

NYC-Based Collagen Brand, Heivy, Announces New Addition to Supplement Line



New York City, Oct 9, 2020 ([Issuewire.com](https://www.issuewire.com)) - Heivy, an NYC-based liquid collagen brand, known for its high quality marine collagen supplements, today announced the launch of their new liquid collagen products, Uplift and Lullaby. These collagen products contain highest quality marine collagen, as well as other extracts and herbs in a convenient liquid format, made for portability and easy consumption, so as to help improve mood and sleep quality.

Stacy, CEO of Heivy said, “During these times of stress and worry brought on by the pandemic, we’ve created these products to positively counteract the effects of the pandemic on customers’ mood and sleep quality.”

As the COVID-19 pandemic stretches into the second half of a year worldwide, businesses are continuing to find ways to adapt to this new way of life and keep consumers happy. Whether it’s restaurants in New York City occupying bike lanes for outdoor dining, or doctors offering telemedicine appointments, nearly every industry has been forced to pivot toward a future that includes face masks

and uncertainty. Consumer stress and uncertainty has been a driving force behind these changes.

A recent New York Times article addressed the effects of the pandemic on health, “‘There’s many, many stresses in many ways surrounding this pandemic, and we’re still seeing hair loss because a lot of the stress hasn’t gone away,’ said Dr. Shilpi Khetarpal, an associate professor of dermatology at the Cleveland Clinic.”

Heivy’s mood improvement formula, Uplift, contains anti-glycation formulation, 5000 mg marine collagen, anti-aging properties, and daylily extract and GABA for stress and anxiety relief. Lullaby, which is used to promote restful sleep, contains 5000 mg marine collagen, melatonin for deep sleep, happy banana extract, tryptophan, and GABA.

“Gone are the days of trying to mix clumpy, chalky collagen powders into your coffee every morning, and worrying if you’re getting the full benefits,” Stacy continued, “we want to make it as simple as possible to make improvements to your health and life with supplements designed to make life easier. With this line, we address mood, sleep, and of course, hair loss with our top quality marine collagen.”

This is just the latest addition for the skincare and supplement brand to its line. Heivy has a whole line of collagen products that addresses common concerns like joint and bone strength and appearance of hair and nails. The supplements and face masks are available at Heivy.com and on Amazon, and as of September, on TMall.



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