

We need vitamins because our food system is broken and depleted of its full nutrient potential. But vitamins as they exist today are filled with more BS than truth.

So we started with a few simple questions: Where do your vitamins come from? What do they look like? How are they built? What's inside of them? Who are they designed for? We believe these questions deserve better answers: one with real, clean and all women (including Mother Earth) in mind.



