

# Introducing 'Innermost' - Modern Nutrition For Lifestyle Goals

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Founded with a rebellious spirit and a clear objective, modern lifestyle brand INNERMOST have set out to create the best nutrition products tailored for specific lifestyle goals.

INNERMOST have worked with leading nutritionists to craft a bespoke range of GMO-free products containing protein, superfoods, sirtfoods and nutrient-rich natural ingredients with no artificial flavours or colours. Each of the 8 initial products – 4 "Blends" and 4 "Boosters" - have been developed to support different lifestyle goals:

HEALTH - IMPROVING WELLBEING AND VITALITY

LEAN - SUPPORTING HEALTHY WEIGHT-LOSS GOALS

FIT - FOCUSING ON ENERGISING, REHYDRATION AND RECOVERY

STRONG - MAXIMISING STRENGTH AND MUSCLE GAINS

In an industry characterised by companies selling complex yet broadly similar products using confusing technical jargon with a focus on body image rather than health, INNERMOST plans to challenge conventions and offer a refreshing alternative.

"More people than ever recognise the benefits of good nutrition. When it comes to nutritional supplements, we believe the new generation of consumers want something better - functional products containing amazing natural ingredients without the jargon. Furthermore, we believe that being active and healthy leads to a happier and more confident you, and Innermost are committed to being a part of that journey." TEAM INNERMOST

INNERMOST launches today and products are available at [www.liveinnermost.com](http://www.liveinnermost.com)

For more information, or to request samples please contact [kate@canoeinc.com](mailto:kate@canoeinc.com) or call 0203 216 0022

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