



Introducing your next health and beauty obsession: New Zealand-made brand Me Today

It's not often that a brand's backstory will truly capture our attention. But the story of how Me Today came to be is anything but ordinary. The brand was founded in 2018 after Michael Kerr's wife, Nikki, was diagnosed with stage three breast cancer. His immediate reaction to the diagnosis was to stop working so he could stay home and look after her. However, Nikki wanted Michael to carry on and ensure he was keeping himself healthy - physically and mentally - so he could be there for their family.

Michael set out on the hunt for a trustworthy, New Zealand-made supplements and skincare range that he could use for himself and his wife. When he couldn't find what he wanted, he set out to create it himself. And so, Me Today was founded on the core ethos of 'unlocking your best tomorrow' with effective supplements to aid your health and beauty products to keep your skin nourished.

Now, as the team set their sights on Australia, starting with the Discover New Pop-Up Store in Chadstone, Melbourne, product and innovation manager Celeste Peh speaks to us about the brand's creation and shares some top tips for maintaining your inner and outer health.

How did Michael make the transition from wanting to take the best care of his body, to realising he wanted to make the products for others?

Michael realised that if he and his wife Nikki were wanting to take a holistic approach to their health and wellbeing, and look after themselves from the inside out, then surely there were a lot of people looking to do the same. The lack of a cross-category range based on science and tradition was a gap in the market that Michael realised could provide an incredible wellness solution for people.

What was the first product created and why did you start there?

We started with considering the top health needs that our core customer might have, leading us to develop a base range of products covering general health (Women's Daily, Men's Daily), sleep and stress (Goodnight, Becalm), hair, skin and nails (Beauty), energy (Energise), and many more. Enforcing the intrinsic link between inner health and outer health was also really important to us, leading to the development of Women's Daily skincare range. The Women's Daily skincare range is like multivitamins for your skin, we took 9 essential nutrients from our Women's Daily supplement and put them into all our Women's Daily skincare products.

Continued on next page.

discover new



Can you tell us a bit about the process of creating the first Me Today supplements range? How did you want the product to stand out?

At Me Today product efficacy, reliability and transparency is at our core. We develop products based on scientific and traditional evidence, using highly absorbable forms of ingredients at efficacious doses, while also ensuring that the capsules are easy to swallow. We follow a comprehensive development process and work with formulation experts in the industry, naturopaths, medical doctors, and regulatory consultants to help us craft the best formulation.

If someone hasn't tried supplements before, how would you explain their benefits or purpose?

What shows up on our skin is heavily influenced by our inner health and what we put inside our bodies. Supplements are intended to bridge nutritional gaps in our diets and by filling these gaps with the right nutrients, we will find that our skin health will also improve.

Why was it important for the skincare range to be made with "95%+ naturally derived" ingredients?

Our skincare products are thoughtfully formulated to provide you with efficacious skincare solutions and a great sensory experience. We believe in using natural and gentle ingredients that will perform for your skin and are safe for you to use. Our formulas contain a minimal amount of synthetic ingredients such as vitamins and fragrance to achieve performance and efficacy while remaining 95%+ natural and gentle on your skin.

The skincare range includes popular ingredients like Vitamin C, Vitamin B5 and Bakuchiol. Can you tell us about these 'active' ingredients?

Me Today Vitamin skincare range combines active vitamins and supporting natural botanicals providing targeted treatment for your skin. What sets our Vitamin skincare range apart is getting the balance right between the potency of pure active vitamins and natural ingredients. During this process, we have also discovered efficacious natural ingredients that work synergistically with the active vitamins. In doing so, we have achieved skincare formulas that are effective but also gentle on your skin.

People have become more aware of ingredients and having curated beauty routines - for the most part, do you think this is a good thing?

100% - the more educated people become on skincare, the more personalised and effective 'routines' they can craft for themselves. Vitamin C works wonders for a lot of people, but for some, it will do the complete opposite. We love chatting to our customers to help educate them on what products are right for their skin and how they can choose the best products for their skin.

Continued on next page.

discover new



One problem people often face when they start experimenting with different ingredients is “overdoing it” and causing damage to their skin. What do you recommend to someone with an impaired moisture barrier?

There are many possible reasons why our skin may be unhealthy, seemingly irritated, or imbalanced. The basic steps to healthy skin are having a healthy diet, exercise, regular skincare routine, and good hygiene - not too frequent cleansing or lack of cleansing. For someone with an impaired moisture skin barrier, we recommend to first get into a regular basic skincare routine - cleanse, tone and moisturise, day and night - and use a facial oil such as our Botanical Miracle Facial Oil that works to moisturise and strengthen the skin's barrier. Then look at a holistic approach to wellness by exercising regularly and having a healthy diet. Consider incorporating our Beauty supplement that helps with healthy maintenance of your hair, skin and nails.

How would you encourage someone to build a basic skincare + supplement routine if they've never really had one before?

If you're an absolute beginner then we would definitely recommend starting with the basics, don't over-complicate it and confuse yourself or your skin! Start with a simple cleanser, toner and moisturiser skincare routine, and always use sunscreen during the day. Our Women's Daily skincare products are perfect for all skin types, made to be non-agitating and gentle for everyone. Supplement wise, we would recommend that everyone take a multivitamin, such as our Women's Daily or Men's Daily, as these are packed full of all the nutrients your body needs. After that base you can look into specific nutrients your body may be lacking in, such as vitamin C, vitamin B12 etc. and build a routine.

With winter coming up in Australia and New Zealand, our skin can suffer a bit more due to the cold and harsh winds. Do you believe in swapping out your skincare seasonally? What do you recommend?

Definitely! As we head into winter we will start seeing the effects of the cold temperatures and harsh winds on our skin. Most commonly, this leads to dryness, flaking and redness in people. In winter you need to swap out your lighter, summer moisturiser for one that's a bit heavier and thicker to help you battle the elements. We also will always recommend using an oil in the evening to everyone, no matter what type of skin you have! Oils are the best at locking in hydration to your skin.

In the past year especially, people have come to see skincare and supplements as one of the ultimate forms of self-care. How do you find it helps you?

The more people start to prioritise caring for their health, the more we will start seeing changes in overall wellbeing whether that is physical, emotional, or mental. When we look after *me today*, and are healthy on the inside and outside, we can be here for our loved ones.