

TEELIXIR

Teelixir VS. The Rest

Growing solutions for all people, across every life stage and every wellness need — in every format pharmacy customers want to use.

"Di Tao" — authentic source. Best-in-category materials, sourced from the world's most pristine origins.

ACO CERTIFIED

DI TAO SOURCED

3RD-PARTY TESTED

8 RANGES · 8 FORMATS

Customers are walking in already curious.

Medicinal mushrooms and adaptogens are now a permanent fixture on pharmacy shelves. But the supplier you choose shapes whether you sell a single mushroom powder — or whether you become the pharmacy that solves brain, beauty, hormone, immunity and recovery needs for the same customer, all year.

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HOUSEHOLDS

Australian households now buy organic foods on occasion — and millennials and younger Gen X lead the trend.

44%

DAILY SUPPLEMENTS

of Australians take supplements every day — 46% specifically to improve overall wellness.

25–35%

CATEGORY GROWTH

Per-year growth in the functional mushroom and adaptogen category — and accelerating.

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BRANDS RECOMMENDED

Teelixir is named among the most popular Australian medicinal mushroom producers — alongside SuperFeast, Life Cykel and Dr Noel's.¹

The buyer's question

Most brands in this category sell mushrooms. A few sell mushrooms well. Only one supplier in the Australian pharmacy channel builds **growing solutions for all people across every life stage** — pairing ACO-certified mushrooms with full ranges of adaptogens, beauty tonics, performance blends, pine products, fulvic, shilajit and ready-to-mix lattes, each Di Tao-sourced from the best origin in the world for that category. This brief lays out the difference, side by side.

One supplier. Every life stage. Every need.

From a curious first-timer to a daily wellness devotee, from a child's gentle immune support to an athlete's recovery and a beauty customer's inner radiance — Teelixir meets customers where they are. Range breadth across both products *and* formats is what mushroom-only competitors structurally cannot match.

<p>KIDS · ELDERLY</p> <p>Gentle daily support</p> <p>Pure 1:1 powders, food-like doses</p>	<p>CURIOUS · NEW</p> <p>Easy first step</p> <p>Lattes (Cacao, Beet, Matcha, Turmeric)</p>	<p>BUSY PRO</p> <p>Focus & calm under pressure</p> <p>Lion's Mane caps, TLXR Body Build</p>	<p>ATHLETE</p> <p>Performance & recovery</p> <p>TLXR Body Repair, Cordyceps extracts</p>	<p>BEAUTY</p> <p>Skin & inner radiance</p> <p>Pearl, Tremella, Real Resveratrol</p>	<p>HORMONE · VITALITY</p> <p>Libido, balance, longevity</p> <p>Pine Pollen, Shilajit, Schizandra</p>
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Eight growing ranges that span the whole shelf

Each range is a distinct shelf story for pharmacy. Mushroom-only competitors enter two or three of these at most.

<p>RANGE 01</p> <p>Di Tao Mushroom Range</p> <p>Premium 10:1 fruiting body extracts from the Changbai Mountains — Mushroom Immunity, Maitake, Turkey Tail, Shiitake.</p> <p><i>Concentrated · authentic source</i></p>	<p>RANGE 02</p> <p>Pure Whole Mushroom Range</p> <p>Whole-mushroom 1:1 powders — Lion's Mane, Reishi, Cordyceps, Chaga. Gentle, food-like, every-day.</p> <p><i>For kids, elderly, sensitive users</i></p>	<p>RANGE 03</p> <p>Functional Latte Range</p> <p>Cacao (Reishi), Beet (Chaga), Matcha (Lion's Mane), Turmeric (Cordyceps) — plus ceremonial matcha.</p> <p><i>2019 Australian Organic Awards winner</i></p>	<p>RANGE 04</p> <p>Pearl & Beauty Range</p> <p>Pearl Beauty Powder, Tremella, Real Resveratrol, Schizandra Berry. The beauty customer's inside-out story.</p> <p><i>Inner radiance · skin · hydration</i></p>
<p>RANGE 05</p> <p>Pine Range</p> <p>Korean Red Pine Needle Oil (patented hydrosol) and Pine Pollen Powder & Tincture. Cleanse, immunity, hormone, libido.</p> <p><i>Exclusive to Teelixir</i></p>	<p>RANGE 06</p> <p>Adaptogen & Tonic Herb Range</p> <p>Ashwagandha, Astragalus, Siberian Ginseng, Schizandra Berry — stress, energy, immunity, vitality.</p> <p><i>Whole categories competitors don't enter</i></p>	<p>RANGE 07</p> <p>TLXR Performance Range</p> <p>TLXR Body Build (focus & calm) and TLXR Body Repair (recovery) — pharmacy-shelf ready 100g packs.</p> <p><i>Targeted blends, not generic stacks</i></p>	<p>RANGE 08</p> <p>Fulvic, Shilajit & Minerals</p> <p>Fulvic Acid Minerals, Himalayan Shilajit Resin and WA Jarrah Bee Pollen. Nutrient uptake, detox, energy.</p> <p><i>Deep-nutrition category</i></p>

One brand, eight formats. Meet the customer where they are.

A pharmacy customer who won't measure powder will happily take a capsule. A coffee drinker wants a latte, not a tincture. A high-performer wants concentrated extract; a parent wants a whole-food powder. Teelixir is built for all of them — most mushroom-only competitors offer two or three formats at best.

Pure 1:1 Powders

BEST FOR: GENTLE DAILY

Whole-mushroom, whole-food powders. Kids, elderly, sensitive users. 1 tsp per day, food-like dose.

10:1 Fruiting Body Extracts

BEST FOR: HIGH PERFORMERS

Concentrated bioactives — 10 parts mushroom into 1 part powder. Fast-acting, ¼ tsp daily.

Ready-to-Mix Lattes

BEST FOR: RITUAL LOVERS

Cacao, Beet, Matcha, Turmeric — the healthier coffee alternative. Habit-building daily ritual.

Capsules

BEST FOR: PHARMACY SHOPPER

Australian-made Lion's Mane 90 caps = 3-month supply. No scoops, no measuring — script-counter friendly.

Tinctures

BEST FOR: FOCUS & TRAVEL

Pine Pollen Tincture — liquid pine pollen, fast absorption. Hormone, libido, focus support.

Hydrosol & Pine Oils

BEST FOR: CLEANSE & IMMUNITY

Korean Red Pine Needle Oil via patented hydrosol process. Liver cleanse, immunity, heart health.

Root & Berry Powders

BEST FOR: TONIC HERB USERS

Ashwagandha root, Schizandra berry, Siberian Ginseng — beyond mushrooms, into the full adaptogen tradition.

Resin & Mineral Concentrates

BEST FOR: DEEP NUTRITION

Shilajit Resin and Fulvic Acid Minerals — concentrated formats for nutrient uptake and rejuvenation.

Buyer's takeaway

The format-mix matters as much as the ingredient. A pharmacy with only powders captures the wellness devotee but loses the curious latte drinker, the script-counter capsule customer and the athlete who wants a tincture. Teelixir is structured to capture all of them with one supplier relationship.

Best-in-category materials, sourced where they grow best.

"Di Tao" — authentic source — is the ancient Chinese principle that each herb has a pristine region where it grows best, and where centuries of practice have proven its potency. We apply Di Tao to every category, not just mushrooms — including Australian bee pollen and resveratrol, where Australia is the world's best origin.

CHANGBAI MOUNTAINS · NE CHINA

Di Tao Mushrooms

Pristine high-mountain forests, far from cities or industrial pollution. The world's most credible origin for medicinal mushroom fruiting body.

SOUTH KOREA

Korean Red Pine

Patented Red Pine Needle Oil — a hydrosol process used nowhere else. The world's most respected source for therapeutic pine.

HUNTER VALLEY · NSW, AUSTRALIA

Real Resveratrol

Meticulously extracted from skin and seeds of organic Hunter Valley red grapes. Australia's only premium resveratrol with this provenance.

JARRAH TREES · WESTERN AUSTRALIA

Wild Australian Bee Pollen

Collected from pristine WA Jarrah country. Vitamins, minerals, amino acids and enzymes from one of the cleanest pollen sources on Earth.

SHADE-GROWN · JAPAN

Ceremonial Organic Matcha

Premium shade-grown, stone-ground Japanese matcha — the global standard for ceremonial-grade tea.

HIMALAYAS · INDIA

Shilajit & Ashwagandha

Pure Himalayan Shilajit Resin and Ayurvedic-tradition Ashwagandha — for energy, detox, stress, rejuvenation.

SIBERIA · RUSSIA

Siberian Ginseng (Eleuthero)

Cold-climate adaptogen for endurance, stamina and vitality. Sourced where it has grown for centuries.

UNITED STATES

Fulvic Acid Minerals

The world's most credible source for high-purity fulvic minerals — for nutrient uptake and trace-mineral support.

CALIFORNIA · USA

Latte Inspiration

The latte ritual category was perfected in California's wellness culture — the Teelixir latte range brings the format to AU pharmacy.

Why Di Tao matters for the pharmacy buyer

"Australian-grown" is a clean marketing story — but it isn't always the best botanical story. Lion's Mane and Reishi reach peak potency in the Changbai Mountains, not Sydney; Shilajit is Himalayan or it isn't Shilajit. **Teelixir picks the best origin per category** — including Australia where Australia is best — and then verifies it with ACO certification and third-party testing. That's a more defensible quality claim than any single-origin brand can make.

Teelixir vs. a typical mushroom-only brand.

A category-by-category comparison your buying team can use to evaluate range gaps and white-space opportunities.

CATEGORY	TEELIXIR	MUSHROOM-ONLY COMPETITOR	MASS WELLNESS BRAND
Pure whole mushroom range (1:1)	● Lion's Mane, Reishi, Cordyceps, Chaga	● Sometimes	○ Rare
Di Tao mushroom range (10:1 fruiting body)	● Mushroom Immunity, Maitake, Turkey Tail, Shiitake	● Sometimes	○ Rare
Functional latte range (ready-to-mix)	● 4 flavours + ceremonial matcha	○ Limited	● Some
Adaptogens & tonic herbs	● Ashwagandha, Astragalus, Schizandra, Ginseng	○ Rare	● Some
Pearl & Beauty range	● Pearl, Tremella, Real Resveratrol, Schizandra	○ No	○ No
Pine range (oil + pollen powder + tincture)	● Patented Korean Red Pine Needle Oil + Pine Pollen	○ No	○ No
Shilajit & Fulvic minerals	● Himalayan Shilajit Resin + Fulvic Acid Minerals	○ No	● Generic
Australian-origin heroes (Bee Pollen, Resveratrol)	● WA Jarrah Bee Pollen + Hunter Valley Resveratrol	○ No	○ No
TLXR performance blends	● Body Build + Body Repair	○ No	● Generic blends only
Capsule format (pharmacy-friendly)	● Lion's Mane 90 caps · Australian-made	● Some	● Common
Format breadth (powder/extract/latte/capsule/tincture/oil/resin)	● All 8 formats	● 2–3 formats	● 3–4 formats
ACO Certified Organic across core range	● Yes — Cert. 12672	● Varies by brand	● Varies by SKU
Di Tao authentic-source per category	● Best origin per herb · spore to table	● Varies	○ No
3rd-party heavy metal & beta-glucan testing	● Yes — certificates available	● Often claimed, less often verified	● Varies
Money-back potency guarantee	● Yes	○ Rare	○ Rare

Key: ● Yes ● Partial / varies ○ No or rare

How Teelixir is positioned in the AU landscape.

Australia's medicinal mushroom market is led by a small group of brands, each with a different proposition. Here's how the major players sit on the dimensions a pharmacy buyer cares about.

BRAND	CORE PROPOSITION	RANGE BEYOND MUSHROOMS	SOURCING STORY
Teelixir	Growing solutions for all people, life stages and needs — ACO-certified mushrooms <i>plus</i> a full adaptogen, beauty, pine, performance, mineral and latte offer.	Wide — 8 ranges across mushrooms, adaptogens, beauty, pine, performance, lattes, capsules, tinctures, shilajit and fulvic.	Di Tao — best origin per category; ACO Cert. 12672; 3rd-party tested.
SuperFeast	Taoist herbalism heritage; mushroom powders and tonic herb tradition.	Moderate — mushrooms and some tonic herbs.	Di Dao sourcing claim; capsules made in TGA-approved AU facilities.
Life Cykel	Australian-grown liquid mushroom extracts; sustainability storytelling.	Narrow — primarily mushroom extracts and tinctures.	Australian grown / processed; branded narrative.
Dr Noel's / Organic Pharmacy	Locally-grown Australian fruiting bodies; clinical-style positioning.	Narrow — mushrooms only.	Australian-grown only; lab tested.
Mass wellness brands (e.g. multi-vit suppliers branching in)	Mushroom SKUs added to existing supplement lines; volume play.	Wide overall — but mushroom segment shallow.	Generic; rarely Di Tao or origin-specific.

Buyer's takeaway

If a pharmacy's category strategy is built around **growing solutions for every life stage and every wellness need** — not just stocking a few mushroom powders — Teelixir is structurally better positioned than any other single supplier in the AU channel. Mushroom-only brands force a multi-supplier shelf to cover the same range of customers.

¹ World Mushroom Society, "Best Medicinal Mushrooms Australia" — names Teelixir alongside SuperFeast, Life Cykel and Dr Noel's Mushroom Company as Australia's most popular medicinal mushroom producers. Competitor profiles in this brief are summarised from each brand's own public positioning at time of writing; pharmacy buyers should verify current ranges directly.

Why Teelixir wins on the P&L, not just the shelf.

Range breadth, format diversity, Di Tao sourcing and ACO certification translate directly into the metrics a pharmacy buyer is measured on.

Higher basket size

Natural cross-sell paths — Lion's Mane capsule + Matcha Latte, Pine Oil + Pine Pollen tincture, TLXR Build + Repair, Pearl + Resveratrol — built into the range across 8 categories.

Repeat customer loyalty

Daily-use rituals (lattes, capsules, powders) bring shoppers back monthly. Subscription-style purchase patterns, not one-off SKUs.

Premium price point

ACO certification, Di Tao authentic-source sourcing and 3rd-party testing justify a premium price — protecting margin against commodity-priced imports.

Single-supplier coverage

One supplier covers brain, beauty, hormone, immunity, recovery, mineral and ritual customers — instead of stocking 3–4 brands to fill the same shelf.

Standout shelf authority

Premium dark packaging with the ACO badge builds visual category authority on shelf and signals trust to the curious first-time buyer.

Risk-free trial

Money-back potency guarantee removes the customer-trial barrier — and the conversation barrier for the staff member recommending it.

What "good" looks like on shelf

- ✓ **Anchor SKUs:** Lion's Mane Capsules · Pure Reishi · Mushroom Cacao Latte · TLXR Body Build
- ✓ **Beauty range:** Pearl Beauty Powder · Real Resveratrol · Tremella
- ✓ **Pine range:** Korean Red Pine Needle Oil · Pine Pollen Tincture · Pine Pollen Powder
- ✓ **Adaptogen & minerals:** Ashwagandha · Schizandra · Shilajit Resin · Fulvic Minerals · WA Bee Pollen
- ✓ **Daily ritual:** Functional Latte Range (4 flavours) + Ceremonial Matcha

One supplier. All people. All life stages.

Every Teelixir product is researched extensively before going into production, with guidance from market trends and natural practitioner feedback. Pure, potent products that work — or your money back.

If you only remember three things

- ✓ **Growing solutions for all people, all life stages** — 8 ranges, 8 formats, one supplier.
- ✓ **Di Tao sourcing per category** — best origin in the world for each herb, Australia included where Australia is best.
- ✓ **ACO Cert. 12672 + 3rd-party verified** — the most defensible quality claim in the AU mushroom category.

Ask Teelixir for

- ✓ Current 3rd-party lab certificates (beta-glucan & heavy metals).
- ✓ ACO Certificate No. 12672 documentation.
- ✓ Free sample pack across the hero range — Pure powders, Lattes, TLXR blends, Pearl & Beauty, Pine Oil.
- ✓ Channel-partner co-promotion calendar & staff training collateral.

Quality is not an act. It's a habit.

Teelixir is a proudly Australian company building Australia's most credible functional-wellness range — growing solutions for all people, across every life stage and every need, backed by ACO certification, Di Tao authenticity and independent testing.

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