wholesale portal.

Our online wholesale portal makes stocking and re-stocking simple. You can access all digital assets, order forms, product information, and training online, with no hassle or back-and-forth.

Set up seamlessly with in-store signage.

We provide everything you need to set up your Ritua shelf seamlessly, including posters, brochures, and other signage. With our support, you can create an eye-catching display that will capture your customers' attention.

Connect with consumers through our stockist list.

When customers seek out Ritua, they'll be directed to your storefront. We list all of our stockists on our website, so customers can easily find your store and start exploring your selection of Ritua products.





JOIN THE RITUA FAMILY AND HELP YOUR CUSTOMERS FIND THE SIMPLE PATH TO GOOD HEALTH.

We invite you to stock **RITUA** in your store and enjoy the benefits of a holistic partnership.

If you have any questions about our products or are ready to move forward together, please don't hesitate to reach out.

Our details are on the back cover.

Thank you for considering Ritua, and we look forward to the possibility of working together.

Warmly,

Jasmine



RITUA

Y O U R B E S T H A B I T

Phone:

0412 504 662

Email:

jasmine@ritua.com.au

Stock Ritua and help your customers cultivate
healthy habits effortlessly.

ritua.com.au



NATURAL
INGREDIENTS



VEGAN
FRIENDLY



SCIENTIFICALLY
FORMULATED