

Indonesia's top vitamin gummy brand Youvit enters Malaysia market

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Youvit, formulated in the United States, has become Indonesia's number-one vitamin gummy brand since 2017 and is now expanding its business to Malaysia. Youvit product range is a complete "one-a-day vitamin gummy" for immunity, hair fall, glowing skin, and active kids that contains natural ingredients without artificial sweetener, colouring, and flavouring.

Instead of offering a quick fix, Youvit's two beauty product lines are helping people maintain their wellness over time: Biotin, which contains 7 vitamins and 2 minerals such as Biotin, Inositol & Zinc + Ginseng for stronger hair roots and anti-hair fall; Collagen, which contains 1000mg Collagen and Vitamin C for anti-ageing and glowing skin.

Continuously innovating and knowing that according to study, up to 90% of kids do not get enough in their regular diet, Youvit has multivitamin for kids and DHA products which has fast become "The Kids' Favourite Vitamin & DHA Gummy". The multivitamin for kids contains 10 vitamins and 3 minerals with 12 vegetables, fruits, and Curcuma for children's growth and development, while the DHA Kids gummy contains DHA, EPA, ALA for brain development and eye health.

In Malaysia, Youvit is already available in more than 1,500 retailers, such as Guardian, Watson, MyNews, AEON Wellness, AEON Supermarket, Jaya Grocer, and online at its official store in Shopee.