

Unlocking Your Best Tomorrow – with Me Today

The Me Today Range was recently launched at an event in the Dylan hotel, Dublin



From left to right, Lorraine Keane, Ally Garvey, Maeve Madden, Nichola Flood, Dr. Clodagh Campbell

As a direct result of the last 18 months there's been a global movement towards wellness; an holistic approach to beauty and being kind to yourself, so the arrival of Me Today's supplement and skincare range of products is great news for health-conscious people in Ireland.

Even if there's little time to go to the gym or practice yoga daily, everyone deserves to unlock a few minutes for themselves at the beginning and end of each day. By investing in yourself with your skincare and supplement routine you really can unlock your best tomorrow.

Based on a combination of science and tradition, the Me Today ethos revolves around people living their best lives and feeling good about

themselves on the inside, as well as the outside. It's not easy to reach your potential when life slows you down, but Me Today believes in stepping up; it's okay to want more from your life and from your body, which is why they created a range of products to help you unlock your best tomorrow.

Me Today is a New Zealand owned and operated, lifestyle and wellness company with a nurturing spirit. Its mission is to

encourage positive change in the lives of its consumers through simple yet effective, daily self-care. Based on science and tradition, Me Today's range of supplements and skincare is thoughtfully formulated in New Zealand using clean, high-quality ingredients. Created to help people put themselves first so that they are at their best to then look after the people around them. Unlocking your best tomorrow with Me Today.



The range includes a mix of **supplements**, which are based on scientific and traditional evidence to support overall wellbeing and to help consumers be on top of their game, naturally. All products are encapsulated in easy to swallow vegetable capsules and are packed in glass vessels for efficacy and environmental reasons.

Me Today skincare is enriched with essential botanicals, antioxidants and vitamins blended specially to hydrate, protect and

From left to right, Maeve Madden and Lorraine Keane



Maeve Madden

comfort your skin. The entire Me Today skincare range is vegan or vegetarian friendly and is made from 93%+ naturally derived ingredients, contains no parabens, sls/sles or phthalates.

Michael Kerr, along with Steve Sinclair and Grant Baker, launched Me Today in 2018 after Michael's wife, Nikki, was diagnosed with stage three breast cancer. Michael's immediate reaction was to stop working, stay at home and look after her. However, Nikki wanted Michael to carry on and ensure he was keeping himself healthy, both mentally and physically, so that he could be there to look after the whole family. So, Michael began to focus on nourishing his body from the inside out. It was through his and Nikki's search for a trustworthy supplement and skincare range that the concept for Me Today was born.

Speaking about the launch, founder and CEO of Me Today, Michael Kerr says, "We are very excited to see Me Today launch in Ireland with a new wellness routine. We want our Me Today fans to feel their best from the inside out and our natural range of skincare and supplements are specially formulated for this. We can't wait for people in Ireland to unlock their best tomorrow."

Me Today also confirmed it is working with a number of Brand Ambassadors in the Irish market including fitness queen Maeve Madden and businesswoman and broadcaster Lorraine Keane.

Maeve Madden comments, "Self-care is really important to me and something I believe we all need to focus on more in our daily lives. Slowing down isn't always an option but taking some time each day to indulge in little wellness rituals can be a great reset. I love the ethos of Me Today and I'm absolutely thrilled to be working with the brand. I'm using the products as part of my own daily routine and love how they make me feel."

Lorraine Keane adds, "There's so much pressure on women nowadays to look a certain way and follow trends, but it doesn't have to be complicated. I'm really passionate about empowering women of all ages to be the best version of themselves they can be, and this chimes with what Me Today is all about – a range of nurturing, quality products that can help you to feel good from the inside out. Their serums and oils have become a staple of my skincare routine since I started using them."

Me Today skincare products start from €19.99 and Me Today supplements are each priced at €24.99.

The Me Today supplement range was launched in November 2019 with eight core complex products to help with everything from general wellbeing to immune function, energy, mobility and relaxation. The range has since grown to 17 supplements including high dose, targeted formulas such as B12 50, Ashwagandha 3000, and Vitamin D3 1000.

Me Today Brand Roadmap

Vision – To be a global leader in the lifestyle and wellness spaces

Mission – To help consumers live their best lives and feel good, both on the inside and outside.

Ambition – To be the 'must have' products to enhance consumers' general wellbeing.

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Me Today is available now in pharmacies nationwide and on <https://ie.metoday.com/>.



Louise Martin

