# Meet the Aussie duo shaking up ageism for their parents

### Inspired by their parents’ health, these entrepreneurs created Australia’s first pro-aging shake that’s empowering the fast growing over 55’s market reclaim their health and energy

“I don’t think that’s meant for someone my age”, were the words that started it all for Bold co-founder Amber Brousek, “I was in the chemist with my Mum trying to find a protein supplement for her and everything was either focussed on weight loss or marketed towards hyper-fit millennials looking to bulk up. My Mum couldn’t see herself reflected in any of the products there”.

Unknowingly, her co-founder Russell was having a similar conversation with his Dad, he explains “my dad said something that really resonated with me, ‘*I still feel like I’m 35 in my mind and get surprised when I look in the mirror and see this older face staring back at me.’* I could see the disconnect happening when we were shopping for supplements in particular, all the products were either made for ‘anti-aging’ or had branding that made him feel old.” says Russell.

After discovering that they’d both had similar experiences, the pair decided to act, quitting their jobs to focus on creating their custom Bold formulation. With a commitment to celebrating the joy and freedom that comes with getting older, Bold’s mission is to help people age better. Yes, nutritional requirements change as we age, the duo acknowledge, but different doesn’t equal bad.

Whilst protein is the star of their product the founders have also packed their formulation full of key vitamins, heart-friendly vegan Omega-3 DHA, turmeric extract, and many more essential nutrients. “We really wanted to create a health protein powder” says Amber “Both our parents were taking multiple supplements so we wanted to find a way to incorporate these into the one product, because I know I’d rather just have a vanilla shake than a handful of tablets every day.”

One of the challenges the pair have faced is the perception that protein is just for bodybuilders and gym junkies. “We’ve spent a lot of time educating people on what protein actually helps them unlock and maintain in their everyday lives,” says Russell. “My Mum doesn’t care about getting ripped, but she’d be annoyed if she could no longer carry the groceries in from the car in one trip or couldn’t pick up my niece”. Amber adds, “This is a product that helps people continue to do the things they love”.

Protein is in every cell of our body which makes it an incredibly powerful nutrient. Adults over 55 may need as much as 70% more protein in their diets than younger adults. Despite this, it’s estimated that 38% of men and 41% of women don’t get the recommended amount of protein daily. That’s a huge nutrient gap.

“For too long the people who benefit the most from taking a protein supplement have been excluded from the industry narrative” says Amber. “We want people like our parents to see Bold and to be passionate about what they can continue to achieve in the future by taking care of their health”. Adds Russell, “we’re excited to be at the forefront, fighting ageism and changing the message from anti-aging to pro-aging’

**About Bold Health**

Bold Health empowers people 55+ to take charge of their health. Our Health Protein Plus is a pro-aging plant-based health powder packed full of key vitamins, heart friendly vegan Omega-3 DHA, turmeric extract and is a good source of fibre. Created in conjunction with a nutritional scientist, it’s designed to suit your lifestyle. This nutrient rich blend can be taken 2-3 times per week, or just when you feel you need a top-up.

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**Supporting Facts and Statistics**

* There are 4.2 million Australians aged 65 and over, that’s 16% of the population [source](https://www.aihw.gov.au/reports/older-people/older-australians/contents/demographic-profile)
* Ageism is the most accepted form of prejudice in Australia according to research from The Australian Human Rights Commission [source](https://humanrights.gov.au/our-work/age-discrimination/publications/whats-age-got-do-it-2021)
* Around 20% of Australians are reducing their meat consumption and turning to plant based alternatives [source](https://www.sciencedirect.com/science/article/pii/S2666784321000322?#bib28)
* We lose around 1% of bone mass every year after age 40, muscles and strength play an important role in keeping our bones strong and preventing conditions such as Osteoporosis [source](https://www.health.harvard.edu/staying-healthy/strength-training-builds-more-than-muscles#:~:text=What%20many%20of%20us%20don,per%20year%20after%20age%2040.)
* On average, we lose up to 3-8% of our muscle mass every decade after the age of 30 and this becomes even more rapid after the age of 60 [source](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2804956/#:~:text=One%20of%20the%20most%20striking,60%20%5B4%2C5%5D.)
* Adults over 55 may need as much as 70% more protein in their diets than younger adults. Despite this, it’s estimated that 38% of men and 41% of women don’t get the recommended amount of protein daily [source](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4924200/)