

JSHEALTH

VITAMINS

JSHealth Vitamins and Cali Press Launch Summer 2025 Collab *Featuring Limited-Edition Collagen Smoothie*

Sydney, Australia — December 2025:

Two leading voices in Australian wellness have joined forces for summer. JSHealth Vitamins and Cali Press today announce an exclusive collaboration bringing premium Pure Marine Collagen to Cali Press's newly launched smoothie menu across all its stores from 16 December 2025 throughout summer.

The partnership introduces the JSHealth Collagen Booster, now available to add across the entire Cali Press beverage range, plus a limited-edition, co-created "Inner Beauty" smoothie crafted by Jess Sepel, JSHealth Vitamin's founder and wellness leader.

"Cali Press has always been a brand we genuinely love and align with" says Sepel.

"We're thrilled to bring our Pure Marine Collagen to Cali Press' summer menu and make daily nourishment and ingestible beauty more accessible, delicious and enjoyable."



JSHealth Inner Beauty Smoothie

INGREDIENTS

JSHealth Pure Marine Collagen (3g)

Strawberries

Banana

Protein

Chia seeds

Coconut mylk

Coconut cream

Maple

CoYo

Pink pitaya

The hero of the collaboration is a bespoke Cali Press smoothie inspired by Sepel's signature flavour profile, designed to deliver functional nourishment with a delicious summer twist. Featuring a scoop of JSHealth Pure Marine Collagen, the smoothie pairs premium ingredients with Cali Press' much-loved wholefood base.

The JSHealth Collagen Booster is an included option across Cali's newly launched Vitality and Wellness range and can also be added to any of Cali's protein smoothies and drinks for those wanting to elevate their daily ritual with a simple, skin-loving upgrade.

Why Marine Collagen?

JSHealth Pure Marine Collagen is one of the most trusted collagen offerings in Australia, known for its science-backed 3g serving, hydrolysed peptides and high bioavailability.

Key benefits include:

- ✓ 3g science-backed dose for optimal benefits
- ✓ Higher in type 1 collagen (the kind your skin loves)
- ✓ Supports skin integrity, elasticity and hydration
- ✓ Marine-sourced for higher bioavailability
- ✓ Hydrolysed peptides for enhanced absorption

It's free from unnecessary additives and completely flavourless, making it the perfect addition to any Cali drink.

"Collagen is a beautiful way to support the skin from within, and making it available through Cali Press gives people an easy, delicious way to create a daily routine around it." notes Sepel.



About JSHealth Vitamins

Founded by wellness leader Jess Sepel, JSHealth Vitamins is a globally celebrated wellness brand and platform dedicated to evidence-based education and innovative formulas for transformational results. The range includes ingestible supplements, functional powders, topical skincare, haircare and more, with a commitment to quality, transparency and science-led formulations.

About Cali Press

Cali Press is one of Australia's leading wholefood café brands, known for its nutrient-dense smoothies, warm bowls and salads and sourdough sandwiches. . With a commitment to quality produce and functional nourishment, Cali Press continues to set the benchmark for fresh, convenient, health-driven menus.

“We’re excited to partner with JSHealth Vitamins for this summer menu. Our customers value functional, high-quality nutrition, and this collaboration brings that to life in a fresh new way.”

- Cali Press Founder Scott Glasson.

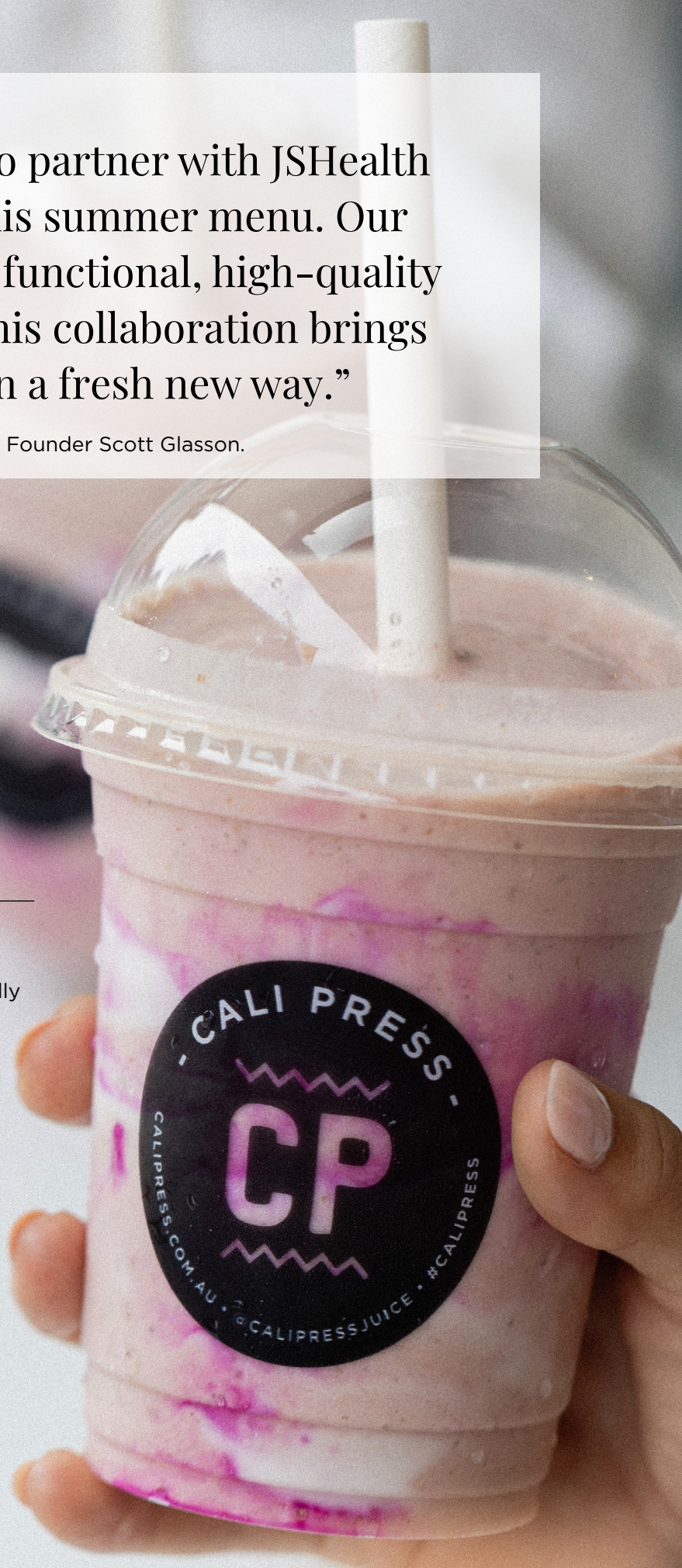
Summer Giveaway *for Cali Club Members*

To celebrate the partnership, members who purchase the JSHealth Smoothie or add a collagen booster this summer will automatically go into the running to win 1 of 10 prize packs, each including:

\$100 JSHealth Vitamins voucher

\$100 Cali Press voucher

The competition is open to Cali Club members across the entire partnership period.



To request further information and a Cali Press voucher to try the JSHealth smoothie yourself, please contact Giovanna Ingegneri at MVMNT: giovanna@mvmnt-agency.com