# NATURECAN





# **ABOUT US**

Naturecan Fitness is a UK-based supplement company.

Our top priority is to provide fitness products, including high quality proteins and supplements, manufactured using sustainable production methods. We focus not only on product quality, but also on manufacturing products in a sustainable and ethical way.

Currently sold in 20 countries around the world, we are focusing on delivering the highest quality and most innovative products globally.

Our mission is to support your active lifestyle by providing the highest quality products that are as close to nature as possible.

#### NATURECAN

Naturecan Fitness was founded in May 2019 by Andy Duckworth, the former CEO of Myprotein, and Paul Finnegan.

We are a global wellness brand focused on offering safe, effective sport nutrition products as well as additional health supplements such as vitamins and minerals. The company's primary goal is to create products that help people to lead happier and healthier lives.



ANDY DUCKWORTH

FOUNDER AND CEO

PAUL FINNEGAN

FOUNDER AND PRODUCT

DIRECTOR

At Naturecan Fitness, it's our mission to reduce our carbon footprint and give back to nature wherever possible.

In 2022, Naturecan became an officially certified carbon neutral company.





We give back to nature wherever possible and plant a tree for every order placed.

We have worked to make 82% of our products vegan, reducing our carbon footprint by lowering the demand for animal products.





We donate £500 a month to the Word Land Trust



## Product Portfolio

# NATURECAN

Fitness Supplement **Health Supplements** Protein Range Beauty NATURECAN NATURECAN CLEAR WHEY PROTEIN NATURECAN NATURECAN EAA VITAMINC

- · Clear Whey Protein
- · Vegan Protein
- · Grass-fed Whey Protein
- · Matcha Protein Cookies

- HMB
- · EAA
- · Creatine Monohydrate
- · ZMA®
- · Flavour Powder
- KSM-66® ASHWAGANDHA
- · Sensoril® ASHWAGANDHA
- Unbranded ASHWAGANDHA

- Rhodiola Rosea
- Vitamin D3 and K2
- · Vitamin D3
- Glucosamine and Chondroitin
- · Active Curcumin
- · Cod Liver Oil
- 5-HTP

- · Acne Pads
- · Vitamin C
- · Hydrolysed Collagen
- Vitamin B12

Product

# Protein Range

- · Clear Whey Protein
- · Grass-fed Whey Protein
- · Vegan Protein
- · Matcha Protein Cookies





# CLEAR WHEY PROTEIN ISOLATE

Each fruity serving of Clear Whey Protein is packed with over 23g protein, helping you to grow and maintain important muscle, whether you're looking to tone, grow muscle or just stay healthy. Our formula is low in sugar, making it the perfect choice for keeping your fitness goals and eating schedule on track.

- · Over 23g protein per serving
- Protein supports the growth and maintenance of muscle
- · Low in sugar
- · Suitable for vegetarians
- · Third-party lab tested
- · Available in 3 flavours



# GRASS FED WHEY PROTEIN

Using cows grazing on 96% grass, this unique blend delivers higher biological value compared to standard whey protein, as well as better preserving naturally occurring protein fractions for improved levels of immune-boosting compounds.

Hormone-free, low in sugar and created with 100% natural flavourings, you can now build and maintain muscle cleaner than ever, with nutrition as close to nature as we can – all in environmentally friendly biodegradable packaging.

- · 23g grass-fed protein per serving
- · Complete amino acid profile
- · 100% natural flavours chocolate & vanilla
- · Hormone-free
- · Third-party lab tested



# VEGAN PROTEIN

Delivering a huge 24g of plant protein with less than 1g of sugar and fat, our Vegan Protein Blend is the natural way to boost your nutrition, any time of the day.

Created with Pea Protein Isolate, our all-natural blend boasts 80% protein content and a boost of essential vitamins and amino acids, helping to power your recovery and decrease muscle breakdown after a workout.

- · 24g plant-based protein per serving
- · Low in sugar and fat
- 100% vegan all-natural flavourings
- · Rich in iron, zinc and selenium
- Third-party lab tested



# MATCHA PROTEIN COOKIE

Enjoy the rich, aromatic flavour of your favourite matcha tea on-the-go with our deliciously sweet Matcha Cookie.

Baked with golden syrup, white choc chips and packed with 19g of protein, they're perfect for an afternoon pick-me-up or post-gym snack – and a indulgent way to get essential protein into your diet.

- · Delicious on-the-go-snack
- · 19g protein
- · Source of fibre
- · GMO-free and no artificial sweeteners
- · Suitable for vegetarians

Product Categor

# Fitness Supplements

- HMB
- · EAA
- · Creatine Monohydrate
- ZMA®
- · Flavour Powder
- KSM-66® Ashwagandha
- · Sensoril® Ashwagandha
- · Unbranded Ashwagandha





### **HMB**

HMB (Beta-Hydroxy Beta-Methylbutyrate) is a substance naturally formed within the body when breaking down leucine. This branched-chain amino acid is one of the essential building blocks of protein, which promotes lean muscle growth and maintenance.

A popular supplement in the weightlifting community, HMB is a great choice when upping the intensity of your workouts. With 1.5g per serving, these convenient capsules are a great addition to your fitness regime.

- · Metabolite of the BCAA leucine
- Protein supports growth and maintenance of muscle mass
- 1.5g HMB per serving
- · Convenient tablets



# ESSENTIAL AMINO ACIDS (EAA)

The building blocks of protein, low in sugar and completely fat-free, our EAAs are a great way to stay refreshed and deliver the protein you need to grow and maintain muscle – all while keeping your training on track.

Supplementing essential amino acids is important because they can't be produced by your body, and can only be gained from food. Get the levels you need to support training in a convenient, cost-effective and delicious way with our zingy lemon iced tea flavour EAAs.

- · Includes 8 essential amino acids
- · Low in sugar and fat-free
- · Suitable for vegans
- Protein contributes to growth and maintenance of muscle mass



# CREATINE MONOHYDRATE

A popular supplement among fitness enthusiasts, creatine is a natural compound found in muscle cells that helps to increase the body's performance, particularly during successive bursts of high-intensity exercise. Formed of three amino acids, it's the subject of over 1,000 research studies and one of the safest fitness supplements on the market.

Creatine increases physical performance in successive bursts of short-term, high intensity exercise. Beneficial effect is obtained with a daily intake of 3g of creatine.

- · Creatine increases physical performance
- · Ideal for all sports and exercise
- · Easy to use everyday supplement
- · Suitable for vegans



# ZMA®

Get a triple hit of zinc, magnesium and vitamin B6, all of which play an important role in your everyday wellbeing, with our patented ZMA® blend.

Zinc supports testosterone levels and contributes to normal fertility, while magnesium and vitamin B6 fight everyday tiredness and fatigue, and vitamin B6 and zinc maintain the immune system – making our ZMA® a convenient way to support your overall health.

- · Powerful vitamin & mineral blend
- Zinc helps maintain testosterone & contributes to normal fertility levels
- Magnesium reduces fatigue, supports muscle function & maintains electrolyte balance
- Vitamin B6 supports the immune system and metabolism
- · Convenient everyday capsules
- Vegan-friendly



# FLAVOUR POWDERS

Packed with intensely tasty sprinkles of chocolate and fruit, our Flavour Powders are available in three mouth-watering flavours: Chocolate Brownie, Mango & Passionfruit (suitable for vegans), and White Chocolate & Coconut. Specially formulated with quality ingredients, these powders are easy-to-mix and high in fibre. The sachets contain 30g (10 servings) and the tubs contain 250g (83 servings).

- · High in Fibre
- · Only 8-12 kcal per serving
- · Ideal for desserts, porridge, yogurts or shakes
- · Available in 3 mouth-watering flavours
- Suitable for vegetarians (Mango flavour is vegan)

Product Catego

# Health Supplements

- Rhodiola Rosea
- Vitamin D<sub>3</sub> and K<sub>2</sub>
- Vitamin D<sub>3</sub>
- Glucosamine and Chondroitin
- Active Curcumin
- Cod Liver Oil
- 5-HTP





# Rhodiola rosea extract with folic acid

What is rhodiola rosea? Also known as "golden root" or "arctic root", rhodiola rosea is a flowering herb that grows naturally in the mountainous regions of the Northern Hemisphere. It has been used in traditional Asian and Scandinavian medicine for centuries, and in recent decades has become a popular health supplement in the West due to its potential to support general well-being.

We've combined rhodiola rosea root extract with folic acid to help you feel less fatigued and stay mentally sharp – all in a vegan-friendly, easy-to-take capsule form.

- · Ideal for active lifestyle enthusiasts
- · Folic Acid reduces tiredness & fatigue
- 60 easy-to-take capsules
- 100% vegan
- · Third-party lab tested



#### VITAMIN D3 & K2

Vitamin D3 is very difficult to absorb through food and is mainly produced by the body when exposed to UV radiation from the sun. However, especially in Europe and during the winter months, many people do not get enough sunlight to reach optimal levels.

Vitamin K2 is important for the activation of osteocalcin and MGP (matrix GLA protein), which transport calcium to the bones and store it where it belongs. Vitamin K2 works together with vitamin D, which promotes the formation of osteocalcin and MGP at the same time calcification of blood vessels and other tissues is prevented.

- Over 100% daily NRV
- · Perfect for bone health
- · Maintains muscle function
- · Boosts your immune system
- · K2Vital® Micro-encapsulated all-trans Vitamin K2-



#### VITAMIN D3

With 125µg of vitamin D3 per softgel, our Vitamin D3 supplement supports your immune system to keep you fighting fit, as well as helping bones and muscles stay in great condition – a must for everyday health and recovery after intense exercise.

Vitamin D is often referred to as the "sunshine vitamin", as it's best sourced from the sun's rays. However, it can also be found in fatty fish and seafood, mushrooms, egg yolks, and supplements like our Vitamin D3.

Our convenient softgels give you your must-needed daily vitamin D3 requirements without the fuss, so supplementing fits your schedule.



# Glucosamine, Chondroitin & Vit C Capsules

Ideal for people leading active lifestyles, our Glucosamine and Chondroitin Capsules offer a simple way to support mobility and joint health, particularly during exercise.

Often taken together as a supplement, glucosamine and chondroitin are two structural components of cartilage, the connective tissue which cushions joints and absorbs impact – making our capsules a great choice for anyone taking part in rigorous exercise.

We've also added vitamin C, which has been shown to support healthy bones and cartilage while contributing to the normal functioning of the immune system, and metabolism – all of which will support you in your training.



#### Active Curcumin

Powered by NovaSOL®, our convenient Active Curcumin capsules combine 500mg curcumin with a daily dose of vitamin D3, helping to support your immune system and maintain everyday muscle function.

NovaSOL® curcumin has been shown to have higher bioavailability than powdered curcumin, making these capsules a convenient and efficient way to get the curcumin you need.

As part of your daily supplement routine, this vegetarian-friendly option is designed to keep you feeling fit, using NovaSOL® active curcumin formulation.



#### Cod liver oil

Keep your health in check while you're busy with our convenient Cod Liver Oil Capsules – rich in essential omega–3 fatty acids and vitamins A and D.

Providing your body with high-quality EPA and DHA, these super softgels are perfect for those who exercise regularly or want to stay fit and healthy.

With our Cod Liver Oil capsules, get 100% of your daily NRV of vitamin A and D per serving. Both vitamins support the immune system; vitamin A supports normal skin and eyesight, while vitamin D maintains normal muscles, bones and teeth – so you can feel your best, all day long.



#### 5-HTP

5-HTP is a compound made from a naturally occurring amino acid, tryptophan. A precursor to serotonin, it's involved in many bodily functions including mood regulation and a normal healthy sleep.

Supplementing it is the only way to quickly and easily get 5-HTP to your diet – giving your body the best platform to function properly, and help improve your night-time regime. Our capsules are also vegetarian friendly, too.



# KSM-66® ASHWAGANDHA

Native to India, the Middle East and parts of Africa, Ashwagandha is an ayurvedic herb that has been used for centuries as a natural remedy. KSM-66 <sup>®</sup> Ashwagandha delivers its potential benefits in an easy-to-take capsule form with a neutral flavour — making it a useful and convenient dietary supplement.

KSM-66® also contains a high concentration of Ashwagandha root extracts, offering a balanced and complex blend of natural active ingredients with high bioavailability. It is the product of over 14 years of research and development, having undergone the most extensive safety assessments in the industry – which means you can enjoy the best possible Ashwagandha benefits worry-free.

- · Award-winning KSM-66® capsules
- · High root extract concentration & high bioavailability
- · Suitable for vegetarians



# Sensoril® <u>ASHW</u>AGANDHA

Infused with all-natural ashwagandha leaf and root extract, Sensoril® Ashwagandha capsules are ideal for active people with busy schedules.

Sensoril® Ashwagandha is a unique blend of both the leaves and roots of this plant, delivering enhanced levels of bioactive compounds key for supporting health, including withanolide glycosides, oligosaccharides & withaferin A.

Sourced from traditional farms in India, this plantbased ashwagandha supplement has been used in several clinical trials, and offers a safe, convenient and natural way to look after your wellbeing.



#### ASHWAGANDHA

Infused with ashwagandha root extract,
Ashwagandha capsules are ideal for active people with busy schedules.

So what is ashwagandha? Native to India, the Middle East and parts of Africa, ashwagandha (Withania somnifera) is an ayurvedic herb that has been used for centuries as a natural remedy to aid inner tranquillity.

Delivering 500mg ashwagandha extract per capsule, this vegetarian-friendly ashwagandha supplement offers a safe and convenient way to look after your wellbeing (1).



# Vegan Multivitamins Capsules

Support your body and everyday needs with our Vegan Multivitamins – the ultimate blend of 23 essential vitamins and minerals designed to deliver the perfect daily dosage with three convenient capsules.

Offering a nutritionally balanced blend of vegan multivitamins, our formula delivers vitamin A, B12, C, D3, E, and K, as well as Iron, Zinc, Biotin, Magnesium, Folic Acid and more – helping to support both your body and wellbeing, whatever your schedule.

- · 23 vitamins and minerals
- 100% daily NRV for key vitamins
- · Essential everyday supplement
- · Vegan-friendly formula
- · Added black pepper extract

# Beauty Range

- · Salicylic Acid Pads
- · Hydrolysed Collagen
- · Vitamin C
- · Vitamin B12





# SALICYLIC ACID PADS

Battle breakouts with our purifying Salicylic Acid Pads, specially formulated to remove dirt and excess oil while keeping your skin feeling soft and smooth.

With advanced keratolytic action to help decongest and unclog pores, our 2% Salicylic Acid Pads exfoliates the skin and delivers targeted treatment for skin imperfections. It helps to reduce recurring blackheads, pimples and redness, while also minimising the appearance of pores.

- · 2% salicylic acid
- · Reduces blackheads and breakouts
- · Cleanses to remove dirt and oil
- Keratolytic action helps unclog pores
- Exfoliates the skin
- · Alcohol-free



# HYDROLYSED COLLAGEN

Restore your natural collagen levels with our everyday collagen supplement containing 800mg per serving.

One of the most abundant protein sources within the body, and key compound of connective tissues, our collagen count falls as we age. So, keep your natural levels topped up at all times with these convenient capsules – the perfect fit for any daily beauty regime.

- · 800mg high-strength collagen
- 60 convenient capsules
- Essential beauty supplement



#### VITAMIN B12

Get the recommended daily intake you need with our vegan Vitamin B12 tablets – a convenient way to support your immune system.

It can be hard to get the Vitamin B12 you need from your diet alone, especially if you are 100% plant-based, as this key vitamin is found primarily in meat, eggs and dairy.

With 510µg of Vitamin B12 per serving, our highstrength supplement can help you to stay focused by supporting psychological function, no matter how busy your schedule is. Plus, these vegan Vitamin B12 tablets are made using quality, plantbased ingredients, offering a sustainable and vegan-friendly way to supplement your diet.



## VITAMIN C

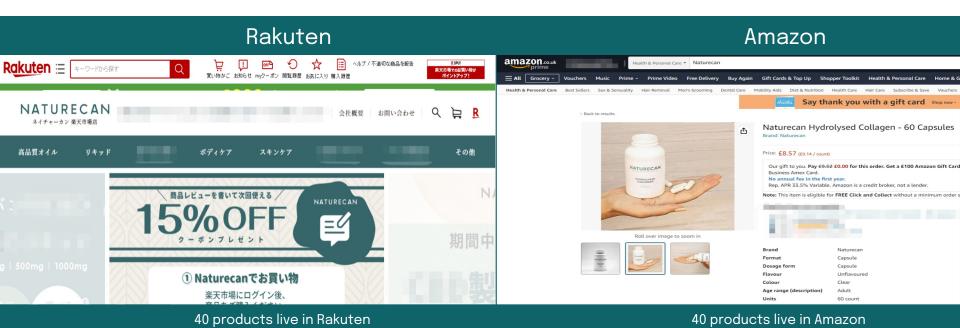
Restore your natural collagen levels with our everyday collagen supplement containing 800mg per serving.

One of the most abundant protein sources within the body, and key compound of connective tissues, our collagen count falls as we age. So, keep your natural levels topped up at all times with these convenient capsules – the perfect fit for any daily beauty regime.

- · 800mg high-strength collagen
- 60 convenient capsules
- Essential beauty supplement

## Case Studies

Naturecan prevails as a direct to customer online provider now trading in 61 countries, but since it's launch, we have expanded to third party ecommerce platforms, subscription services and country-wide supermarkets.







高品質ヴィーガン (植物性) プロテインはNaturecan ヴィーガンプロテイン 1kg チョコレート バ ニラ ビーガン 筋トレ 筋肉 トレーニング Naturecan ネイチャーカン 有機エンドウ豆 有機玄米 有機チアシード

商品番号 6850778726505

メーカー希望小売価格7,605円(税込)

価格8,450円(税込)

76ポイント(1倍) 内訳 

の



東京都への最安送料 宅配便(ヤマト運輸)

送料無料ライン対象 すべての配送方法と送料を見る ①

離島・一部地域は追加送料がかかる場合があります。

■ 楽天カード新規入会で当日から使える2,000ポイントゲット! 939ショップ















画像をクリックして拡大イメージを

NATURECAN

VEGAN PROTEIN

ウ豆 有機玄米 有機チアシード

インはNaturecanヴィーガンプロテ インはNaturecanヴィーガンプロテ ンはNaturecanヴィーガンプロテイ イン 1kg チョコレート バニラ ピー イン 2kg チョコレート バニラ ピー ン 5kg チョコレート バニラ ピーガン ガン 筋トレ 筋肉 トレーニング Nat ガン 筋トレ 筋肉 トレーニング Nat 筋トレ 筋肉 トレーニング Natureca ウ豆 有機女米 有機チアシード

高品質ヴィーガン(植物性)プロテ 高品質ヴィーガン(植物性)プロテ 高品質ヴィーガン(植物性)プロテイ









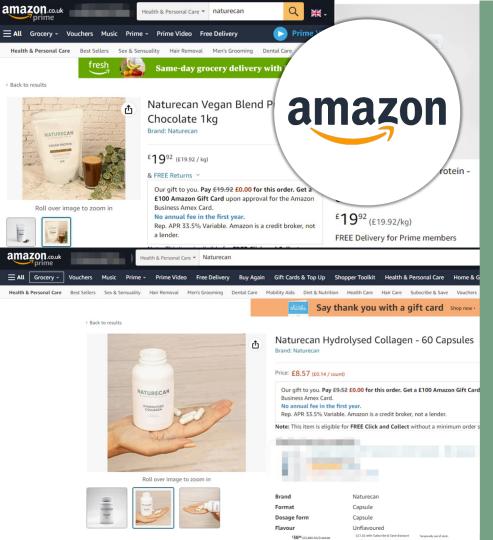
## Rakuten

In June 2022, Naturecan launched its official store on Japan's No.1 e-commerce marketplace, Rakuten, with more than 40 products.

Within the first week, Naturecan has managed to become the 4th most popular search result in Rakuten's on-site keyword ranking.



In July 2021, Naturecan were approached to take part in an invitation-only launch on Amazon UK. Since then, we have distributed over 20 different products from our high-quality range into Amazon's fulfilment network, servicing customers through the Amazon FBA model.





# NATURECAN

FITNESS