



HERBAL FIX

Launches with Dan Murphy's Online

In an effort to grow their Non-Liquor & Wellness category, Dan Murphy's has approached Australia's first functional and organic beverage brand **Herbal Fix** to be a part of their new *Connections* range, where consumers can explore bespoke products. **Herbal Fix** will be live and available at www.DanMurphys.com.au from 1st August 2017.

Now, Dan Murphy's online customers will have the opportunity to checkout with **Herbal Fix** as a natural mixer alternative, which can be served ice cold straight from the can or enjoyed with their favourite spirit or liqueur. Consumers can tantalise their tastebuds with a nutritious alternative that uses premium herbal ingredients, without processed sugars or artificial ingredients, colours or flavors. Available in 6 fruity flavors for every aspect of your health.

Herbal Fix is an Australian manufacturer of six 100% natural, functional beverages, each one scientifically formulated with a unique combination of organic herbs, vitamins & minerals, which are known to have many benefits to the human body.

*"Our beverages aim to appeal to a broad cross section of consumers by **promoting health and wellbeing** and to compliment the healthy lifestyles we are all quickly moving towards",* says Director of Operations, Jim Kolovos.



For immediate release



ACTIVE	BEAUTY	SHAPE	FOCUS	LOVE	RELAX
<i>Active, to stimulate power, vitality & energy, the healthy way.</i>	<i>Beauty, formulated to promote soft subtle & youthful skin.</i>	<i>Shape, formulated to suppress your appetite & boost your metabolic rate.</i>	<i>Focus, formulated to enhance mental functioning and concentration.</i>	<i>Love, designed to stimulate loving & intimate desires.</i>	<i>Relax, designed to promote a sense of relaxation and calm.</i>

Each beverage contains **no processed sugars** and is sweetened with a natural plant-based sweetener, Stevia, with only **65 calories** per 300mL serve. The use of pure fructose ensures our beverages have a low glycemic index (GI) and allows them to appeal to diabetics. We **do not use artificial colours, ingredients or flavours** and our products are proudly manufactured in Australia.

*“Our primary message is contained in our tagline, “**Fix More Than Your Thirst**”. Consumers are increasingly more concerned about their health and this has resulted in a higher demand for healthier food ingredients, Herbal Fix is helping to meet this demand”,* says Marketing Manager, Maria Kavadas.

Why Herbs?

Herbs contain a large number of naturally occurring substances that have biological activity and compounds from plants. Herbal remedies have been successfully used for thousands of years and are still the first choice in many cultures. This is a key point of difference with other drinks. Within the **Herbal Fix** range you will find ingredients such as Collagen, Aloe Vera, Valerian, Horny Goat Weed, Siberian Ginseng, Chamomile, Green Tea, Dandelion, and much more.

Herbal Fix is packaged in 300mL aluminium cans and either sold individually, as cluster packs of 4, boxes of 6, or as boxes of 24. You can find us at www.DanMurphys.com.au. In-store at 7-Eleven, selected IGA supermarkets, and EzyMart convenience stores, and all good independent retailers.