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Infinitus unveils Relax RaiseÂ brand

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Infinitus unveiledÂ its Relax Raise healthy foodÂ brandÂ at an online launch event. Four new products have been rolled out under the brand, including theÂ Â Konjac ProgramÂ meal replacement porridge and theÂ OnlyÂ series.

Today's fast-paced life and work pressure have made the younger generation intimately aware of the importance of keeping fit starting from a young age. By the same token, that same fast pace, and the stress that goes along with it, have led these young workers to look for an easy solution that meets their health objectives. When it comes to a healthy meal, anything requiring a lot of preparation time is not going to cut it. A low-fat, sugar-reduced, highly nutritious, stomach-filling, ready-to-eat solution is what they are looking for.

The launch of theÂ Relax RaiseÂ brand is the result of Infinitus' insights into the health market. Infinitus' brand management manager explained at the press conference, this younger demographic is launching a new trend in health care. The original intent of theÂ Relax RaiseÂ brand was to make it easy and efficient for busy young people to enjoy quality food in a high-pressure social environment.