

Be Wellness, Matcha House Introduce Collagen-Infused Matcha Beverages

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New-age nutraceutical brand Be Wellness returns with its second landmark café collaboration, this time joining forces with South Delhi's beloved speciality destination, Matcha House, to launch the collagen menu of three collagen-infused matcha creations that bring together vibrant flavour, clean ingredients, and glow from within.

Guided by the philosophy of Sip, Nourish, Glow, this menu is designed for a generation that refuses to choose between tasting good and feeling better. Your matcha order is now your skincare. Every sip becomes part of a daily ritual that nourishes from within, bringing collagen out of the supplement aisle and into something you actually look forward to. As beauty from within continues to shape the future of wellness, ingestible collagen sits right at the centre of the shift, turning

your matcha order into a meaningful skincare upgrade.

Collagen is the most abundant protein in the body that plays a vital role in maintaining skin elasticity, joint strength, and overall structural support. However, as natural collagen production gradually declines with age often accelerated by stress, pollution, and lifestyle factors. Collagen supplements can help replenish structural proteins from within, making it a popular choice for those looking to support both beauty and overall well-being more holistically. A great way to do that is by incorporating collagen into everyday formats like beverages.

Speaking about the collaboration, Angela Toppo, CMO and Co-founder of Be Wellness, said, "We formulated Be. Sexy around one principle: beauty nutrition only works if the doses are clinical and the mechanism is real. The gut-skin axis isn't a wellness trend; it's established physiology. The Matcha House built its entire identity around an intentional, daily ritual, which is exactly the behavioural context that makes supplementation work. This menu is our way of making beauty-from-within feel approachable, elevated, and genuinely enjoyable, where your daily matcha also becomes part of your skincare routine."

Celina, Founder of Matcha House, added, "At The Matcha House, we're constantly exploring ways to evolve the café experience for a community that values both taste and intentional living. This collaboration with Be Wellness felt incredibly aligned because it brings together functional wellness and the comfort rituals people already love. We wanted to create drinks that feel indulgent and aesthetic, but also leave you feeling good long after the last sip."