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Wellbeing Nutrition launches first ever time-conscious range of nutraceuticals

Mumbai-based startup Wellbeing Nutrition has announced the launch of SLOW - the first ever time-conscious range of nutraceuticals for men and women.

By **Manbeena Chawla** | April 26, 2022



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Range of 13 supplements cater to diverse health and wellness from fertility, weight loss, bone health to everyday multi-vitamins & nutrition

Mumbai-based startup Wellbeing Nutrition has announced the launch of SLOW - the first ever time-conscious range of nutraceuticals for men and women.

Comprising 13 supplements, each formulation has been specifically designed for a host of unique health and wellness needs such as fertility support, bone health, weight loss, to everyday multi-vitamins & nutrition, among many others.

Introduced for the first time in nutraceuticals, the SLOW technology uses sustained release coated pellets in a capsule, that ensure the timely assimilation of vitamins and nutrients by the human body throughout the day. This new range is designed to address consumer needs for boosting energy, physical endurance and mental alertness, as well as functional health benefits for prevention of diseases.

Commenting on the co-creation of SLOW, Karan Singh, MD ACG stated “We are very happy to have co-created a time conscious range of nutraceuticals – SLOW that was ideated and conceptulised by Wellbeing Nutrition to solve for the customer’s need of immediate nutrients into the body. ”

Avnish Chhabria, Founder of Wellbeing Nutrition, added, "Buoyed by consumer demand to lead a holistic life with good health and wellbeing, the global nutraceutical industry is expanding at a CAGR of 8.8% and is expected to reach $578.23 billion by 2025. Leading a fast-paced and sedentary lives have led to an increase in the incidences of lifestyle-related health conditions diseases such as diabetes, cardio-vascular issues and obesity in both men and women. The SLOW range of 13 nutraceuticals provide specific and functional benefits such as fertility, maternity, post-natal nutrients for women, multivitamins as per age for both men and women along with products for hair, skin, gut health, liver and weight loss. And help fill the gap of sustained delivery throughout a day."

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