



A Potion A Day To Keep the Elephants At Play



Potent nutritional supplement brand Faust's Potions launches their Elephant Family Special Edition Awake and Asleep Pack, available in-store on 1st September 2015

The launch - part of the Elephant Family's Travels to my Elephant campaign - aims to raise a total of **£10,000** from sales to help protect Asian elephants and their habitat, as well as raising awareness for the endangered species across the UK.



The Travels To My Elephant campaign itself aims to raise a total of £1 million, inspired by the Elephant Family's late founder Mark Shand, whose rescue of an Asian elephant, Tara, is recorded in his best-selling book, Travels on my Elephant.

The once in a lifetime event will see a fleet of 40 rickshaws journeying 500km across India this November to see Tara, who has become India's most famous elephant. Highly coveted team spaces have so far been filled by the likes of Yasmin Le Bon, Amber Le Bon and BAFTA-winning actress Susan Sarandon. Each team will receive health-boosting elixirs from Faust's Potions in their goody bags to help them to complete their challenging journey.

In support, 20 rickshaws have been roaming the streets of London since June this year, after a magical transformation into extraordinary pieces of mobile art by the likes of Diane von Furstenberg, Manish Arora and Carolina Herrera. The beautiful collection has since been auctioned at the Royal Rickshaw Reception, raising over £700,000 for the 'Travels to My Elephant' conservation campaign.



ELEPHANT FAMILY

Protecting Asian elephants and their habitat

Each of the 10,000 limited edition Faust's Potions packs supporting the campaign contains a duo of the cult Awake Potion and Asleep Potion. The two have fast become a favourite amongst discerning night owls and travellers, hard working professionals, and those suffering ailments from hangovers, jet lag to general fatigue. The pair are handily cased within limited edition recyclable packaging adorned with images of the endangered species, designed by renowned artist Rebecca Campbell.

The tasty apothecary-style vials fit seamlessly into a busy lifestyle, ideally consumed before sleep and upon waking.

Faust's Potions



The Awake Potion is designed to be taken during the day for increased energy, concentration and to protect against anti-oxidative stress. It will shake off sluggishness and decreased motor skills after a long night, too. The elixir is packed with energizing vitamins C and B-complex, natural herbal extracts ginseng, green tea and guarana, powerful anti-oxidant N-Acetyl Cysteine to protect cells from the damaging effects of alcohol, aid liver function, and electrolytes to replenish nutrients leached by toxins.

The berry flavoured **Asleep Potion** is a non-drowsy tincture that promotes a restorative night's sleep. Taken just before bed, the formula contains vitamin B, electrolytes to rehydrate, 5HTP to boost serotonin, help regulate digestion and ease anxiety.

This limited edition Elephant Family Awake and Asleep Pack will be available on the 1st of September from FAUSTSPOTIONS.COM and selected retailers.

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