

NOT OFTEN WILL YOU FIND A BRAND THAT CAN DELIVER ON MULTIPLE LEVELS. WHEN IT COMES TO RADIANCE, "SUPPLEMENTS FOR LIFE" WE ARE CONFIDENT THAT THIS IS ONE

With the recent refreshment of the Radiance branding it was important to ensure that the brands many strengths were effectively communicated. The following features on the new labels show our confidence in the quality of



the Radiance products and help make it easier for you to make choices based on a brand you can trust. These features include:

- 100% satisfaction guarantee
- 100% NZ owned brand
- Suitable for vegetarian tick (as appropriate) "Because it's your choice"
- Full disclosure labelling – if it's in the product it's on the label
- Easy to recognize consistent brand colour
- Easy to understand names and primary benefits

A quintessential NZ brand, Radiance represents cheerfulness, warmth, vitality, energy and optimism, bringing the much loved sun, summer and outdoors of the kiwi lifestyle indoors, whether you keep your Radiance on the bench top, in your office, handbag, car or pantry.

Our premium, quality range of supplements are made for you, to help you achieve optimal levels of health and wellbeing throughout your life. We invite you to bring the glorious outdoors into your home with Radiance. Let us help take care of you from the inside out and infuse positive friendly, inspiring energy into your everyday life.