



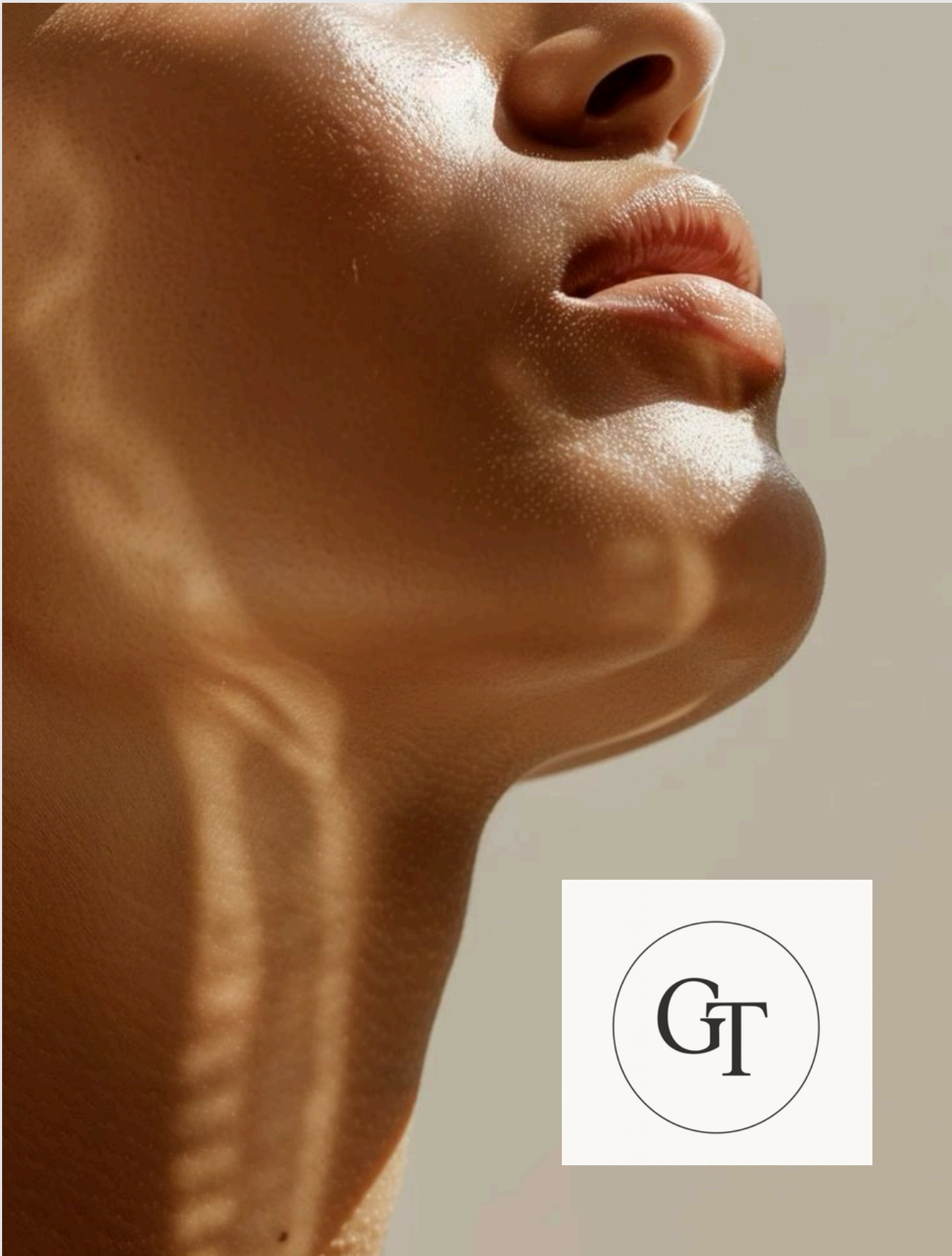
BRAND BOOK.

GLOTHRY

The *science* of your glow.

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founder’s story.

CREATED WITH PURPOSE, GUIDED BY SCIENCE, INSPIRED BY INTUITION.

GloThry started from a very personal place.
I wasn’t trying to build a brand — *I was trying to understand my own body.*

I had dealt with hormonal acne since I was sixteen, and by twenty-two, I began experiencing hair shedding. After trying every topical and test imaginable, I realized no one was truly addressing the root cause. I fell down a rabbit hole researching ways to save the hair I still had.

Watching my hair thin was more than just a physical change — it was something that started to chip away at my confidence, as it does for so many women. I wanted to understand what my body was trying to tell me, rather than continue masking symptoms.

After months of research, I decided to focus on strengthening my gut-brain axis while supplementing with a few vitamins known to support hair growth. About a month later, not only had my hair stopped shedding, but my hormonal acne — something I’d battled for years — completely disappeared.



I had accidentally restored my glow by repairing my internal balance. However, keeping up with five different bottles a day, filled with unnecessary preservatives and synthetic fillers, didn’t feel sustainable. And with how much I travel, lugging around a cabinet’s worth of supplements everywhere was the opposite of balance.

That’s when the idea for GloThry was born — to refine what worked, remove what didn’t, and create a clean, evidence-based formula that makes balance simple and accessible.

Degree in hand, I realized my future wasn’t in fluorescent hospital corridors — it was in bringing science to women in a way that feels personal, intuitive, and deeply empowering. What restored my confidence is now here to restore yours.

Because restoring your glow isn’t about fixing yourself — it’s about supporting the balance your body already knows how to find.

GloThry was built to make that balance effortless.

— Alexis Bushfield



The Physiology of Intuition.



When the gut and nervous system are regulated, stress signals quiet and ***your body communicates more accurately.*** You feel more grounded, your decisions support your wellbeing, and confidence becomes a byproduct, not a performance.

Balance isn't mystical — it's measurable.



Modern science confirms what intuition always hinted — your gut is a second brain.

With over ***500 million neurons*** connected to the mind through the vagus nerve, a balanced gut keeps communication clear, calm, and aligned. That's where clarity — and glow — begins.



Modern life tests this balance constantly. Chronic stress, overstimulation, travel, poor sleep, and processed foods ***throw the gut-brain axis out of sync.***

When this happens, signals become noisy, cravings rise, and you operate from survival instead of alignment — and it shows in your skin, energy, and mood.



This is more than a probiotic.

Our two-part system protects live cultures, replenishes essential minerals, fuels collagen and mitochondrial function, and supports neurotransmitter production. The result? A regulated internal environment where intuition becomes clearer, decisions become aligned, and ***your glow becomes the natural output of internal harmony.***



“*Trusting Your Gut*” — The Deeper Meaning Behind GloThry.



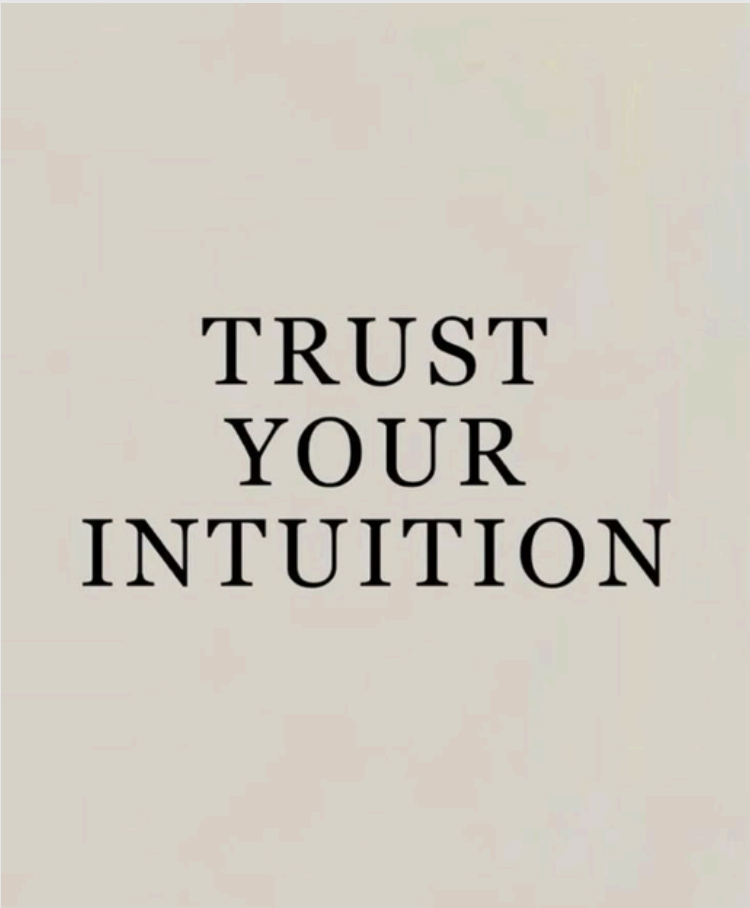
For me, “trust your gut” has always held a double meaning.

When I began creating GloThry, I wanted to help individuals heal from the inside out — to support the systems that influence their skin, hair, mood, and energy. ***But the phrase also mirrors my own story.***



Deciding not to pursue a career in healthcare — something I thought I was meant to do my whole life — was the first time I truly trusted my gut. It was terrifying — I didn’t have a plan, but it felt right.

And in choosing that path, I didn’t just change my direction; I healed part of myself that had been running on autopilot.



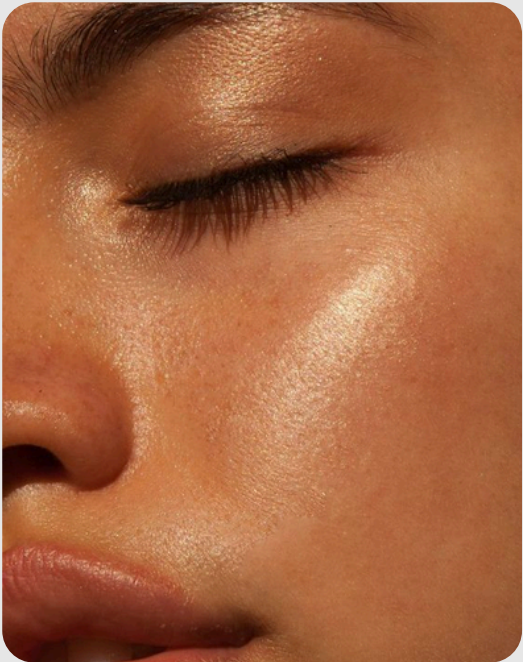
Trusting your gut isn’t spiritual, it’s biological. When your gut and brain communicate clearly, you create harmony at a cellular level — The kind that shows up in your glow, but begins much deeper than skin.

Brand Essence.

GloThry restores what modern life disrupts.

Our bodies were designed to function in *balance* — to thrive on real nutrients, steady rhythms, and calm internal communication. But modern life has other plans. Stress, processed foods, stimulants, and changing environments throw the body off its natural axis — disrupting hormones, gut health, energy, even skin and hair vitality.

GloThry was created to bring you back to that state of equilibrium. A highly bioavailable powder — formulated with pre & probiotics, marine collagen, magnesium, biotin, seamoss, and silica — helps support the systems that regulate your mood, digestion, hormones, skin, and hair.





Mission.

Born from the belief that real glow begins with healing what’s within — not masking symptoms.

GloThry was created to help women reconnect with their body’s natural intelligence, using science to bring calm, clarity, and radiance back to the systems that sustain them.



Vision.

To redefine what it means to glow — not as appearance, but as equilibrium.

Our vision is a world where women move through life with quiet confidence — guided by science, grounded in intuition, and in rhythm with their natural state of being.





Brand Pillars.



SCIENCE

Everything we create is backed by research and built with intention. From ingredient selection to absorption technology, every choice is made to support your body in the way it actually works.



BALANCE

We honor the body’s natural intelligence and design every formula to restore—not override—it.



PURITY

Balance starts with what you leave out. Additives and fillers can disrupt the body’s natural systems, so we keep every formula clean, purposeful, and easy for your body to recognize.



CONFIDENCE

When you feel balanced, you show up differently. GloThry is about helping you feel at home in your body again — grounded, clear, and confident from the inside out.

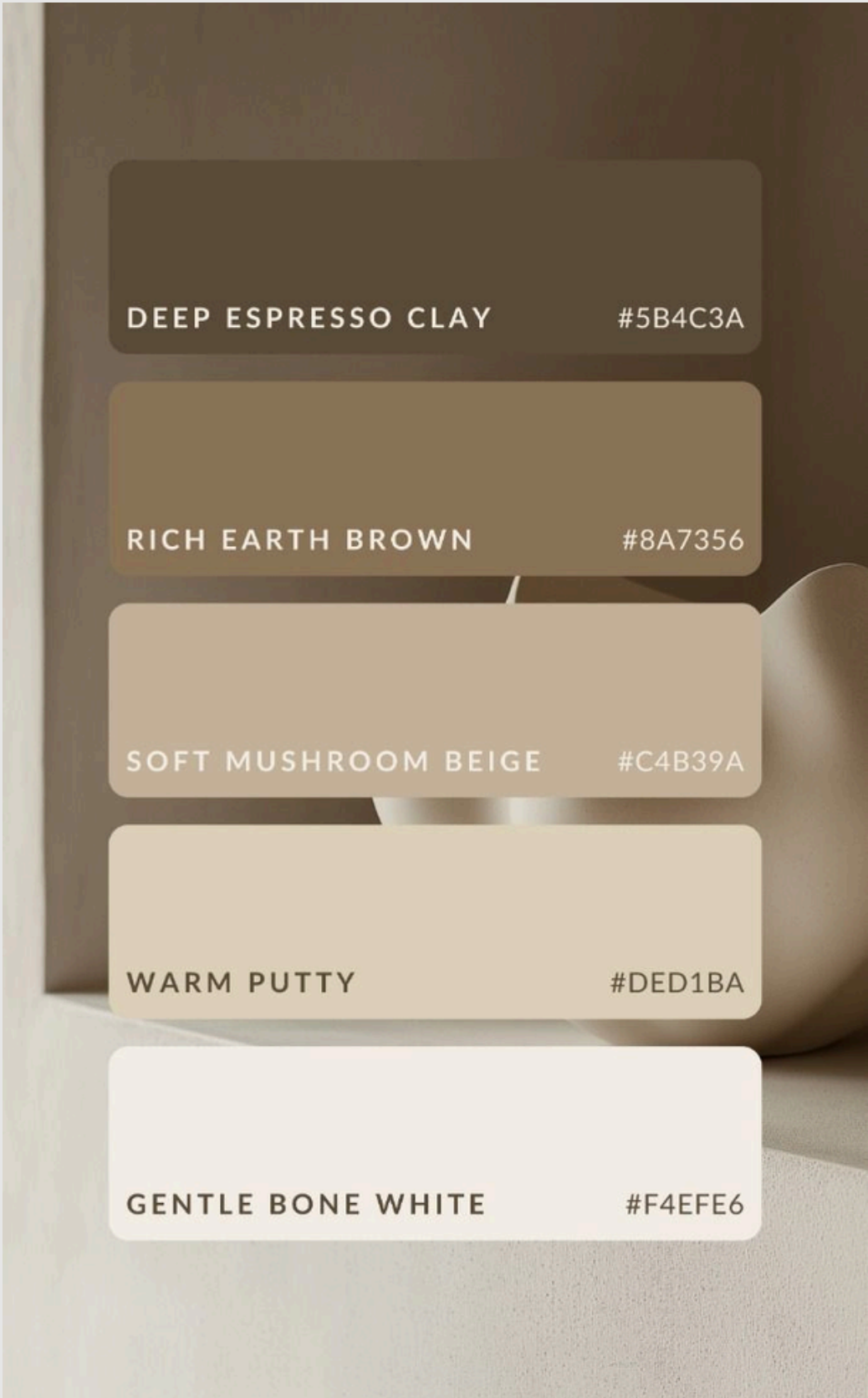




Brand Aesthetic.



GloThry exists where science meets softness — confident yet calm, intelligent yet effortless. Every visual element reflects the feeling of balance: radiance without excess, beauty without artifice, and purity rooted in purpose.



Design Language.



- confident
- clean
- educated
- effortless
- unfiltered
- feminine
- minimalistic
- bare
- sunlight
- natural beauty
- radiate
- grounded
- soft
- powerful





Visual Design.



CONFIDENCE

Confidence isn't loud.
It's a quiet knowing — felt, not shown.



PHOTOGRAPHY STYLE

- **Lighting:** Natural sunlight, warm undertones, soft shadows through linen.
- **Tone:** Calm, minimal, confident — nothing forced or overproduced.
- **Color palette:** Ivory, espresso, soft beige, muted taupe.
- **Expressions:** Relaxed confidence — glowing skin, natural movement, composure.
- **Composition:** use of negative space to highlight simplicity



BALANCE

Every GloThry visual is designed around balance — softness and structure, science and soul.

Our imagery captures the quiet duality of intellect and intuition, expressing strength through stillness and clarity through calm.