



*Grass  
& Co.*®

NATURAL WELLNESS



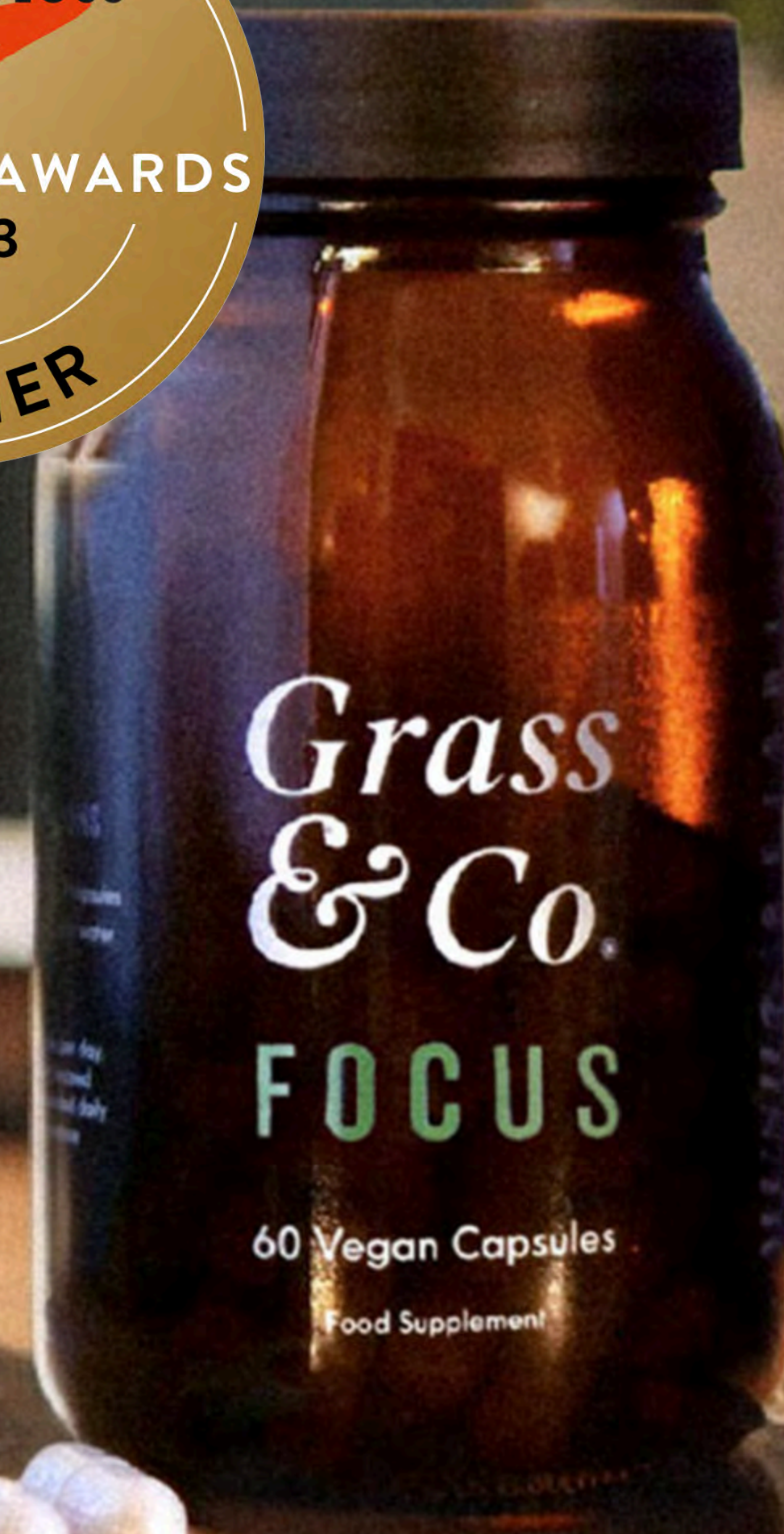


# UK MARKET LEADERS

A MULTI-AWARD-WINNING  
NATURAL WELLNESS COMPANY.

We're on a mission to deliver the highest strength, finest quality and best-tasting natural blends and make them relevant to all within the mainstream market.

The team are experts in creating trusted brands that unlock the potential of powerful natural ingredients to help mind and body feel great every day.



AS SEEN IN





Grass & Co. MUSHROOMS™

THE UK'S NO. 1 MUSHROOM SUPPLEMENTS BRAND  
ALREADY LISTED IN OVER 1500 HIGH STREET RETAIL OUTLETS.

Sainsbury's

Holland & Barrett  
NEW SUPPLIER OF THE YEAR

TESCO

Superdrug

PLANET ORGANIC

amazon

WHOLE FOODS MARKET

Debenhams

EXCEPTIONAL SALES SINCE UK MARKET LAUNCH IN APRIL 2023



## WHAT ARE FUNCTIONAL MUSHROOMS?

Functional mushroom supplements deliver naturally potent, nutritional benefits and are rich in antioxidants, vitamins, polysaccharides, triterpenoids, vitamins and amino acids. These powerful mushroom extracts are more concentrated and bioavailable than edible mushrooms.

### FUNCTIONAL MUSHROOMS ARE KNOWN TO OFFER A VARIETY OF POTENTIAL HEALTH BENEFITS

- Enhancing mental clarity and focus.
- Increasing energy and stamina.
- Promoting relaxation; helping to lower blood pressure and manage stress.
- Aiding digestion and balancing the gut microbiome.
- Improving sleep quality.
- Boosting the immune system.
- Reducing inflammation.

MUSHROOMS HAVE BEEN USED AS FOOD & MEDICINE SINCE AT LEAST 5,000 BC.





OUR FUNCTIONAL MUSHROOM RANGE

FIVE RANGES

ANSWER FIVE SPECIFIC NEEDS



**FOCUS**  
(BRAIN FUNCTION)



**POWER**  
(ENERGY)



**DREAM**  
(SLEEP)



**RELAX**  
(STRESS)



**BIOME**  
(GUT HEALTH)

ADAPTOGENS (SIGNPOSTS)



**LION'S MANE**

LION'S MANE + GINSENG x OMEGA 3, VITAMINS D B12



**SHIITAKE**

SHIITAKE + HOLY BASIL x IRON, VITAMINS B9, B12



**REISHI**

REISHI + SAGE x VITAMIN B5, B6, D



**MAITAKE**

MAITAKE + ASHWAGANDHA x MAGNESIUM, VITAMINS B6



**CHAGA**

CHAGA + TURMERIC x BLACK PEPPER, VITAMIN D

VITAMINS (SUPPORT CLAIMS)

Contains Vitamin B12 which contributes to normal psychological and nervous system function

Contains Iron which contributes to normal energy-yielding metabolism and Folate which contributes to the reduction of tiredness and fatigue

Contains Contains Pantothenic Acid (Vitamin B5) which contributes to the regulation of tiredness and fatigue.

Contains Vitamin B6 which contributes to normal psychological function.

Contains Ginger which helps to support the digestion and contributes to the normal function of intestinal tract. Contains Black Pepper which helps to maintain natural digestive functions.

VEGAN CAPSULES ARE FLAVOURLESS FOR EASY INGESTION  
60 CAPSULES PER PRODUCT



# “SIMPLY THE BEST WELLNESS COMPANY OUT THERE!”

Combined with our superb products, this unparalleled online support has been rewarded with exceptional verified reviews (92% 5★, 98% 4 & 5★)

## Really works

★★★★★ Herbologist - 3 months ago

“I’m often sceptical of ‘sleep’ based products and tried a fair few alternatives however I’m super impressed with how well these work. And I hardly ever write reviews. My sleep is drastically improved waking up feeling completely rested. Makes such a difference to my day / life”

## Reishi capsules

★★★★★ Carrie - 3 months ago

“I have been taking 2 capsules an hour before bed and it has really helped me with all aspects of sleep, falling sleep and staying in a quality sleep all night.”

✔ Yes, I recommend this product.

## Great

★★★★★ Emily - 3 months ago

“I use this when I’m at university and it’s helped out significantly with my concentration levels and energy, I take this alongside omega 3 and the Korean and Siberian Ginseng.”

## I love it!

★★★★★ missbraeden - 23 days ago

“I love the combination of ingredients in the supplement, they work very well together.”

## Brilliant Little Mushroom

★★★★★ Le\_Mon - 4 days ago

“After reading up on this fantastic mushroom and its amazing effects on the brain, specifically with the aid of producing more neurotransmitters, I was very pleased to see H&B sell it! It took about a week to start seeing results, and I’m definitely more focused at work now and have much less brain fog”

## Fantastic

★★★★★ Ashfleet - 4 months ago

“I started taking these about 2 months ago and now on to my second bottle. I suffered really badly with tiredness and brain fog. Usual, couldn’t remember words ect. I put this down to perimenopause and uni course. I’ve just completed my final year and feeling great. Brain is working again, better than it has in years more. I have more energy and feel calm.”

## Brain Fog relief

★★★★★ Natalie - 5 months ago

“I have MS and suffer with brain fog after Taking this for a few weeks I have seen a massive improvement 😊”

## Does what it says

★★★★★ Dawn - 4 months ago

“Would highly recommend this product it does what it says”



## HIGH STRENGTH

## MUSHROOMS

- ✔ Organically Grown
- ✔ Fast Absorbing
- ✔ Grown on Natural Substrates
- ✔ Vegan Friendly
- ✔ GMP Certified
- ✔ Hot Water Extracted

- ✔ Fruiting Bodies Only
- ✔ High Strength Extract
- ✔ Independently Lab Tested
- ✔ GMO Free Ingredients
- ✔ Gluten Free
- ✔ No Additives, Mycelium, Grains or Fillers





# OUR SECRET FORMULA - WE LOVE COMPANY

NEED STATE = FUNCTIONAL MUSHROOM + ADAPTOGEN x VITAMINS



INGREDIENTS CHOSEN TO DIRECTLY ADDRESS NEED STATE

**FOCUS**

=



LION'S MANE

KNOWN TO IMPROVE BRAIN FUNCTION

+



GINSENG

ADAPTOGEN THAT PROMOTES COGNITIVE FUNCTIONS

x

**OMEGA3,  
VITAMINS  
D, B12**

VITAMINS WITH ALLOWABLE HEALTH CLAIMS- VITAMIN B12 REDUCES TIREDNESS AND FATIGUE

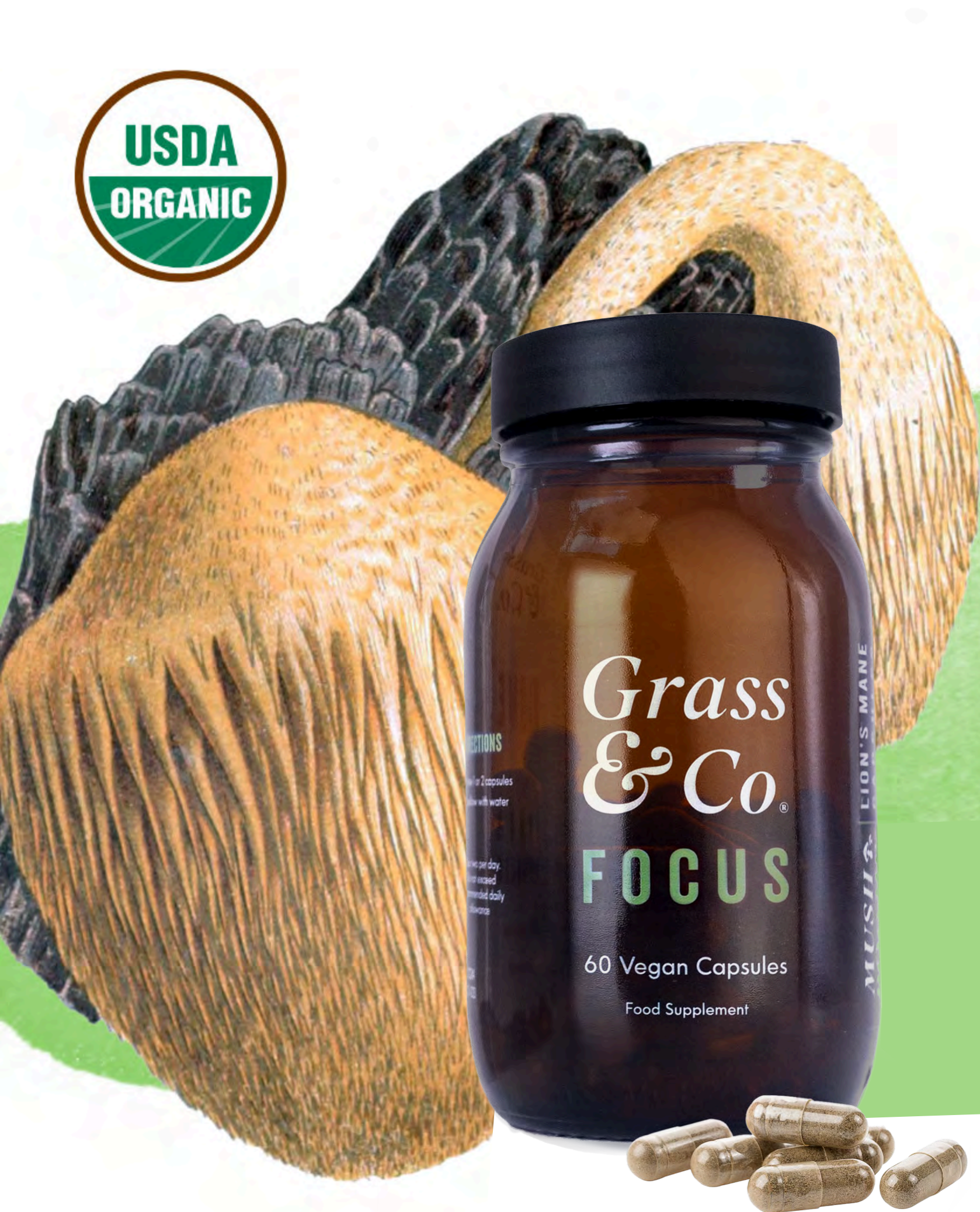


OUR CORE MUSHROOM RANGE





FOR IMPROVED BRAIN FUNCTION



LION'S MANE + GINSENG  
× OMEGA 3, VITAMINS D, B12

Introducing FOCUS, a unique and effective way to boost your cognitive performance. Our capsules are made with Lion's mane mushroom, Ginseng and vitamins D and B12. Lion's mane mushroom is well-known for its cognitive-enhancing properties, while Ginseng has long been used in Ayurvedic medicine to improve mental clarity and focus.

Together, these ingredients make FOCUS an ideal supplement for anyone who wants to improve their mental productivity.

RRP ~ £24.50

FROM 100%  
FRUITING BODIES,  
HOT WATER EXTRACTED



FOR BETTER SLEEP



FROM 100%  
FRUITING BODIES,  
HOT WATER EXTRACTED

REISHI + SAGE  
× MAGNESIUM, VITAMIN B6, B12, D



Introducing DREAM Reishi capsules! This powerful formula is designed to support deep, restful sleep. Reishi and sage work together to promote relaxation, while magnesium, vitamin B6, and vitamin D help to reduce stress and promote healthy sleep cycles. DREAM is the perfect way to get the beauty sleep you deserve!

Plus, our convenient capsules make it easy to get your daily dose of mushroom goodness. So why wait?

RRP ~ £24.50



FOR GREATER ENERGY

FROM 100%  
FRUITING BODIES,  
HOT WATER EXTRACTED



**SHIITAKE + HOLY BASIL**  
**x IRON, VITAMINS B9, B12**



Looking for an all-natural way to help your body cope with stress and improve your overall energy levels? POWER provides everything your body needs to perform at its best.

Shiitake mushroom is a well-known source of cellular energy, while Holy Basil helps the body adapt to stressors and improve mental alertness. B12 and B9 are essential vitamins that help the body convert food into energy. Combined, these ingredients make POWER the perfect choice for anyone looking for an extra boost of energy.

RRP ~ £ 24.50





# FOR SUPREME STRESS REDUCTION



FROM 100%  
FRUITING BODIES,  
HOT WATER EXTRACTED

**MAITAKE + ASHWAGANDHA**  
**x MAGNESIUM, VITAMIN B6**



Looking for a natural way to relieve stress and anxiety? Our RELAX capsules feature Maitake mushroom and Ashwagandha, two powerful ingredients used in traditional Chinese and Ayurvedic medicine respectively. Maitake mushrooms have been shown to help improve mood and reduce anxiety, while ashwagandha is a well-known adaptogen that helps the body deal with stress. Combined with Magnesium and Vitamin B6, these ingredients make a potent combination that can help you take control of your stress and find greater peace of mind.

RRP ~ £24.50



FOR IMPROVED DIGESTIVE HEALTH



FROM 100%  
FRUITING BODIES,  
HOT WATER EXTRACTED



CHAGA + TURMERIC  
× GINGER, BLACK PEPPER, VITAMIN D

BIOME, our proprietary blend of Chaga mushroom, Turmeric and Vitamin D are exactly what your digestive system needs to function at its best. With just one capsule per day, you'll notice a difference in your energy levels, digestion and overall health! Chaga mushrooms help improve gut function, while Turmeric (Curcumin) is a potent anti-inflammatory that helps reduce gut inflammation. Together with Vitamin D these ingredients make BIOME the most effective gut health supplement on the market.

Try BIOME today and start feeling better tomorrow!

RRP ~ £24.50



## NEW MUSHROOMS POWDER PRODUCTS

Introducing FOCUS, a potent and efficient blend designed to elevate your cognitive prowess. Our fine mushroom powder merges the benefits of Lion's mane mushroom, Ginseng, vitamins D and B12, and a rich source of Omega-3 from microalgae.

Lion's mane mushroom is renowned for its cognitive-enhancing attributes, and Ginseng has been a cornerstone in Ayurvedic medicine for sharpening mental clarity and focus. Furthermore, Omega-3 from microalgae offers essential fatty acids vital for brain health.

Just mix FOCUS into your preferred beverage or dish, making it an exceptional supplement choice for those striving for amplified mental productivity.

FROM 100% FRUITING BODIES, HOT WATER EXTRACTED

RRP ~ £29.50

**LION'S MANE + GINSENG**  
**x OMEGA 3, VITAMINS D, B12**





# NEW MUSHROOMS POWDER PRODUCTS

BIOME, our expertly crafted blend, is now available in a fine mushroom powder form that promises optimal digestive health. Combining the strengths of Chaga mushroom, Turmeric, and Vitamin D, it's the perfect ally for your gut. With just one simple mix into your favorite drink or dish daily, experience enhanced energy levels, improved digestion, and a general boost in overall well-being.

Chaga mushrooms are revered for bolstering gut function, while Turmeric, rich in Curcumin, acts as a formidable anti-inflammatory agent, combating gut inflammation. Coupled with Vitamin D, these ingredients synergize to make BIOME a frontrunner in gut health supplements.

FROM 100% FRUITING BODIES, HOT WATER EXTRACTED

RRP ~ £29.50

**CHAGA + TURMERIC × GINGER,  
BLACK PEPPER, VITAMIN D**





# CONTACT

CEO

BEN GRASS

BEN@GRASSANDCO.COM

+44(0)7889 800719

