

12 Mar 2024 | News

# BetterYou Supports Struggling New UK Families With Baby Vitamins

by David Ridley

Thousands of UK families will be supported with oral spray vitamins among other things thanks to an ongoing partnership between UK supplements manufacturer BetterYou and UK charity Baby Basics.

Barnsley-based dietary supplement company BetterYou is ramping up its support for UK families struggling to meet the financial and practical burden of looking after new children.

Expanding its partnership with UK charity Baby Basics, Better You aims in 2024 to provide more than 8,000 care packages containing its vitamin oral sprays and over 500 volunteered hours to helping to organise donations, including clothes, toys, toiletries and equipment.

“We are incredibly proud to consider ourselves both supporters and friends of Baby Basics Sheffield,” commented BetterYou Founder and Chief Executive, Andy Thomas. “This charity is volunteer-led by the most amazing and selfless people who work tirelessly to support displaced families struggling to care for babies and young children.”

Now in its third year, the partnership has already seen Better You provide more than 7,000 care packages and over 400 volunteer hours to Baby Basics, which the firm said runs the UK’s largest network of “baby banks.”

“Nutritional support is often low on priorities when a family becomes vulnerable, but ill-health can quickly turn a problem into a crisis,” Thomas continued. “We believe good nutritional support is an essential intervention that comes hand in hand with education, control and the regaining of self-worth and dignity.”

“Our partnership with Baby Basics has brought us closer than ever to the people we were created to serve,” Thomas added. “It has allowed us very special access to the running of a charitable organisation but more importantly it has provided us the privilege to get to know some of the

wonderful families they help.”