

Juspy[®]



Leonie Lynch

Juspy

Leonie Lynch is the founder of Juspy, an Irish food company that creates products to taste like health isn't expected to. Leonie has a PhD in Branding, a Masters in Marketing and a Degree in Fine Art. As a movement coach and wellness activist for ten years, all of Leonie's academic and personal interests have been combined to start this lifestyle brand.

In 2015, Leonie had the idea for a solution to a problem she was facing in her own life. She was postnatal and too tired to focus on her own well-being. Exhaustion brought with it bad food choices and Leonie often reached for chocolate and coffee to give her energy. Leonie created Juspy Powder Blend to support busy people in the changing moments in their lives.

Juspy's Cacao and Collagen Powder Blend is both nutrient dense and delicious. It is full of high-quality ingredients specifically chosen to nourish the body in a multitude of ways. It is high in Collagen and Protein and tastes like a treat. Its rich taste helps to satisfy sweet/chocolate cravings - striking the right balance between guilty pleasures and goodness.

Juspy was a finalist in the All-Ireland Business Awards 2019, featuring in two categories – New Business and Best Food & Drink Business. Juspy are Business All-Star accredited and in 2018 was shortlisted as a finalist in the Food & Drink Business Awards in the category of Health & Wellness Product of the Year. Juspy is an alumni of Food Works Ireland 2018 and was featured as The Irish Times New Innovator in May 2020.

www.juspy.com