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Kenvue Brings Zarbee's Natural Family Self-Care Brand To The UK

by [David Ridley](#)

Kenvue has launched in the UK & Ireland its Zarbee's family self-care brand, which includes syrup-based medical devices for the treatment of cough and sore throat and dietary supplements to support the immune system.

In its first UK & Ireland launch since spinning out from Johnson & Johnson earlier this year, Kenvue is bringing its Zarbee's range of family dietary supplements to both markets.

“Our Zarbee's range is an exciting addition to our portfolio here in the UK and Ireland, expanding the brand's footprint globally and offering families a new way to support their health and wellbeing,” commented Kenvue's head of marketing for Northern Europe Angeliki Kazantzidi.

“Zarbee's meets a consumer desire for more self-care options with ingredients inspired by nature and guided by science. We're helping parents build self-care into family life – another example of how Kenvue's brands are putting the extraordinary power of everyday care into people's hands.”

Zarbee's is made up of two ranges: syrup-based medical devices for the treatment of cough and sore throat and dietary supplements designed to support the immune system.

On the devices side there is Zarbee's Adult Cough & Sore Throat Syrup – with a recommended retail price of £8.49 (\$10.83) – which contains pure honey to soothe and calm the urge to cough, vegetal glycerol to coat and lubricate the throat, and ivy leaf extract to hydrate and loosen mucus.

For children, Zarbee's Children's Cough & Sore Throat Syrup (RRP: £7.49) is based on the same ingredients but with lemon and apricot flavoring.

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On the supplements side, Kenvue has introduced Zarbee's Children's MultiVits + Immune Support (RRP: £11.99), containing honey, zinc, biotin, and rosehip extract, and Zarbee's Children's Immune Support (RRP: £9.49), honey, vitamin D and biotin.

For adults, there is Zarbee's Adult Immune Support (RRP: £9.49), containing honey, vitamins C and D, rosehip extract, zinc and biotin, and Zarbee's Adult Evening Immune Support (RRP: £11.99), containing honey with lavender extract, vitamin D and biotin.

Made with naturally sourced ingredients and housed in recyclable packaging, the Zarbee's range is available now from UK & Ireland retailers Boots, Sainsburys, Tesco, Amazon, Ocado, Asda and Superdrug.

Johnson & Johnson Consumer acquired US-based Zarbee's Inc. in 2018 to add another consumer health category to its pharma, medical device and consumer health care product portfolio along with delivering better natural market credibility to its dossier. (Also see "[Adding Zarbee's, J&J Gains Natural Market Footprint, Claims Credibility](#)" - HBW Insight, 30 Jul, 2018.)

Earlier this year, Kenvue introduced Zarbee's launching across the country honey-based Baby Immunity Syrup for 6- to 24-month-olds; Baby Soothing Cough Syrup for 1- to 2-year-olds; Children's Immunity Syrup and Children's Cough + Mucus Syrup for 2- to 12-year-olds; and Children's Complete Cough + Cold Syrup for 6- to 12-year-olds. (Also see "[Kenvue Reaches Canada With Zarbees Line As J&J Reaches Final Step Of Spinoff Share Exchange](#)" - HBW Insight, 17 Aug, 2023.)