

# Sri Lanka's 1st Specialist Nutraceutical Store



Vitawell, Sri Lanka's specialist nutraceutical company, founded with a view to serving the growing market in Sri Lanka for specialist nutraceuticals, was declared open by the chief guest for the evening, Dr Rajitha Seneratne, Minister for Health, Nutrition and Indigenous Medicine, and the guest of honour, Robyn Mudie, High Commissioner of Australia.

The store brings to one location a bevy of global leaders in nutraceutical brands, all of which are represented by Vitawell as the distributor for Sri Lanka.

"As we formally launch Vitawell, Sri Lanka's first of a kind, specialist nutraceutical store, and in effect the launch of the brands Nature's Way, Naturopathica and Promensil from PharmaCare Laboratories of Australia, sport nutrition brand Balance from Vitaco of Australia, boutique-styled organic brand Lifetime Health, also from Australia, Futurebiotics and Bronson Labs brands from the United States as well as Oxford BioLabs from the United Kingdom, we believe we have taken a step forward in shaping the Sri Lankan nutraceutical industry, pitching the industry standard to a new high, benefiting consumers with accessibility to best of breed nutraceuticals," noted managing director of Vitawell, Roshini Galappatti.

Vitawell offers a range of vitamins and supplements for the entire family, with focused vitamins for kids, teens, men, women and 50+, a range of omega oils from triple strength fish oils, krill and calamari oils, sockeye salmon oils, to high

DHA advanced learning formulas for kids. The store also offers unique formulations such as anti-stress multivitamins, letter vitamins, daily nutrition packs, beauty multivitamins, whole foods multivitamins – derived only from fruits and veggies – pre and probiotics, unique joint support formulas, antioxidants, amino acids, and minerals. A range of all-natural supplements for heart, eye, vein, liver, prostate health, diabetic nutrition, hair, skin and nail formulas, organic biotic and menopause and PMS is also on offer.

Vitawell also introduces a range of gummy vitamins for adults and children through Australia's number one Kids Smart brand.

With focused attention on weight management, Vitawell offers Australia's number one meal replacement brand, SlimRight 123, together with a comprehensive range of fat metabolisers and thermogenics.

Introducing the Australian/New Zealand sports nutrition brand Balance, Vitawell brings to Sri Lanka's sports enthusiasts multiple types of whey proteins, pre and post workout support, energy gels, protein bars, rehydration formulas, amino acids and sports multivitamins. A comprehensive range of super foods in raw, snack and smoothie forms – are also available.

In line with current trends, Vitawell also launched an online nutraceutical store, ahead of the opening of its flagship store.

"Our drive, from day one, has been to innovate, be it in terms of the brands we offer, to the product compositions or to the shopping experience. This is why we have created two exceptional experiences for customers – both online and offline. Our online store is one of the most state-of-the-art online solutions, built by Fortunaglobal, a veritable giant in transactional modelling and online solutions. Our site is multifunctional and is on par with the best global online nutraceutical stores," notes Roshini Galappatti.

