

Rest & Quiet

kids FORMULA

TEEN FORMULA



The Problem



1 in 7 kids
aged 4-17 are affected
by **anxiety** or other
mental health
conditions. This is
equivalent to
560,000 kids &
adolescents.

7.4% or 298,000

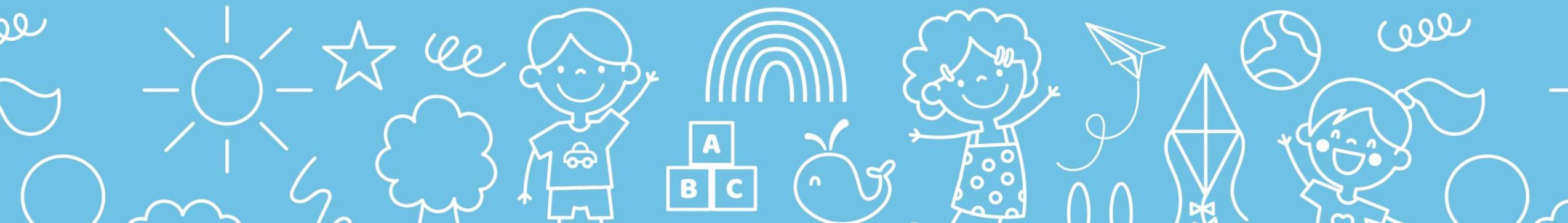
Australian kids have been identified as having **ADHD** (Attention Deficit Hyperactivity Disorder)

6.9% or 278,000

Australian children had been diagnosed with **anxiety disorders**

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kids FORMULA



Children display stress in the way they learn, behave or handle their emotions

SIGNS OF BOREDOM

- fidgeting
- interrupting others
- isolating themselves



SIGNS OF ANGER & IRRITABILITY

- temper tantrums
- being moody or irritable



SIGNS OF STRESS & NERVOUSNESS

- upset tummy
- crying
- becoming overly clingy or sensitive
- expressing worry
- restless sleep



Children also display stress in different ways based on their age



Aged 2-7 (Younger Child)

- Children at this age tend to not know how to talk about what they are feeling.
- A child at this age may show emotional stress in physical ways, they may begin thumb sucking, may display frustration in the form of temper tantrums or may complain of their tummy hurting.

Aged 7-12 (Older Child)

- This age group becomes aware of how they are feeling and may release their stress or fears as anger, moodiness, or irritability.
 - They may also show worry in displaying shyness.



Introducing... **kids** FORMULA



This blend provides relief from feelings of excessive nervous energy and unrest to support a moment of calm for kids.

Targeting:

- Restlessness & sudden outbursts
- Irritability
- Overactivity
- Boredom
- Stress, fear, agitation

7 Bach Flower Remedies

ALCOHOL FREE | NATURAL STRAWBERRY FLAVOUR

2 Sprays on the tongue, as needed

RRP \$19.95 | 20 mL Spray

Rest & Quiet
kids FORMULA

7 Bach Flowers specific for **KIDS** emotional needs



CHERRY PLUM
CLEMATIS

IMPATIENS

ROCK ROSE
SCLERANTHUS
VERVAIN

WALNUT

Restless, sudden outbursts & temper tantrums.

Lack of interest, displays boredom, is distracted, or tends to daydream frequently.

Agitated, impatient, interrupts parents or others, tends to be irritated.

Displays signs of panic, stress, fear, and mild anxiety.

Indecisiveness & is uncertain with that they need.

Overactive & overly energetic kids, which may lead to frequent exhaustion.

Supports the emotional journey of children growing up.

Rest & Quiet

TEEN FORMULA



Almost half (47%) of Australian teenagers are stressed (ages 12-19)

Emotionally	Physically	Cognitively	Behavioural
crucial development years emotionally with a lot of self-navigation personally & socially	puberty , a time of growth & development	focusing on school & study or preparing for a career	change in sleep and diet habits



All of these key changes may lead to stress, mild anxiety, mental overactivity, lack of confidence, poor self-esteem, and little motivation.

Introducing... **TEEN** FORMULA



Teen Bach flower blend to support positive self-esteem, motivation, and confidence in teens.

Targeting:

- Mental overactivity
- Confidence
- Positive self-esteem
- Motivation & Drive
- Focus & clarity
- Stress Relief

7 Bach Flower Remedies

ALCOHOL FREE | NATURAL PINEAPPLE FLAVOUR

2 Sprays on the tongue, as needed

RRP \$19.95 | 20 mL spray

Rest & Quiet
TEEN FORMULA

7 Bach Flowers specific for TEEN emotional needs



ASPEN
CHERRY PLUM
CRAB APPLE

ELM
GENTIAN
LARCH
MIMULUS

Fearful, experiences nervous tummy or “butterflies”.
Impulsive, reckless, nervous, yet afraid.
Low self-esteem, body image and self-belief. Sees self as imperfect.
Overwhelmed by responsibility, friendship & the future.
Disappointed and easily discouraged after a setback.
Lacks courage & confidence, fears failing.
Fears things they cannot control, nervous, shy & timid.

Launch Plan & Marketing Support



Rest & Quiet **kids FORMULA**
Traditionally used to calm the mind and reduce irritability & restlessness in children
7 Bach Flower Remedies | ALCOHOL FREE
This blend provides relief from feelings of excessive nervous energy and unrest to support a moment of calm for kids!

Rest & Quiet **TEEN FORMULA**
Traditionally used to calm the mind and reduce mental overactivity in teenagers
7 Bach Flower Remedies | ALCOHOL FREE
This blend may support positive self-esteem, motivation, and confidence in teens!

MENTAL OVERACTIVITY IN ADOLESCENTS AGED 12-19
Teenagers commonly experience stress and mental overactivity due to hormonal factors in their bodies. As a result, they may experience difficulty concentrating, mood swings, and changes through all of this just as important.

CONFIDENCE
MOTIVATION & DRIVE
MOTIVATION & DRIVE

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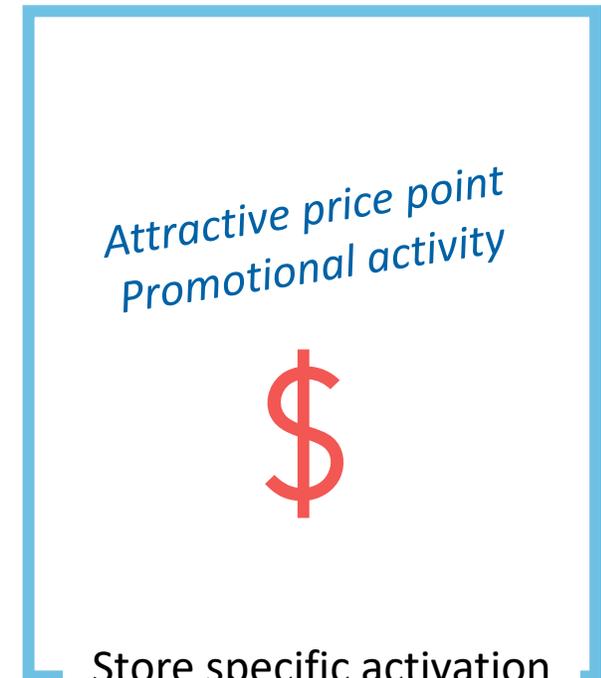
Training materials



Photos of students in a classroom setting, some looking at books and others at a laptop. A bottle of Rest & Quiet TEEN FORMULA is visible on a desk.

Social media icons: Google, YouTube, Facebook, Instagram, Pinterest, TikTok.

Digital marketing



Attractive price point
Promotional activity

\$

Store specific activation



Pricing AU

Reorder code	Product Description	W/S Pricing	RRP
MPRQCKF	Rest&Quiet Kids Formula 20 mL spray	\$11.50	\$19.95
MPRQTF	Rest&Quiet Teen Formula 20 mL spray	\$11.50	\$19.95





Launch Deal

- Deal price \$55.20
- Counter unit
- 3 each sku
- Attractive sell in deal – low price point, low stock holding
- @ 20% off W/S

20% OFF LAUNCH DEAL

DEAL PRICE \$55.20 SAVINGS OF \$13.80

now for kids & teenager need

The ONLY ORIGINAL Dr Bach potency



Rest&Quiet

Available Jan 2024



kids FORMULA



TEEN FORMULA