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**HIGHER NATURE LAUNCHES ‘TRUE FOOD®’ PREMIUM SUPPLEMENT RANGE**

* **100% natural, real food vitamin products tailored to women 40+**
* **Three all-new products designed for mind, body and libido**
* **Revealing the truth behind all natural supplements**

Renowned leader in natural wellness, Higher Nature has extended its reach in the premium supplement sector with the launch of its new True Food® range.

Developed to support the specific needs of women aged 40 and over, the True Food® range supports the unique nutritional needs of women entering the perimenopause and beyond with three supplements to support the mind (True Food Clarity) the body (True Food Vitality) and to boost libido (True Food Rekindle).

Each product has been developed according to Higher Nature’s True Food® principles, sourcing the very best ingredients direct from nature, including bioactive compounds designed to boost mind and body.

What makes these supplements truly unique is that they have been developed using Higher Nature’s industry leading green science practices, which gently extract nutrients direct from food source.

The **Higher Nature True Food®** range includes multivitamin product, **True Food Vitality for Women**. The world’s purest all-food multivitamin, Vitality for Women uses naturally occurring polyphenols, antioxidants, amino acids, and enzymatic cofactors designed to enhance the body’s natural nutrient absorption.

The pioneering new supplement also includes AstraGin®, a scientifically proven blend of Panax notoginseng and Astragalus, to boost nutrient uptake, support gut health, and promote immunity by enhancing microbial diversity and gut integrity.

For cognitive support, **True Food Clarity for Women** features a powerhouse formula with double patented Memophenol™. Sourced from wild blueberries and French grapes, Memophenol™ delivers polyphenols.

This specific blend of powerful natural polyphenols has been continuously backed by scientific studies and shown to improve cognitive age by an average of 10 years following six months of supplementation.

True Food Clarity for Women also includes Lion’s mane mushroom, rich in neuroactive compounds (erinacines and hericenones) traditionally used for cognitive support. The mind boosting product also uses the nootropic herb bacopa monnieri, valued for its neuroprotective properties. Brain-healthy vitamin B12 and folate, derived from biodynamic shiitake mushrooms and spinach, are provided in their whole-food forms for optimal absorption.

Designed to boost libido, **True Food Rekindle for Women** is a first of its kind supplement designed to reconnect women to their desires with a naturally sourced and therapeutic dose blend of libido-loving botanicals, plus True Food® zinc sourced from shiitake mushroom.

With five synergistic ingredients, Rekindle for Women helps to connect mind and body to the intimate self. Key to this sensual boost is Liboost®, a quality assured damiana extract proven to support female libido and sexual function by 92% after four weeks.

Launching with a new premium look, including gold-topped glass jars and a minimalist design, the new True Food® range offers an elevated upgrade to Higher Nature’s traditional blue bottles which have become synonymous with the trusted brand.

Lynsey Vaughan, Nutritionist at Higher Nature said: “For over 30 years, Higher Nature has been pioneering a nature-led approach to formulations where no ingredient is overlooked.

“Our new True Food® premium range does exactly that, creating truly unique products using scientifically proven ingredients, designed to support women as they enter a new stage of life through perimenopause and beyond.

“True Food® is a natural next step for the Higher Nature brand, allowing us to elevate our position in the premium supplement sector, focused on women-first wellness.”

 Higher Nature True Food, Clarity, Vitality and Rekindle can be purchased online at [www.highernature.com](http://www.highernature.com)

**ENDS**

**NOTES TO EDITOR**

Higher Nature is a UK-based vitamin and supplement brand founded by all-natural trailblazers Celia and Brian Wright with 30 years’ experience between them. With a nature-led approach, Higher Nature is committed to unmasking the world of supplements, disclosing and tracing each and every ingredient and testing for heavy metals, microbes and pesticides.

For further information or to arrange an interview, please contact highernature@wearebrazenpr.com.