

Australia reports increase in vitamin uptake as health concerns prevail

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More than [8.3 million](#) Australians buy vitamins, minerals and supplements and now as part of a landmark deal with Coles, for every product they purchase from the newly launched Kynd brand, a specially formulated immunity product will be donated to an Australian in need.

According to Kynd, a disability services & support organization in Australia, who conducted a survey earlier this month, found one in two Australians is increasingly concerned about their health and wellness. Two-thirds of those aged 18 to 24 admit they're more worried than in previous months, followed closely by 25 to 34-year olds (55%). Those most concerned were in Victoria (58%) and New South Wales (50%), followed by Queensland, Tasmania, ACT and the Northern Territory (all at 47%).

The survey found two in every three Australians (63%) have started taking, or increased their vitamins and supplements use, over the last few months. One in every three (33%) Australians also report being kinder to others around them, and that number climbs to 40% in those aged 18 to 24 and 44% in 25 to 34-year olds.

Kynd Founder Matthew Stenmark said the brand's mission was to help people be kind to their bodies, kind to others and kind to the planet, with ingredients based on scientific evidence, one-for-one donations and with packaging that uses a bamboo cap and glass bottle to be sustainable. Kynd is helping by creating an immunity product to be donated to Australians in need, such as the homeless."

Kynd has partnered with homeless shelters in New South Wales, Queensland, South Australia and Western Australia to provide immunity products containing Vitamin C and Zinc. Sydney's Manly Soup Kitchen has welcomed the donations.

Kynd's survey also found 43 percent of people are doing more to support local business. The immunity products for donation are made in Yatala, south of Brisbane, while five of the six Kynd products are made in Sydney.

The first products released for Kynd include:

1. Women's Multivitamin + Skin
2. Glow – Hair, Skin & Nails
3. Magnesium Bio 1200
4. Sustainably Sourced Fish Oil Double Strength
5. Nutricosmetic Collagen Forte
6. Collagen +

To enable Kynd to reach as many people as possible, Kynd leverages the national distribution network of iNova Pharmaceuticals.

Other charities and organizations interested in partnering with Kynd are encouraged to contact the team.