

28 Jul 2023 | Interviews

# Get To Know: Sweden's Pre-Drinking 'Myrkl' Maker De Faire Medical

by David Ridley

In the first of a new series profiling small- and medium-sized innovative players in the European consumer healthcare market, HBW Insight speaks to Swedish “revolutionary pre-drinking pill” manufacturer De Faire Medical.

Swedish vitamins, minerals and supplements manufacturer De Faire Medical claims to have invented a “revolutionary pre-drinking pill that works” in the shape of Myrkl.

Pronounced “miracle,” the high performing bacteria, l-cysteine & vitamin B12 containing food supplement sold out in just 24 hours when it was launched in the UK last July.

According to the company, three out of four consumers who have purchased the supplement are satisfied that Myrkl enables them to “enjoy their social lives without compromising the next day,” leaving them feeling “refreshed even after a long night.”

In the first of a new series profiling small and medium sized innovative players in the European consumer healthcare market, HBW Insight gets to know Myrkl manufacturer De Faire Medical.

## Q What is the history of the company?

**A** De Faire Medical was founded with a vision to provide health-conscious individuals with a unique solution for enjoying social moments without compromising their wellbeing. The company's journey began with extensive research and development, culminating in the creation of a premium pre-drinking supplement. Our dedication to natural ingredients, responsible living, and gut-friendly formulations has driven us to become a trusted name in the consumer healthcare market. Myrkl is the result of 30 years of research and development and scientifically tested.

**Q What are your biggest selling UK brands?**

**A** As a company specializing in the consumer healthcare market, Myrkl stands as our flagship brand. The demand for Myrkl has grown steadily, with health-conscious adults embracing our product as a must-have for their social experiences. Our focus on quality, efficacy, and customer satisfaction has garnered us a loyal customer base.

**Q Are you engaging in or planning any future investment in this brand in the next few months?**

**A** We are deeply committed to the continuous improvement and innovation of our products. In the next few months, we are actively exploring opportunities to invest in research and development, ensuring Myrkl remains at the forefront of the market and develop further products in the sector of liver health and diabetes. We are currently expanding our business globally with online and offline distribution and Myrkl is currently present in the US, Canada, China and most European countries and we are launching in Japan at the beginning of next year.

**Q What are the opportunities/challenges for growth in the UK consumer healthcare market today?**

**A** The UK and global consumer healthcare market presents exciting opportunities for growth, primarily driven by the increasing emphasis on personal health and wellbeing. As more individuals embrace a health-conscious lifestyle, there is a rising demand for innovative products like Myrkl that enable responsible enjoyment without compromising on wellness. As Myrkl is a food supplement and not a registered drug the regulatory framework represents one of the major challenges to communicate the product benefits to consumers.