



e i M e l e[®]

BRAND BOOK



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BRAND STORY

At eimele, we are on a mission to create plant-rich solutions that help support you on your wellness journey. We have partnered with leading scientists, expert formulators, nutritionists, and athletes to bring you nutrient-dense products that can transform your health without sacrificing convenience, safety, or ethics. We believe in the power of plants and rely on a rigorous scientific approach to develop premium formulations with the goal of simplifying your path to health and wellbeing. Head of the eimele Scientific Advisory Board, Simon Hill, is a qualified nutritionist, published author and podcast host who is passionate about unlocking the latest scientific findings in biomedical research and sharing his knowledge across his podcast The Proof™ social channels.



UNLOCK THE POWER OF PLANTS

Simon leads the eimele Scientific Advisory Board with the core belief that a plant-rich diet has the power to heal, nourish and strengthen, providing the body with everything it needs for optimal health.



OUR MISSION: Unlocking the power of plants to inspire a way of eating that is better for people and the planet.

OUR VISION: A global destination for innovative plant-rich nutrition, pioneering information and inspiration.

BRAND PROPOSITION: Guided by the expertise of a renowned advisory board, eimele unlocks the science of plant nutrition to provide innovative nutritional products that improve plant-rich paths to wellness.

BRAND VALUES

01 BACKED BY SCIENCE:

Science proves that nutrition derived from plants is better: Simon Hill, head of our eimele Scientific Advisory Board, is passionate about unlocking the latest scientific findings in biomedical research and sharing his knowledge.

02 PATHS TO WELLNESS:

We understand that consumers are on their own wellness path. Wherever you are on your wellness path, we offer convenient plant-based products that support nutritional gaps for everyday needs as well as specialized nutrition products for those with targeted wellness goals.

03 PIONEERING INNOVATION:

Innovation is at the heart of what we do. We are relentlessly researching and investing in new technologies to help us develop cutting-edge, plant-based products that are designed for real results.

04 POWER OF PLANTS:

Eimele uses 100% plant-based, wholefood ingredients that are organic where possible and at the most efficacious levels.

05 SUSTAINABILITY & THE PLANET:

We believe in a healthier world for healthier humans. We are committed to continuously reviewing our sustainability practices to lessen our impact on the planet.

AUTHORITATIVE CERTIFICATION AND QUALITY ASSURANCE



FSC

Promoting sustainable forest and green environmental protection



FSANZ

Meeting the safety requirement of Food Standards Australia and New Zealand with guaranteed quality



GMP

Meeting GMP principles and procedures, ensuring products manufacturing standards



Australian Government
Department of Health and Aged Care
Therapeutic Goods Administration

TGA

Certified by The Therapeutic Goods Administration, the medicine and therapeutic regulatory agency of the Australian Government



FDA

Certified by The United States Food and Drug Administration is a federal agency of the Department of Health and Human Services

THE EIMELE SCIENTIFIC ADVISORY BOARD

We have partnered with scientific advisors and expert formulators who are industry leaders with decades of experience developing innovative products in the health and wellness space.



Simon Hill

Head of eimele Advisory Board

Qualified Nutritionist, published author and podcast host who is passionate about unlocking the latest scientific findings in biomedical research and sharing his knowledge across The Proof™ social channels. Simon leads the eimele Advisory Board with the core belief that a plant-rich diet has the power to heal, nourish and strengthen, providing the body with everything it needs for optimal health.



Dr Julie Chen

Chief Formulator

Dr Julie Chen is a Doctor of Naturopathic Medicine, joins eimele as our Chief Formulator with over 20 years of experience in clinical practice treating patients using natural solutions and developing innovative nutritional supplements and health products.



Dr Gemma Newman

GP / Chief Medical Advisor

Dr Gemma Newman has worked in medicine for 17 years and is a founding member and ambassador for Plant-Based Health Professionals UK (PBHPUK) and a member of the British Society of Lifestyle Medicine (BSLM). She has a special interest in holistic health, plant-based nutrition and lifestyle medicine.



Jacqueline Alwill

Chief Nutritionist

A highly sought after Nutritional Medicine practitioner, accredited member of the Australian Traditional Medicine Society, author, regular writer and presenter. Jacqueline joins the eimele team as our Chief Nutritionist, providing our customers with her experience in nutrition, health and wellbeing to help them feel empowered to start and continue a journey to optimal health.

Our advisors play an integral role in the formulation of all products to ensure a scientifically proven, evidence-based product portfolio that is best in market.

INDUSTRY RECOGNITION/ GLOBAL FANS & GLOBAL FOOTPRINT



eimele is always relentlessly researching and investing in new technologies to develop cutting-edge, plant-based products that are designed for real results for its global consumers.

We believe in doing things right and promise to never settle for second best. All of our products are 100% vegan, made with the highest quality ingredients and sourced from organic whole foods where ever possible. We are committed to sustainably and ethically sourcing our ingredients in accordance with rigorous manufacturing standards to bring you plant-rich solutions that work for you and for the planet.



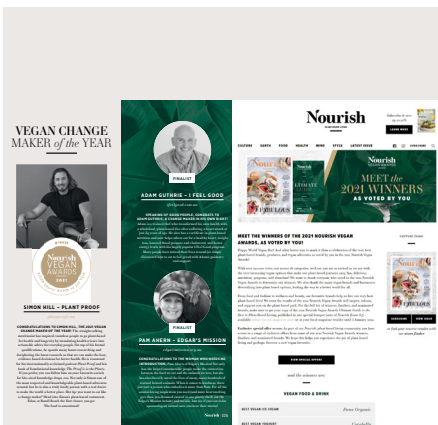
REPORTED BY GLOBAL MEDIA

Including Vogue, Slim, Women's Health, and Harper's Bazaar

INDUSTRY RECOGNITION/ GLOBAL FANS & GLOBAL FOOTPRINT



Simon Hill's book The Proof is in the Plants as No.1 book in Australian for non-fiction category



AWARD-WINNING PLANT-BASED STAR

Simon Hill won Australian Vegan Change Maker of the Year 2021

TOGETHER 2021 Arising Innovation Brand Award by South Weekend

Foodaily iSEE Award 2021 by Foodaily and the Harvard Business Review

BrandStar Innovation Awards 2021

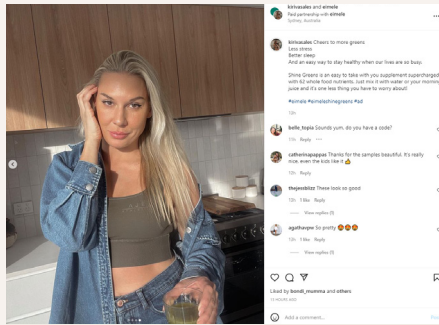
WOW Food Awards 2022



FOLLOWER TESTIMONIALS FROM AROUND THE WORLD



Elle Hallowell: “It’s time to swap the brown stuff for more of the green stuff and give eimele Shine Greens a try. Each sachet is packed with highly bioavailable vitamins and minerals to support liver, kidney and gut health and the body’s detoxification pathways. Cheers!”



Kiri Vasales: “Cheers to more greens, less stress, better sleep and an easy way to stay healthy when our lives are so busy. Shine Greens is an easy-to-take-with-you supplement, supercharged with 62 whole food nutrients. Just mix with water or morning juice and it’s one less thing you have to worry about!”



Kristen: “Lazy afternoons with eimele.”



Lily Shen: “eimele Shine Greens is a plant-based blend that benefits the liver, kidneys and intestines. This natural greens formula can be added to water, juice or smoothies. It contains vitamins and minerals, prebiotics and probiotics!”



thefitfoodieblog: “I got to try their new daily greens formula with vitamins, minerals, pre and probiotics formulated by Dr Julie Chen! It’s been designed to assist the body’s natural toxin elimination processes in the liver, kidneys, and gut, whilst filling nutritional gaps.”



Leilani Eddie: “a serious face, because I am serious about effects of eimele Metabolism Plus Coffee.”

EIMELE SHINE GREENS



Shine Greens is your daily greens formula created with specific ingredients that support your body's natural detoxification process, boost your immunity and gut health, support the gut microbiome and promote optimal function of key detoxification organs.

Shine Greens has a speciality blend of nutrient dense, plant-based wholefood ingredients, fibre, pre- and probiotics that are known to benefit the liver, kidneys and intestine. With 70% of your immune system located in gut, looking after your gut health is key to living a healthy life.

62 NUTRIENTS FOR YOUR DAILY NEEDS

eimele Shine Greens extracted 62 nutrients needed by human body from nearly 30 fruits and vegetables and marine minerals, including 5 active probiotics, 10 vitamins, 16 minerals, 2 macronutrients, 2 amino acids, 27 plant polyphenols and whole food ingredients.

A 3RD PARTY SCIENTIFIC REPORT SHOWS

- 79% Gastrointestinal Improvement
- 58% Sleep Improvement
- 29% Improvement in Memory, Concentration and Energy
- 25% Experienced Weight Loss

EIMELE METABOLISM PLUS COFFEE



A NEW GENERATION OF FUNCTIONAL COFFEE

1. Improve metabolism
2. Reduce swelling
3. Improve vitality

This Arabica and Robusta coffee blend is not your average instant coffee. Packed with metabolism-boosting ingredients, Metabolism Plus Coffee is designed to power you through the day with sustained energy and satiety.

How does it do this? This ultra-effective formula contains powerful ingredients to support a healthy metabolism while reducing tiredness and fatigue.

EACH SERVE OF METABOLISM PLUS COFFEE CONTAINS:

1. Green coffee bean extract to boost metabolism;
2. Panax Ginseng to promote energy and improve stress response;
3. Vitamins B6 and B12 to support metabolism by providing your body with sustained energy;
4. Biotin to assist in the breakdown of fat into energy;
5. Prebiotic fibre from Acacia gum and glucomannan powder from Konjac to support gut health;
6. Turmeric to reduce inflammation;
7. Celery seed to aid in eliminating excess fluid.

EIMELE NUTRITIONALLY BALANCED MEAL REPLACEMENT PRODUCTS



Eimele was founded on the core philosophy that weight management should never come at the expense of proper nutrition or overall health. The brand provides real food solutions designed to sustainably promote weight management while providing the vital nutrients women and men need to thrive.

eimele's meal replacement shakes and porridges have been carefully formulated to offer a nutrient-dense, low calorie meal made with plant-based ingredients that are high in protein, fibre and essential vitamins and minerals. Everyone deserves to look and feel their best, which is why eimele has created a simple and effective weight management program that takes the guesswork out of weight loss.

AWARD-WINNING BENCHMARK IN THE HEALTH FOOD INDUSTRY

1. Health Food Industry 'Oscarr Winner'
2. Best New Health Product of the 2020 Beauty Heaven Glosscar Award
3. 2020 Best Health Product of Australia Best in Beauty Award



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With nutrients known to benefit liver, kidney and gut health

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