



H&BA

The Health & Beauty Association

Founded in 1969, the H&BA is a 'not for profit' trade association for senior sales and marketing executives of health and beauty brand suppliers in the UK.

By understanding our members' key challenges, the H&BA brings insights and thought leadership to support sales, marketing and shopper marketing effectiveness

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Thursday 20th November 2025

SATELLITE
HEALTH

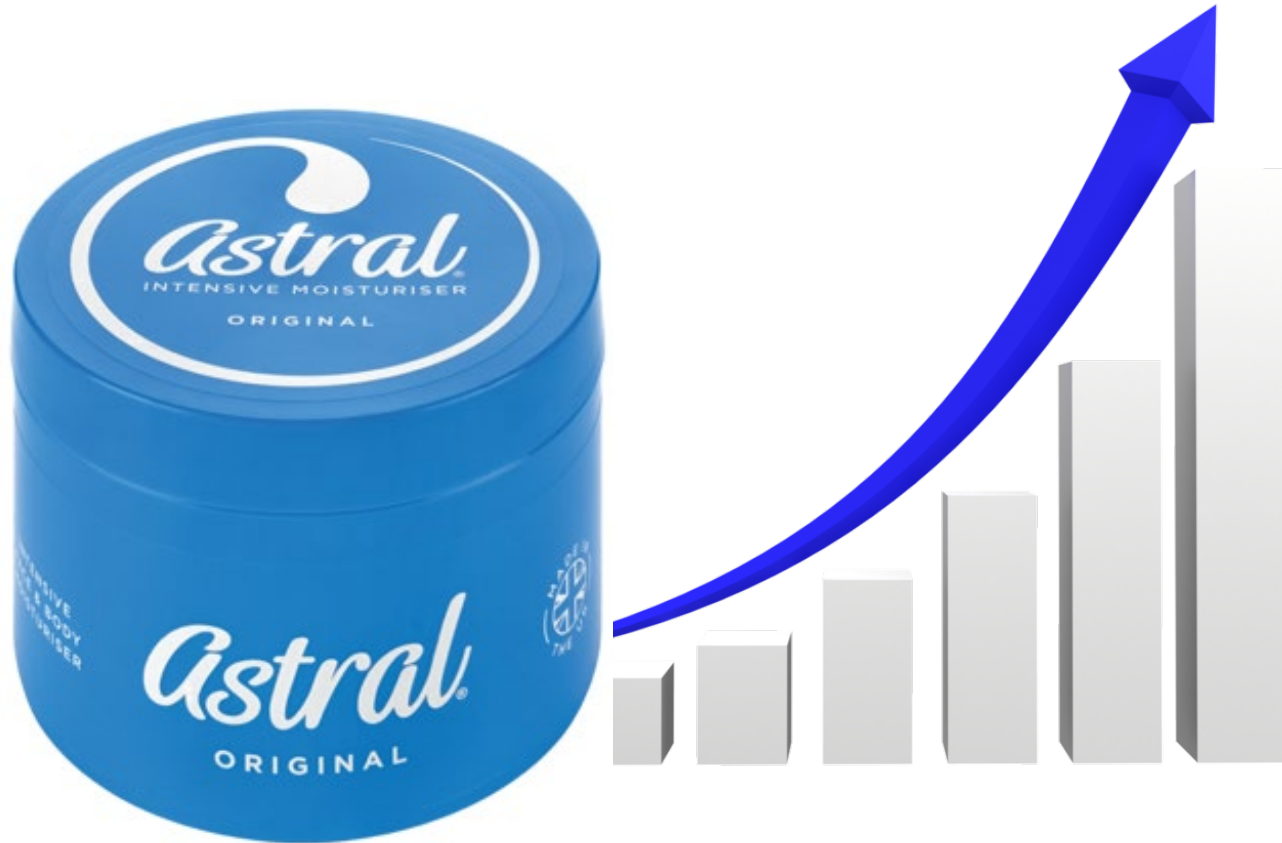
Pauline Kent, Managing Director of Satellite Health

Members Digital Events Series – 2025

Pi

SATELLITE
HEALTH

Driving sales of Astral by 250%



Tubs and Chop Sticks





A Real Ambassador

- Barbara's story packaged and circulated to all media contacts
- Interviews offered
- Samples sent
- Barbara given some media training
- An organic approach relying 100% on the story
- NO digital spend. NO influencer spend. NO advertising

OMG! The Results

- 50 plus items of branded coverage
- Mix of traditional and digital media - from GBN to Tik Tok
- Total reach of 1.4 billion

In   
YourArea

90-year-old Morecambe drummer joins Joanna Lumley as a pin-up for £4 beauty cream

 lancasterguardian.co.uk • 4d ago



Barbara likes to wear her red cowgirl hat and leather jacket when she plays gigs in Morecambe pubs with groups such as the D'Ukes of Lancast...



Looking younger for just £4

Aged 90, Morecambe's Barbara McInnis has to be one of the world's oldest female drummers - having picked up drumsticks for the first time at the grand old age of 89. But it's not just her newfound love of knocking out a beat that's helped Barbara roll back the years. Barbara swears by an active lifestyle and a pot of Astral Moisturiser that costs less than a fiver. Barbara likes to wear her red cowgirl hat and leather jacket when she plays gigs in Morecambe pubs with groups such as the D'Ukes of Lancaster Ukulele Band and Garstang Ukulele Group. She says she likes to 'channel my inner Ringo Starr'. Her recipe for looking three decades younger comes down to moderation in most things, being curious, 'keeping a twinkle in the eye' and sleep... but not before applying the Astral. Astral's new



Barbara McInnis is delighted to become a pin-up for beauty cream Astral.

nonagenarian pin-up joins celebrities like Joanna Lumley who looks amazing at 77 and credits Astral for minimising the appearance of wrinkles. Like Barbara, Joanna has used the same moisturiser for years and swears by the multipurpose benefits. A 200ml tub costs just £4

on Amazon and scores an average star rating of 4.7 with users saying it keeps their skin 'wrinkle-free' and makes them 'look younger'. Amanda Holden, 53 and Kate Beckinsale, 50, also use Astral which is being hailed as a 'must-have' for fans of expensive designer skincare products.



SATELLITE
HEALTH

Travel Health Food Gardening Cars Diet Property

90-year-old who looks 15 years younger swears by £5 product and 'the four H's'

By Anna Barry
Published: 27/05/2024 - 08:00

    3 Comments

Barbara McInnis shared anti-ageing tips including using Astral on her face and feet

Looking and feeling young in old age has a lot to do with genetics. However, the right lifestyle habits can also make a person appear a decade - or two - younger than they actually are.

GB News spoke to 90-year-old Barbara about the skin care, diet, exercise regime and hobbies that have her ageing backwards. She swears by Astral Moisturiser Cream, which costs less than £5 at Tesco.

Barbara - who doesn't look over 75 - has honed a rather fabulous skin care regime over the years. She starts by spraying some skin tonic on her face then applies the moisturiser.

'Then I take a hairdryer and set it to 'Lanzarote' temperature, close my eyes and use it on my face to open up my pores. Then I put the hairdryer on cold' she told GB News.





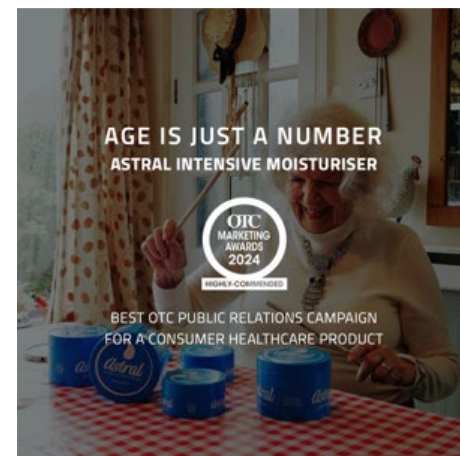
Record Breaking Sales for Astral

- Within one-week sales rose by 150%
- By week 4 sales had increased by 250%
- Stock ran out in a number of Amazon warehouses



What Did We Learn?

- Women admire older women
- Real people make the best ambassadors
- Creativity is about joining up the dots - tubs and chopsticks
- Invest in media training - our messaging score was 5 star





SATELLITE
HEALTH

Driving Sales of Bimuno Through Sleep



About Bimuno

- A prebiotic
- Helps with digestive health - bloating, constipation, IBS and more
- Invented by the University of Reading



University of
Reading



The Dr Michael Mosley effect

- In The Truth About Sleep documentary
 - Dr Mosley tried Bimuno and it worked for him
- Sales surged
- Was it a one-off wonder?



What Could We Do Next?

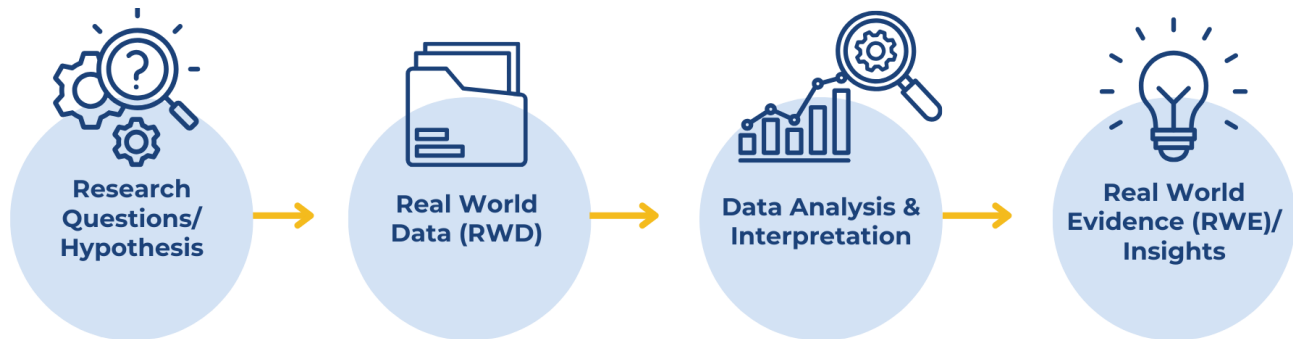
- Pay Dr Mosley to become an ambassador?
- Use his endorsement in national TV advertising?
- Repackage the messaging and create a new ad campaign?
- Amplify further through PR?

OR....



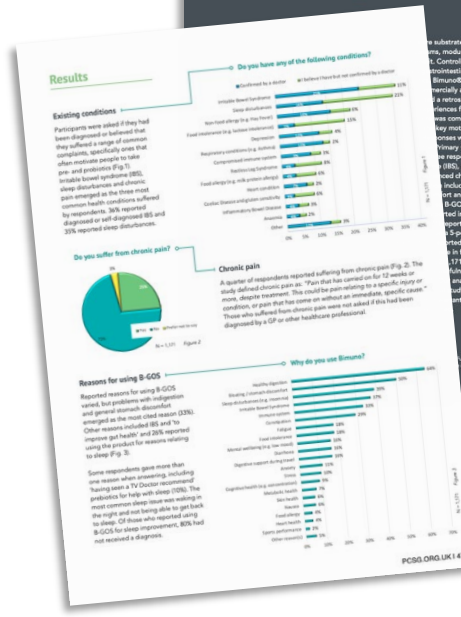
Real World Evidence

- We conducted a study of 1,050 Bimuno users
- Working with UK doctors and sleep experts we developed a comprehensive survey
- Research conducted over 3 months
- Results showed that almost 70% of respondents noted an improvement in their sleep (eureka!!)



Eyes Wide Open

- We published the results in a medical journal
- We produced press releases for HCP and consumer media
- We secured organic coverage including national press
- We generated 30 items of coverage with a reach of 2 million



... substrates that are selectively utilized by commensal
... modulating the composition of microbiota to confer a
... Controlled clinical trials in selected patients have reported
... GI symptoms and sleep or sleep disruption
... B-GOS, also referred to as B-GOS, is the most widely
... mentally available galactooligosaccharide (GOS) prebiotic.
... A retrospective, non-interventional, assessment of self-
... experiences following B-GOS supplementation. An internet-based
... was completed by 1,171 UK-based adult users of B-GOS to
... key motivations for taking the product and to assess their
... responses were collected electronically using an online platform
... Veterinary Care Society of Gastroenterology (PCSG) Secretariat.
... respondents had diagnosed or self-diagnosed Irritable
... (IBS), a similar number suffered sleep disturbances and a
... and chronic pain. The most common reasons for B-GOS
... included: promotion of healthy digestion, bloating or
... and sleep disturbances. Amongst individuals who were
... B-GOS for GI problems, chronic pain and sleep, there was
... had improvement in quality of life. Before using B-GOS,
... reported the impact of their condition on quality of life as
... 5-point scale where 1= "no impact" and 5= "significant
... and a score of 4 or 5, following use of B-GOS, these
... in five (223/1,171, 19%) and almost one in two
... 1,171, 46%. The majority (891/1,171, 76%) of these
... users of B-GOS in improving their condition as
... analysis adds substantial real-world evidence (RWE)
... study data on B-GOS and suggests that further
... wanted to explore the benefits of prebiotics on the

Sales Impact

- Bimuno sales continued to surge
- We reached a wide consumer audience - sleep impacts everyone



What Did We Learn?

- You can build on great endorsement
- Real World Evidence carries a lot of weight
- You don't need to spend on advertising to get your message across
- You need confidence in your product to deliver





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Pauline Kent, Managing Director of Satellite Health