



MEDIA RELEASE

One YAAY Subscriber Will Win Wellness Retreat Valued At Up To \$5,300

Cheeky Aussie fibre capsules brand YAAY teams up with Karma Being for an exciting giveaway as it marks two years in business

FOR IMMEDIATE RELEASE

ADELAIDE, South Australia – 17 July 2026 – YAAY, Australia's gut health supplement brand with a cheeky streak, has partnered with wellness retreat provider Karma Being to give one lucky subscriber a getaway worth up to AUD \$5,300, marking its two year anniversary.

Karma Being has curated wellness retreats for more than 16 years, combining yoga, meditation, nourishing food and local adventures. The winning subscriber will select an available retreat from Karma Being's program within 12 months of the draw date. Past destinations include Sri Lanka, Thailand and the Daintree Rainforest.

The competition runs until 31 August 2026, with the winner drawn on 1 September 2026. To enter, customers need only hold an active 30-day or 45-day subscription for [YAAY's More Than Fibre Capsules](#) during the promotional period, which began 24th June 2026. Existing subscribers are automatically entered, and every successful subscription renewal earns another entry into the draw.

"It's been just over two years since Hilton and I launched YAAY. Back then we were just two guys trying to make fibre that better fit our lifestyle," said Pete Nitschke, co-founder of YAAY. "What fuels us is seeing how many people have made YAAY part of their morning and kept their subscription going since those early days. You're the reason we do what we do."

"YAAAY has always been about more than the product — it's about feeling good, inside and out," Nitschke said. "We wanted to do something bigger than a discount code to say thanks, so we teamed up with Karma Being to give someone the chance to properly switch off. Hilton and I went on one of Emily's retreats a few years ago and we absolutely loved it, so we're really excited to send one lucky subscriber on a retreat of their choosing."

"I'm so excited to have partnered with YAAAY on this giveaway," said Emily Spurling, owner of Karma Being. "All someone needs to do is set up a YAAAY subscription, delivered every 30 or 45 days, to be automatically entered into the draw."

Full terms and conditions are available at yaay.co.

###

YAAAY produces daily fibre capsules formulated with psyllium husk and aloe vera, designed to support digestion, gut health and the intimate confidence from the bathroom to the bedroom. Founded in 2024 by Pete Nitschke and Hilton Brandao, YAAAY is Australian-made and proudly LGBTQ+-owned — built by two guys who wanted a fibre supplement that actually fit their lifestyle.

Media Contact:

Raegan Greening-Kelly

Digital Strategist, YAAAY

Website: yaay.co

Email: hello@newleafdigital.com.au

Phone: +61 466 315 114

###