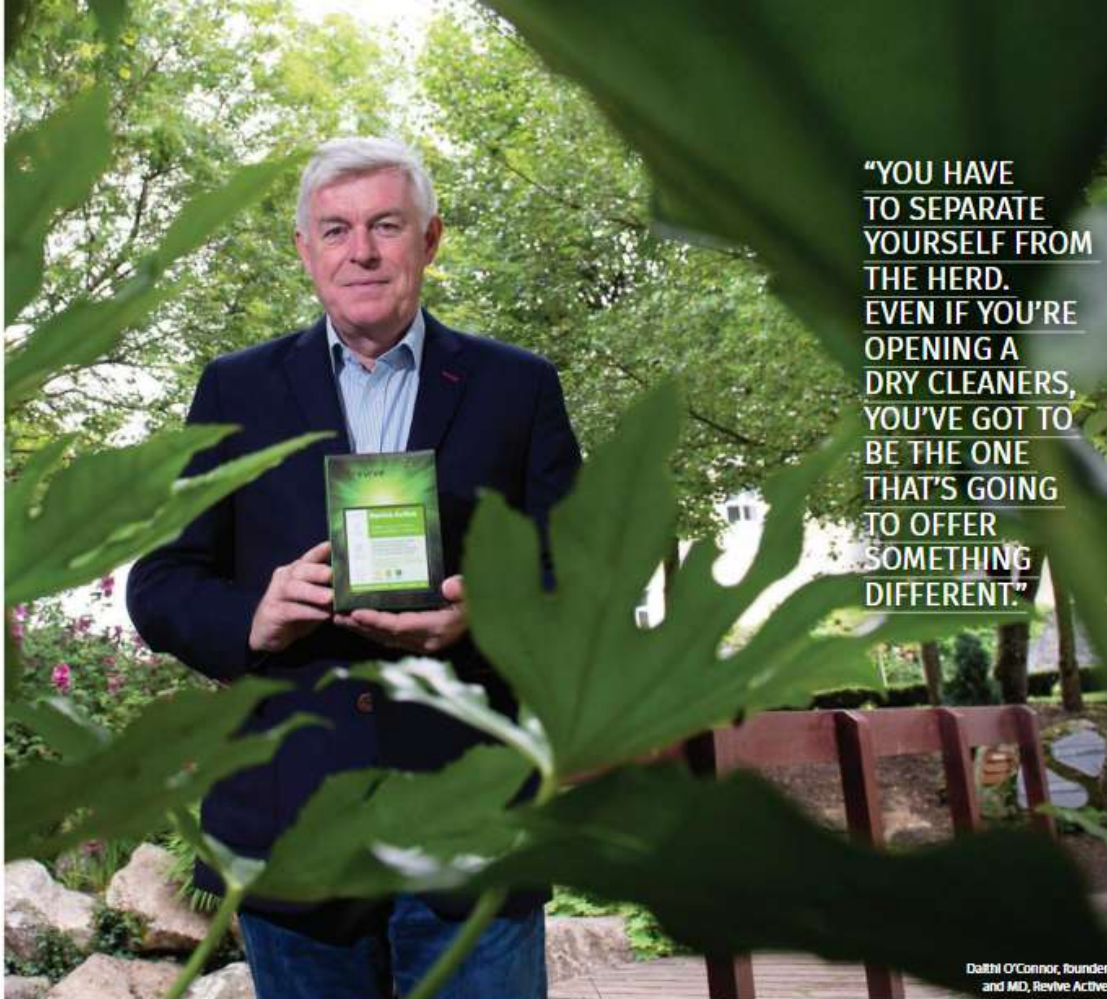


**“ONE DAY A GUY PUT A SUPPLEMENT IN FRONT OF ME AND SAID, ‘TRY THIS, IT WILL CHANGE YOUR LIFE!’” RECALLS DAITHI O’CONNOR. AND SO BEGAN A JOURNEY OF RESEARCH, DISCOVERY, HARD GRAFT AND SUCCESS FOR THE FOUNDER OF GALWAY-BASED REVIVE ACTIVE.**



Daithi O'Connor, founder and MD, Revive Active

**“YOU HAVE TO SEPARATE YOURSELF FROM THE HERD. EVEN IF YOU’RE OPENING A DRY CLEANERS, YOU’VE GOT TO BE THE ONE THAT’S GOING TO OFFER SOMETHING DIFFERENT.”**

# On a Wing and a Prayer

Back in the early days of Revive Active, co-founder and MD Daithi O’Connor was in search of some much-needed funds to inject into his fledgling business. He had approached a number of accountants he knew to see if any would invest in the company when one close friend pointed him in the direction of his uncle, a retired priest. After meeting with Father Joe it was agreed that he would provide a loan for O’Connor’s venture – €25,000 over two years as a bullet payment and at an attractive interest rate. As O’Connor tells it: “He wrote the cheque, signed the contract and I went back to the office and said, ‘I have €25,000 for the current account and I have someone praying for us!’ And we needed everyone’s prayers.”

The prayers and investments worked. Eight years on from its foundation, O’Connor’s company, which designs, develops, manufactures and markets cutting-edge health food supplements, is flying high having reported a turnover of €4 million last year to projecting a €5.5m turnover in 2018. O’Connor, whose background is in finance and management, has received numerous plaudits along the way, including being chosen as a finalist in last year’s EY Entrepreneur of the Year programme, his company being listed in the FT top 1,000 fastest growing companies in the EU, and winning the Food and Drink category at this year’s SFA National Small Business Awards.

Based in Galway, Revive Active employs

**SFA FACT**  
**Did You Know?**

Pat McDonagh, founder of fast food chain Supermacs, last year joined the board of directors of Revive Active. McDonagh is reported to have invested €300,000 in the company since 2013, including a €100,000 investment in December 2016.

22 staff and currently has six products on the market – Revive Active, an amino acid, vitamin and mineral complex; Mastermind, a supplement supporting cognitive function; Joint Complex, which supports bones and connective tissue, endorsed by marathon runner Paula Radcliffe; Beauty Complex, which nourishes the skin; and two types of food supplements called Ubiquinol and Antarctic Krill Oil. Getting his products on the shelves wasn’t easy in the beginning. Due to a lack of substantial capital, O’Connor and co-founder Liam Salmon had to convince retailers to pay for it upfront. But speaking with O’Connor you begin to understand how he overcame this hurdle. The Galway native can talk the talk, and being armed with a high quality product that he truly believes in enabled him to deliver too.

“The reason we got them over the line was that they looked at the back of the box, they looked at the list of ingredients that were there and said, ‘we have nothing like this in store – we’ll buy it!’” O’Connor explains. “It was a good news story – a new company starting up in Galway. I received such great support and then their customers started buying the product, feeding back the benefits, and purchasing it again.”

A significant make-or-break moment was capturing the attention of Goretti Brady, then managing director of the country’s largest pharmacy chain Lloyds. At the time, Revive Active was being stocked in just two of Lloyds’ 110 stores in Ireland – Claremorris in Mayo and Roxboro in Limerick. “Goretti visited the

Lloyds pharmacy in Roxborough and she noticed that their VMS (vitamins, minerals and supplements) was up about 900 per cent,” recalls O’Connor. “She asked, ‘how is this happening?’ Revive Active was the difference. She said, ‘if this is such a good seller I want it in all my stores.’ Overnight we were in 77 stores in Dublin. It was a good break for us. It probably would have happened at some stage but that was one that gave us a great leg up.”

Other pharmacy chains such as McCabes and Hickeys followed suit and suddenly the distribution of Revive Active was spreading fast. It enabled O’Connor to recruit sales representatives to focus on each of the provinces.

Fast forward to 2018 and, as well as being readily available in Ireland, Revive Active is sold in around 50 retail stores in London with other areas of the UK covered too. The company recently launched in Germany sponsoring the Dusseldorf Marathon and it sells online into 41 different countries. According to O’Connor, he is not soliciting all of that business. “We get orders from Australia, New Zealand, America. They find us,” he says. “The online sales mean we can go toe to toe with anyone. We’ve huge passion and integrity within our brand and our products so it’s just a matter of bringing them to the public.”

O’Connor has ambitions to market and distribute Revive Active in China and the US in the near future and plans to launch two new products for children later this summer.

So other than approaching retired priests, what’s O’Connor’s advice for other small businesses starting out? “You have to be different,” he says. “You have to separate yourself from the herd. Even if you’re opening a dry cleaners, you’ve got to be the one that’s going to offer something different. You either open late or you collect the suits from the local corporate building and bring them back.”

Speaking just before O’Connor visits Oxford and London as part of a trip planned by EY for the Entrepreneur of the Year alumni group, he admits to still being on an entrepreneurial journey of his own. “I’m always learning,” he says. “I’m always open to learning and meeting people who have already gone through it or made the mistakes before me. Talking to them is really valuable.”

# Supplements manufacturer makes giant strides in Europe

- Galway-based nutritional supplements maker secures deals with three big pharmacy chains
- Company has sights on German expansion and is set to sponsor marathon in Dusseldorf

BY LEANNA BYRNE

Revive Active, the Galway-based manufacturer of nutritional supplements, is sweeping across the North, making inroads in Germany and projecting turnovers of €5.5 million this year.

The company has secured major deals with three of the province's largest pharmacy chains and is now supplying its nutritional supplements in an extra 100 new outlets in chains like Medicare, McKeevers and Gordons.

Dáithí O'Connor, managing director of Revive Active, said the sales in the North were boosted by 70 per cent last year.

"Our business in Ulster is rapidly increasing. It was small to start with because

it's hard when you have the free NHS to compete with. "But I think people are really looking at preventative health now," said O'Connor.

In September, Revive Active is bringing over well-known British runner Paula Radcliffe to run as the company's ambassador in the Novosco Grand Prix 10 kilometre run.

The Galway company will use the same strategy to launch in Germany later this year, sponsoring the Dusseldorf Marathon next month.

"The Dusseldorf Marathon has over 3,000 marathon runners and upwards of 14,000 participants in other run-related events on the day.

"We're collaborating with the Irish Business Network and Enterprise Ireland to launch the brand there and

we'll do a big push for the next three months," said O'Connor, adding that Revive Active is working on a multilingual website to drive sales from countries in mainland Europe such as Germany, Austria, and Switzerland as well as Scandinavia.

The company, which made €3.6 million in turnover last year, is on track to make €5.5 million in turnover this year, said O'Connor.

It entered the British market in 2016 and is in the final stages of seeking approval from the US Food and Drug Administration (FDA).

Last year, Revive Active secured a place on the Financial Times Top 1,000 Fastest Growing Companies in Europe list. Founded in 2011, the company employs 18 staff.

Galway-owned Revive Active took the top prize in the Food and Drink Category at the recent SFA National Small Business Awards 2018.

The super-supplement company adds this to a growing list of accolades, having been named by Business and Finance as one of Ireland's Top 100 Fastest Growing Companies, listed in the Financial Times Top 1,000 Fastest Growing Companies in Europe last year and taken top honours at the Irish Pharmacy Awards.

Now employing 22 people, Revive Active is on a significant growth trajectory with turnover at the end of 2017 surpassing €4m and exporting online to 42 countries worldwide.

Revive Active has six products on the market including its flagship product Revive Active, Joint Complex, Mastermind, Beauty Complex, Antarctic Krill Oil and Ubiquinol Co-Q-10 and it sells in over 1,000 select health food stores and pharmacies on the island of Ireland and in London and ships product worldwide, online at [www.reviveactive.com](http://www.reviveactive.com).

Founder and Managing Director, Daithi O'Connor was also a finalist in last year's EY Entrepreneur of the Year.

"We are delighted to receive this award from the SFA which recognises the success of small Irish businesses and particularly thrilled to be winners in the Food and Drink Category," he said.

"Our immediate plans are to launch three new innovative products this year while continuing to develop exporting channels to China, mainland Europe and the US," he added.

# Giving your brain a boost during exams

Dr Daniel Jones, Director of Research & Development at Revive Active, shares five tips for improving your test-taking performance

## 1. Work out your mind

When stress starts to interfere and studying becomes overwhelming, a burst of energy can have a beneficial impact on your brain. "Even as little as 20 minutes a day of physical activity can have a profound impact on our brain's ability to function and process information," advises Dr Jones. "Go for a walk in the morning to jumpstart the brain, then another at midday to recharge and give yourself a break."

## 2. Healthy technology habits

"Social media bombards the brain with a huge amount of information, causing the brain to use a lot of energy to process and store this," says Dr Jones. "It fatigues the brain and you won't be able to study as efficiently. Phones can be a major distraction during study, so turn off your phone and lock it in your drawer."

Dr Jones adds that spending too much time in front of screens in the evening can impact a student's mental performance and sleep schedule, "Constant bright lights can impair the body's desire to sleep and visuals can bombard the brain with stimulation, reducing its ability to calm and hindering concentration levels the next day."

## 3. Less over-studying, more sleep

"Over-studying pushes the brain," says Dr Jones. "If you give the brain too much information, it becomes fatigued. This can harm your ability to learn by decreasing your mood. And, if you over-study, you're not getting enough sun or fresh air, which are vital.

"Avoid all-nighters. Depriving the brain of the

sleep it needs significantly reduces cognitive function. This is when things start going in one ear and out the other."

## 4. Feed your brain

The optimal time to study is when your brain is recharged and well-fed. "We need to consume at least 1.5 to two litres of water a day to keep hydrated. Dehydration makes you tired and affects your concentration levels.

"Make sure you have a healthy breakfast, lunch and dinner. When you want to snack, go for a simple carbohydrate or fruits like strawberries or blueberries. Or, healthy fats that we find in nuts or seeds and the occasional piece of dark chocolate."



Laura Tully

## 5. Support the learning process

"Even if you follow a healthy diet, there may be certain recommended daily requirements of nutrients you might not be getting," explains Dr Jones. "Some micronutrients such as copper and vitamin K, are essential and we don't often get these from our normal, routine diet. Using a drink supplement such as Revive Active's Mastermind can help to fill in these gaps.

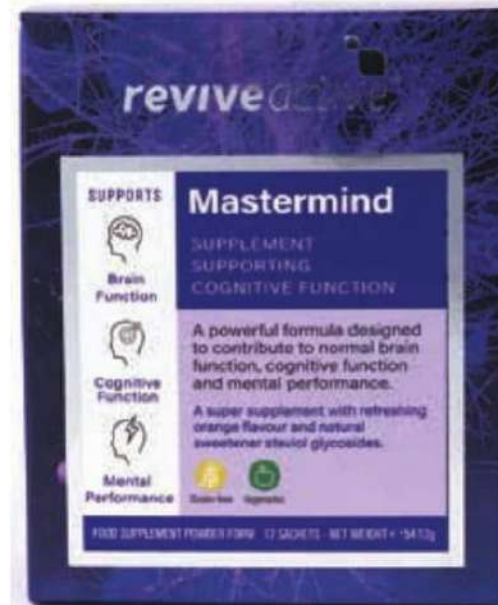
"Mastermind helps to support brain function, cognitive function, mental performance and the nervous system, through a range of ingredients including vitamin B12 and zinc. Mastermind also contains omega 3 DHA, which not only contributes to maintenance of normal brain function, but it is sourced from marine algae, making it suitable for vegetarians.

"Exam time is a unique point in a student's life where they will need to learn, store and recall so much information within a short amount of time. Their bodies are young, but still require essential fuel to help support them."

## Smart studying

*"I have just completed an intensive, two-year Masters degree and can honestly say that I couldn't have done it without Mastermind. When it was approaching exam time, I began taking the Mastermind sachets. They helped me to stay focused when studying over long periods of time and I'm pleased to say I passed everything with flying colours."*

- Laura Tully



## Mastermind

Mastermind is now available in a **12-sachet box to purchase in all good pharmacies and health food stores, retailing at €19.95.** Students only need to take three sachets per week – Monday, Wednesday and Friday.

Visit [www.reviveactive.com](http://www.reviveactive.com)

**reviveactive™**

Enrich your life

# Beauty like no other

*Skin care involves more than just cleaning and using lotion – true beauty really does begin from within. It's important to provide your body with the right nutrients to help the skin function properly, so that you can feel and look rejuvenated. For this to happen, Revive Active have developed a first-of-its-kind collagen drink supplement called Beauty Complex*



**Dr Daniel Jones**

**A**s we age, the collagen matrix of our skin breaks down and becomes increasingly difficult to restore – it becomes slower and less efficient,” says Dr Daniel Jones, Director of Research & Development at Revive Active. “The cellular structure on the surface of the skin starts to break up and cells separate, which causes cracks and makes skin more susceptible to environmental factors, such as the sun and pollution, which can accelerate aging. This contributes to visible signs of aging – wrinkles and sagging skin. Beauty Complex aims to address this through research based on the most current understanding of nutrition and physiology.”

Beauty Complex by Revive Active contains

seven grams of hydrolysed type 1 marine collagen – exactly the type recommended by nutritional dermatologists. This is the most abundantly required form of collagen in the body and is essential for improvements in skin structure and function.

“The hydrolysed form allows for greater absorption and bioactivity within the body. The marine collagen contained within Beauty Complex is sourced from the tilapia flat fish and supplied directly to Revive Active by Rousselot of France, who are world leaders in collagen research and production, and have produced evidence-based, peer-reviewed research and clinical trials which demonstrate the effectiveness of the collagen.

“We are seeing even more pronounced results by combining specific nutrients. This is why we have launched the first formulation of collagen, phytoceramide, hyaluronic acid, vitamin C, vitamin E, copper and selenium, all of which have been well established in research. This powerful nutrient combination will promote the restoration of healthy-looking skin – far greater than collagen could ever accomplish alone.”

Dr Jones says the supplement, which can be mixed with water or added to a juice, not only has a tasty orange and pineapple flavour, but is far more absorbable than collagen pills.

“This makes Beauty Complex superior to ready-made collagen drinks, as collagen and nutrients like vitamin C can break

down and become less effective the longer they are stored in liquid form.”

## So, who can use the supplement?

“All adults can!” says Dr Jones. “Beauty Complex can be particularly good to use during the summer when the sun dries your skin out, but you can really use it all year round. It is recommended to use Beauty Complex for approximately 8-9 weeks to see results. Based off natural nutritional components from food, it's formulated in a way that you can get them in adequate amounts every day. Beauty is not just about healthy skin, it's also about a healthy body, and Beauty Complex is an all-round, fully comprehensive approach to promote healthy aging from the inside out.”



*Beauty Complex is available to purchase online, in pharmacies and health food stores now for €49.95. For more information on Beauty Complex and other Revive Active products, visit [www.reviveactive.com](http://www.reviveactive.com) or call 1800 910 000*

## It's what's on the inside that counts

**What are the ingredients in Beauty Complex? And what are the approved health benefits?**

- Marine collagen (7000mg)
- Vitamin C (80mg)
- Selenium (25ug)
- Phytoceramide (100mg)
- Vitamin E (18mg)
- Copper (75ug)
- Hyaluronic acid (100mg)

Dr Jones says: “Nobody else in the world is combining the three ingredients – collagen, phytoceramide and hyaluronic acid. Hyaluronic acid helps to rehydrate the dryer layer of the skin by bringing in the right amount of water, so it appears more youthful and smoother. Vitamin C provides protection of DNA, proteins and lipids from oxidative damage and contributes to collagen formation for normal function of cartilage, skin, teeth and gums. Selenium maintains healthy hair and skin, while copper contributes to normal skin and hair pigmentation.”



Galway company Revive Active won the All-Star Business Award within the 'Made In Ireland' Category at the event held in Croke Park last Thursday.

The company had successfully navigated through three rounds of the competition, which included phone and personal interviews.

The fourth and final rounds included live judging, mystery shopping and independent ratings from consumers.

And the win added to the company's flying start in 2018, adding this All-Star Business Award to its growing trophy cabinet of accolades including Best Beauty Product at the OTC Pharmacy Awards, the SFA National Small Business Award within the Food and Drink Category and Best Irish Product for Joint Complex by Rude Health Magazine readers.

Now employing 22 people, Revive Active is on a significant growth trajectory with turnover at the end of 2017 surpassing €4m and exporting online to 42 countries worldwide.

Revive Active has six products on the market including its flagship product Revive Active, Joint Complex, Mastermind, Beauty Complex, Antarctic Krill Oil and Ubiquinol Co-Q-10 and it sells in over 1,000 health food stores and pharmacies on the island of Ireland and in London and ships product worldwide, online at [www.reviveactive.com](http://www.reviveactive.com).

*For more, read this week's Connacht Tribune.*

# Are supplements the key to staying forever young?

**Michael Olney**

[news@cornindependent.ie](mailto:news@cornindependent.ie)

Evidence suggests that in today's harsh environment, we should all be taking dietary supplements.

This is according to Galway-based Active Revive, a food supplement company dedicated to creating simple and effective new ways to make a positive difference to people's lives.

Director of Research and Development at Revive Active, Dr Daniel Jones said: "We wanted to take the highest quality of nutrients and the right dosages and to bring them together in really simple, practical formulas, without any fillers, binders, sweeteners or anything artificial.

"Every year we have further and further insight into the importance of key nutrients within our diet to make sure our bodies are functioning optimally.

"To help promote healthy ageing, that's really

what it's about, supporting what the body wants to naturally do."

Started back in 2011, the company is now in its seventh year and is going from strength to strength with a wide array of products available which are all formulated and made in Ireland and then shipped worldwide.

Active Revive's newest product on the market, Beauty Complex, was developed in conjunction with nutritional dermatologists and is aimed at slowing down the ageing process of the skin using the most up to date research and knowledge in the field.

"With research, we are constantly understanding things to greater detail and in greater depth and we really understand the ageing process very, very well now," said Dr Jones. "We have a well-defined understanding of what goes wrong in our skin as we age to show signs of

ageing.

"We created this formula which is a spectrum of nutrients which really address every aspect of ageing in the skin."

Dr Jones said that the new formula focuses on three key factors of skin treatment: restoration of the foundation of the skin, restoring the hydration of the skin which keeps the skin plump and young looking, and maintaining a strong and healthy skin barrier to keep good things in and bad things out.

Next on the horizon for the company is the launch of a line of vitamins and supplements for children which should be available by early September of this year.

"We just want to make nutrition very simple, very practical and to show people the profound benefits that can be obtained from focusing on these key nutrients," concluded Dr Jones.



**Dr Daniel Jones, Director of Research and Development at Revive Active, who have recently launched a new product designed to reduce the effects of ageing of the skin. PHOTO: REVIVE ACTIVE**

# Naturally Healthy



WITH  
**CLAIR  
WHITTY**

---

## Work towards exam success with Revive Mastermind

---

Are you working towards exams? Do you need help with memory and recall, or are you struggling to retain information? Diet, lifestyle, stress, worry, anxiety, and sleepless nights can all impact on how well your memory works.

Revive Mastermind is a fantastic Irish made supplement that can help enhance memory and retention of information. It also enhances concentration and focus. DHA, Choline, Zinc, B5, and B12 are nutrients that are required for brain function and are all included. Simply take one sachet 3 times a week from now until the end of the exams and you'll be amazed at how focussed you'll feel, with improved memory and recall.

If it's nerves and anxiety that are affecting your ability to concentrate and focus then consider Higher Nature Balance For Nerves, it contains B Vitamins for stress, anxiety, and energy, Magnesium for relaxation, Passionflower for stress and anxiety and Melissa to help calm and relax you. It also contains L Theanine which has a calming effect on the brain. It reduces the tendency for panic attacks and anxiety and helps with focus. I have seen great results with this remedy.

Stress, tiredness, low energy and mood can affect your ability to remember things. Rhodiola is a brilliant herb to help relieve stress, improve energy, mood and memory. It works even bet-

ter when taken with a good multivitamin that contains B vitamins and Zinc.

Lack of motivation can be a problem for some. Tyrosine can help with this. It's great for when you just can't motivate yourself to study or to get the books out. Higher Nature Drive contains Tyrosine as well as B Vitamins.

Sleep is crucial; if you're having difficulty then A.Vogel Dormeasan is a great remedy to try. It improves the quality of sleep and the amount of time that you stay asleep so that you wake up feeling refreshed. Try Melissa Dream if you can't switch off your thoughts, it will aid relaxation and calm your mind so that you can get to sleep.

A healthy diet cannot be overlooked. Drink plenty of water to stay hydrated. Go to bed early, and at the same time every night. Aim to do some gentle exercise every day so that you're giving yourself the best chance of success.

---

**Clair Whitty** is a Bach Flower Practitioner, Nutritional Health Coach and Vega Allergy Tester based at The Natural Health Store, 24 North Main Street, Wexford  
**053 9121613 | [clairm1@eircom.net](mailto:clairm1@eircom.net) | [www.naturalhealthstore.ie](http://www.naturalhealthstore.ie)**





## What role do dietary supplements have in managing pain?

There is a range of anti-inflammatory dietary supplements on the market to treat muscle and joint pain. Flexofytol capsules are promoted as a natural supplement that improves and maintains joint mobility through a bio-optimized extract of turmeric (which is lauded for its anti-inflammatory effects). Vitabiotics Jointace with Omega-3 capsules contain Vitamin C, Vitamin D, Zinc, Copper and Manganese, which contribute to maintaining connective tissue and bone health. Revive Active's Joint Complex is sold as a cartilage growth-promoting product capable of improving joint mobility. Cod Liver Oil supplements, such as Seven Seas Simply Timeless Cod Liver Oil, contain Omega-3 Fish Oil with Cod Liver Oil and Vitamin D, which are promoted as being beneficial to muscle function. For people with arthritis - where there is an increased risk of developing osteoporosis - Calcium and Vitamin D supplements may be recommended to improve bone health.