IntroDrink Expands Natural Health and Detox Product Range for Swiss Market

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Zurich, Zurich - August 20, 2026 -
Swiss online retailer IntroDrink has announced an expansion of its natural supplement and detox product range, adding new items across several wellness categories available at introdrink.ch. The company describes the expansion as a response to ongoing interest from customers seeking plant-based options and detailed ingredient information.

The expanded catalogue includes products within categories such as immune support, fitness and performance nutrition, beauty and anti-aging, sleep and relaxation, vitamins, minerals, plant compounds and natural cosmetics. Within the detox and cleansing category, the company lists ingredients including chlorella, spirulina, zeolite, bentonite, chlorophyll and psyllium husk. IntroDrink notes that it presents this range for informational purposes and does not make specific therapeutic claims about the products.

Alongside the expanded range, IntroDrink has broadened its educational content to accompany its product listings. The company states that its blog articles describe ingredient origins, traditional uses and nutritional

composition, and distinguish between company observations and independent scientific evidence. According to the company, chlorella and spirulina are nutrient-dense algae studied for their nutritional profiles, while zeolite and bentonite are minerals with a documented history of use in traditional wellness practices. The company advises that these descriptions reflect background information rather than verified health outcomes.

The expansion also covers seasonal categories. The company lists immune-related products featuring ingredients such as vitamin C, zinc, beta-glucan, echinacea, propolis, elderberry and quercetin, which it notes tend to see higher interest during colder months. Its fitness range includes creatine, amino acids, protein and electrolytes, while its relaxation category includes ashwagandha, valerian, passionflower and L-theanine.

Among the additions are IntroDrink superfoods, a selection that includes manuka honey, barley grass, acai, moringa, hemp protein, chia seeds, coconut oil and olive oil. The company states that vegan and organic options are available across several of its categories.

IntroDrink has stated that any characterisation of broader Swiss consumer trends would require independent market data, and that the current expansion reflects internal assortment decisions rather than a claim about the wider market. The company has said it aims to align its ingredient descriptions with applicable Swiss health-claim requirements and to avoid presenting traditional-use information as established clinical evidence.

The company has also indicated that its educational articles will continue to separate general wellness information from specific health claims, and that where scientific studies are referenced, sources will be cited within the relevant articles rather than summarised as conclusions in product listings.

IntroDrink is a Swiss online retailer offering natural supplements, vitamins, superfoods and natural cosmetics for the Swiss market. Its product range spans immune support, fitness and performance, beauty, sleep and relaxation, vitamins, minerals, plant compounds and cosmetics, with vegan and organic options available. Additional information about its product categories is available at introdrink.ch.

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For more information about IntroDrink.ch, contact the company here:IntroDrink.chkontakt (at) introdrink.chkontakt@introdrink.ch

IntroDrink.ch

Swiss premium supplements and natural health products. Vitamins, minerals, superfoods, natural cosmetics, and

wellness bundles at introdrink.ch.

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