

FOR IMMEDIATE RELEASE

WELLZE LAUNCHES BREAKTHROUGH PLANT-BASED SUPPLEMENT LINE TO BOOST MENTAL CLARITY AND DAILY ENERGY

Innovative supplement collection combines cutting-edge plant bioactives with sustainable practices to deliver science-backed wellness solutions for today's health-conscious consumers.

SANTA MONICA, CA, May 22, 2025 — Wellze, a leading innovator in holistic wellness solutions, today announced the launch of its breakthrough plant-based supplement line designed specifically to enhance mental clarity and boost daily energy. The new "Clarity & Vitality" collection features five specialized formulations that harness the power of plant-derived bioactives to support cognitive function, energy metabolism, and overall wellbeing without the use of synthetic additives or animal-derived ingredients.

The Clarity & Vitality collection represents a significant advancement in plant-based supplementation by addressing the growing consumer demand for effective, sustainable wellness products. Each supplement in the line is formulated with clinically researched plant bioactives that have demonstrated measurable impacts on cognitive performance and energy levels.

"The wellness industry is experiencing a remarkable transformation as consumers increasingly prioritize plant-based products due to their environmental sustainability, perceived health benefits, and ethical considerations," said Dr. Jessica Reeves, Chief Scientific Officer at Wellze. "Our new supplement line represents over three years of research and development, combining ancient botanical wisdom with cutting-edge nutritional science to create formulations that deliver tangible results our customers can feel within weeks of consistent use."

What sets the Clarity & Vitality collection apart is Wellze's commitment to both scientific efficacy and sustainability. Each ingredient undergoes rigorous testing for purity and potency, while the company's transparent supply chain ensures ethical sourcing practices. The collection includes:

- **Clarity Focus:** A daily cognitive support formula featuring lion's mane mushroom extract, bacopa monnieri, and algae-derived omega-3 DHA for enhanced mental performance.
- **Daily Vitality:** A comprehensive energy blend containing adaptogenic herbs, B-complex vitamins in their bioavailable forms, and plant-derived iron to combat fatigue naturally.
- **Calm Clarity:** An innovative stress-management formula combining ashwagandha, l-theanine, and lemon balm to promote mental clarity during periods of stress.
- **Recovery Boost:** A post-exercise supplement featuring plant-derived protein, tart cherry extract, and turmeric for reduced inflammation and faster recovery.
- **Sleep & Restore:** A natural sleep enhancement formula with plant-based melatonin precursors, magnesium, and calming botanicals to support quality rest and mental clarity upon waking.

The development of the Clarity & Vitality line aligns with Wellze's core mission of making high-quality wellness accessible to everyone.

"We believe wellness should be both effective and ethical," noted Maya Chen, Founder and CEO of Wellze. "Traditional supplements often force consumers to choose between efficacy and their values. With our Clarity & Vitality line, we've eliminated that compromise. Our plant-based formulations deliver exceptional results while honoring our customers' commitment to sustainability and ethical consumption. We're not just selling supplements; we're providing daily tools that empower people to take control of their cognitive health and energy in a way that aligns with their principles."



The Clarity & Vitality collection is available starting today on Wellze.com and will roll out to select health food retailers nationwide by May 2025. To celebrate the launch, Wellze is offering an introductory bundle featuring all five formulations at a 20% discount for the first 1,000 customers, along with a complimentary wellness consultation with one of Wellze's certified nutrition specialists.

Individual supplements are priced between \$39.95-\$49.95 for a one-month supply, with subscription options available that provide additional savings of 15% on recurring orders.



About Wellze

Founded in 2022, Wellze is a wellness brand dedicated to creating plant-based, scientifically validated health solutions for modern, conscious consumers. The company integrates sustainable practices throughout its operations, from ingredient sourcing to packaging, and is committed to transparency, efficacy, and environmental stewardship. Wellze's team includes nutritionists, food scientists, and wellness experts who work together to develop innovative formulations that support overall health and vitality. A portion of all profits supports initiatives promoting food security and nutrition education in underserved communities.

Media Contact:

Isabella Martinez
PR & Communications Director
Wellze
press@wellze.com
555-123-4567

Disclaimer

Wellze is a fictional company created solely for the purpose of this mock sample in a professional portfolio. Any resemblance to actual companies, organizations, or entities is purely coincidental. This content is intended for illustrative and creative purposes only.

Health & Wellness Press Release Brief

Industry: Health & Wellness

Mock Client: Wellze, a wellness brand specializing in plant-based supplements and holistic health solutions

Content Format: Press Release

Title/Focus:

"Wellze Launches Breakthrough Plant-Based Supplement Line to Boost Mental Clarity and Daily Energy"

Target Audience:

Health-conscious adults aged 25–50

Wellness influencers, journalists, bloggers, and media outlets covering health, wellness, and lifestyle

Primary Purpose:

Announce the launch of a new plant-based supplement line

Attract media attention and drive consumer interest by showcasing innovative, scientifically-backed products

Key Points to Include:

Introduction of the new product line

Unique benefits such as vegan, ethically sourced ingredients, and clinical efficacy

A quote from a Wellze executive or product developer

Information on product availability and purchasing details

A brief "About Wellze" section that outlines the company's mission and background

Tone & Style:

Professional, informative, enthusiastic yet credible, concise, and media-friendly