HELLAWELL LIFESPAN FUNCTIONAL BIO-PROTEIN DRINK

Protein that works across women's adult lifespan

A precision-fermented + plant micro-peptide drink powder built around digestive comfort, recovery, skin longevity, and healthy aging.

MUSCLE
protein synthesis

GUT
estrobolome support

SKIN
collagen builders

CELL
recovery + resilience

PRECISION BIO-FERMENTED • PLANT MICRO-PEPTIDES • WHOLE-FRUIT BIOACTIVES

Concept for discussion • Health and performance claims require documentation and substantiation.



Today’s protein aisle forces women to compromise

01

Bloat + heaviness

Whey concentrates and crude plant isolates can bring digestive discomfort, anti-nutrients, or high-FODMAP load.

02

Artificial taste

Sweetener-heavy masking can trade bitterness for harsh aftertaste, poor palate compliance, and gut irritation.

03

Male-first design

Standard formulas overlook hormonal shifts, collagen decline, and bone-density priorities across women’s lives.

04

Fragmented routines

Protein, collagen, gut, antioxidants, and hormone support live in separate products and separate habits.

THE OPENING

Replace a shelf of compromises with one bio-architected daily ritual.

A pre-digested protein platform is designed to remove the bloat barrier

01 Fermented plant peptides

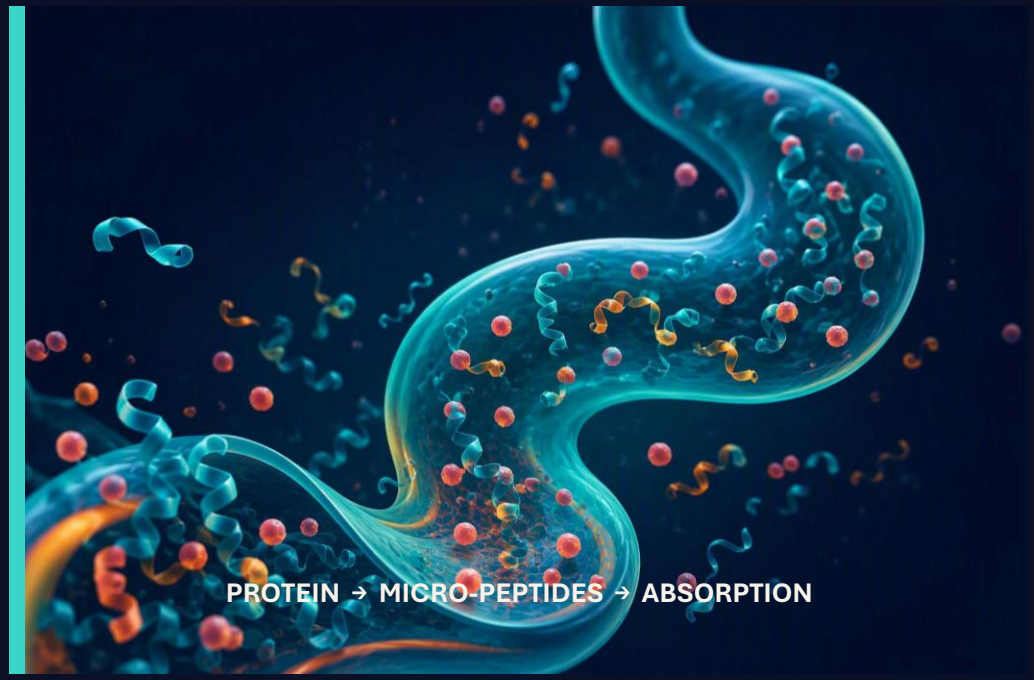
Yellow pea + organic pumpkin seed peptides are enzymatically pre-digested for easier breakdown and rapid absorption.

02 Complete EAA bio-protein

Precision-fermented fungal/algal protein targets a dairy-comparable amino-acid profile without lactose.

03 Phyto-collagen builders

Proline, glycine, and hydroxyproline precursors pair with bamboo silica to support endogenous collagen synthesis.



BIOAVAILABILITY ENHANCERS

ProGen-Digest™

Acid-stable fungal proteases + peptidases calibrated for plant bonds.

Acacia + Sunfiber®

Gentle, low-FODMAP prebiotic fibers intended to feed beneficial microbes without excess gas.

One bioactive system spans recovery, hormones, skin and healthy aging

CELLULAR LONGEVITY

Chaga + reishi

Mito-energy and antioxidant support

ESTROBOLOME

Calcium D-glucarate + broccoli seed

Estrogen-clearance pathway support

STRESS BALANCE

Sensoril® ashwagandha + holy basil

HPA-axis and cortisol-response support

BONE + VASCULAR

K2 MK-7 + vegan D3 + magnesium

Mineral placement and density support



WHOLE-FRUIT PHYTOCHEMICAL MATRIX

POMEGRANATE	Estrobolome + mitophagy precursors	ELDERBERRY	Mucosal immune support
TART CHERRY	Recovery + sleep rhythm	SEA BUCKTHORN	Omega-7 + hydration
PERSIMMON	Metabolic + detox support	DRAGON FRUIT	Prebiotic fiber + color
MANGO	Digestive enzymes + vitamin C		

The experience is engineered for daily compliance

REAL FRUIT TASTE

01

Flavor

Zero-stevia aftertaste

Freeze-dried mango, tart cherry + elderberry with thaumatin and monk fruit.

CELLULAR HYDRATION

02

Hydration

Bio-identical minerals

Potassium, magnesium + sodium with coconut water and dragon fruit solids.

SMOOTH MOUTHFEEL

03

Texture

Silky emulsion

Kalahari melon seed oil + MCT powder wrap fruit and protein particles.

SHAKE + GO

04

Mixability

Cold + ambient

Instantized powder disperses in cold water or plant milk with less clumping.

HellaWell can create a premium platform with operational fit

$75–$90

CONCEPT MONTHLY MSRP

One daily ritual consolidating protein, prebiotics, superfoods, and hormonal adaptogens.

PREMIUM CATEGORY CREATION

01 **Cross-ecosystem retention**

A macronutrient base designed to pair with HellaWell capsule regimens and strengthen the daily habit.

02 **Upcycled, sustainable sourcing**

Pomegranate ellagitannins and fruit coproducts support reduced-waste supply-chain ambitions.

03 **No cold-chain dependency**

Spray-dried peptides, stable fruit extracts, and microencapsulated minerals support ambient logistics.

PROPOSED NEXT STEP

Advance to claim substantiation, sensory prototyping, and unit-economics validation.