



Rapid Nutrition Unveils New Brand Identity for Flagship SystemLS Weight Loss Brand as Product Continues International Expansion

London, United Kingdom – 5 June 2023 - [Rapid Nutrition PLC](#) (Euronext Growth: [ALRPD](#)), today released a new look and brand identity for the [SystemLS](#) weight loss products. A natural healthcare company focused on evidence-based nutrition, diet management and plant-based products with growing worldwide distribution, Rapid Nutrition continues to evolve its signature line to capitalise on global market trends, firming up the foundation for success in its quality weight-loss line by delivering on customer expectations.

Supporting greater sustainability in all of its products, a key focus for Rapid Nutrition is incorporating clean and sustainable whole-food nutritional ingredients in all of its formulas. The company is also transitioning to plant-based recyclable and compostable packaging for the complete SystemLS line by partnering with Australian company [Grounded](#) for state-of-the-art sustainable packaging.

“The latest iteration of our flagship SystemLS brand has been greatly anticipated by customers across the globe and we are thrilled to launch these innovative new formulas and look,” said Rapid Nutrition CEO Simon St. Ledger. “We believe in real food, real science and real results, and this latest update reflects our commitment to best-in-class when it comes to natural weight loss formulas with effective dose and lays the platform to capitalise on significant opportunities this year in the company’s focus markets.”

[Pea Protein Market size is set to grow by USD 203.32 million](#) from 2022-to 2027; The high nutrient profile of pea protein and rapid product expansion boost the market growth, according to Technavio.

SystemLS includes a variety of high-protein shakes, organic superfoods, vegan powders that incorporate an innovative fermented pea protein, natural metabolism boosters and high-protein bars, all backed with evidence-based health benefits. Products are ethically sourced and manufactured in a solar-powered facility, ensuring a significantly reduced carbon footprint as part of its Corporate Social Responsibility commitment. The new formulas are currently in production and will gradually replace the current formulas as they sell through.



Azurene Update

As announced in the [Company's 2023 roadmap](#) it is expected to reach the market in 2023 in time for the northern hemisphere winter. This timeline provided the company the opportunity to finalise branding and packaging for this unique formula, as well as formulate a complete offering. We're pleased to advise that the Azurene project is progressing well with the intent of making this unique formula available in various delivery forms to cater for the entire family, including, fast-acting capsules, liquid shots and gummies for children.

About Rapid Nutrition

Dedicated to the development and distribution of premium, science-based health and wellness brands across the globe, Rapid Nutrition shares a wealth of award-winning products with consumers who are passionate about innovations that are "made by nature, refined by science." Rapid Nutrition's first-class scientific team matches the experience of its management team to keep both the company and consumers on top of the latest industry trends and developments, while aligning with industry leaders worldwide to deliver effective supplements and solutions. Rapid Nutrition aims to be the supplier of choice globally by offering premium brands with the highest-quality ingredients to deliver maximum results.

For more information, please visit <http://rnplc.com>

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