



NEWS RELEASE

Sakara Enters Clean Beauty Retailer Credo Beauty with New Beauty Biome Supplement

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The holistic wellness leader expands its supplement category with new supplement Beauty Biome, now available alongside four other Sakara supplements at all Credo Beauty stores nationwide and online

NEW YORK, June 23, 2025 /PRNewswire/ -- Today, Sakara, the pioneering wellness brand known for its holistic, plant-based approach to whole body well-being, announces the launch of its latest supplement innovation: Beauty Biome is a premium, synbiotic capsule that is the foundation for radiant skin from the inside out.

Beauty Biome is a holistic approach to skin health, crafted to address underlying causes of redness, dullness, and breakouts while visibly promoting hydration, skin barrier resilience, and clarity. Specially formulated for healthy skin aging with innovative ingredients like skin-targeting probiotics and collagen-preserving actives. Formulated to easily integrate into your daily beauty routine, Beauty Biome is one of five supplements that will now be available nationwide at Credo Beauty stores and online.

Since 2011, Sakara has led the wellness movement with high-quality, science-backed plant-based nutrition. In February 2025, Sakara introduced its new supplements line to meet the demand of its 500,000+ community for innovative and targeted solutions that enhance energy, metabolism, skin health, sleep, and vitality. The launch of Beauty Biome continues Sakara's move deeper into the supplement category, furthering its mission to nourish the body's innate power and deliver transformative results from the inside out.

Beauty Biome (\$65) will feature a proprietary probiotic blend, Dermaval, Vitamins A, D, & E at bioavailable levels,

formulated to assist with gut health and collagen preservation and elasticity for skin clarity.

"Beauty Biome represents the culmination of our Sakara mission rooted in beauty that starts from the inside out," said Sakara Co-Founders Danielle DuBoise and Whitney Tingle. "We specifically created this supplement to bridge the connection between gut health and skin clarity - showcasing the visible benefits available to us from inner wellness."

The move into clean beauty retailer Credo Beauty also marks an evolution of Sakara's omnichannel strategy, which up until this point has been focused on direct-to-consumer and Amazon. With dedicated shelf space in all 15 of Credo Beauty's stores and online, Sakara's strategy of creating supplements that build seamless wellness rituals within the day continues to see growth with beauty and wellness lovers alike anchored in effective high-quality ingredients that support both looking and feeling good.

"We've been very strategic in bringing on new partners over time and we're thrilled to be working with Credo Beauty. Wellness is a core aspect of Beauty and we're looking forward to bringing Sakara to a consumer who is conscious of what they're putting not only on but in their body," said Henry Davis, Sakara's CEO. "Launching our latest supplements, including now Beauty Biome, is the perfect opportunity to bring these products to the Credo community given they're not only clean, but can seamlessly integrate into your daily routine making holistic wellness easier than ever before."

"At Credo Beauty, our clean standards go beyond traditional beauty—they reflect a way of life. We're excited to be expanding our assortment into wellness and supplements, and to partner with Sakara, who has created a lifestyle built on transformation through nutrition. As their first beauty retailer, we're launching their new range of supplements and introducing their Beauty Biome exclusively at Credo Beauty. Sakara's shared ethos and commitment to rigorous testing and high-quality ingredients perfectly align with Credo Beauty, making this a natural and meaningful partnership," said Jessica Trieber, VP of Brands at Credo Beauty.

Sakara supplements will be available for purchase at Credo Beauty in stores and online starting on June 23. Available products will include Sakara's Daily Elixir, Cell Reset, Metabolism Bites, Night Service, and Beauty Biome. Sakara supplements are also available at **Sakara.com** and **Amazon.com**.

The Sakara Commitment to Quality

Sakara's supplements are crafted with the highest standards in mind. Every product undergoes rigorous third-party testing to ensure purity, potency, and label accuracy. They are intentionally designed, leveraging clinically backed ingredients at therapeutic doses for targeted results. Sakara adheres to strict formulation guidelines, guaranteeing that every product is free from GMO ingredients, artificial flavors, colors, additives and added sugars. Additionally,

all supplements are gluten-free and vegan. Sakara's supplements are produced in Good Manufacturing Practices (GMP)-certified facilities, ensuring adherence to the highest quality control standards.

About Sakara

Sakara is a wellness company that goes beyond nutrition to offer a holistic lifestyle rooted in the highest-quality, whole-food ingredients. Founded by Whitney Tingle and Danielle DuBoise, Sakara is on a mission to empower people to live their most vibrant lives. Through premium nutrition programs, supplements, and other wellness offerings, Sakara continues to provide innovative solutions that nourish the whole body's innate power.

About Credo Beauty

Founded in 2014, Credo Beauty offers an extensive and highly vetted clean and sustainably minded beauty assortment across color, skincare, haircare, fragrance, and now wellness, partnering with over 130+ leading brands, such as Westman Atelier, ILIA, OSEA, True Botanicals, Necessaire, and Sakara. Having built the most comprehensive guidelines, "The Credo Clean Standard™", customers can trust that they are purchasing the most effective, innovative products with safer ingredients with an emphasis on sustainable, natural and ethical materials. Trained makeup artists and estheticians (who are continually being educated by Credo Beauty and our brands) offer an exceptional experience both in-store and online. Visit one of the 15 brick-and-mortar store locations or **www.credobeaauty.com**.

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