

Media Release

coles | Value the Australian way

Tuesday, 4 January 2022

HEALTHY NEW YEAR! COLES KICKSTARTS 2022 WITH HUGE SALE ON HEALTH

- **Save 50% on more than 350 Vitamin, Sports Nutrition and Diet products for one week only**
 - **Best Buys Fitness Sale includes \$69.99 Punching Bag and Massager**
 - **Refurbished Apple Watch Series 4 on [BestBuys.coles.com.au](https://www.bestbuys.coles.com.au) for just \$329**

After an indulgent festive season, Coles is helping customers get their New Year's resolutions off to a flying start with a massive week-long sale on everything needed to eat healthier and be more active in 2022.

As part of the campaign, Coles is slashing the price of more than 350 vitamins, sports nutrition and diet products by 50%¹ from 5 to 11 January, helping customers to reach their health and fitness goals this summer².

The Muscle Nation range of nutritional supplements, created on the Gold Coast and exclusive to Coles, is half price – including Muscle Nation Custard Protein Powder 440g at \$15 (down from \$30) and Muscle Nation Custard Protein Bars 60g just \$2 (down from \$4).

Protein bars from Body Science (BSC) and Quest are both half price at \$2 for 60g bars (down from \$4), while Atkins Indulge Low Carb Bars 5 packs are \$6.75 (down from \$13.50), Dose & Co Collagen Protein Powder 420g is just \$20 (down from \$40), and the full range of vitamins from Swisse, Nature's Way, Blackmores and Cenovis are all 50% off.

Making it easier to keep healthy new year's resolutions, Coles has slashed the price of healthy convenience meals like the Coles PerForm Frozen Meals range, including the PerForm Open Chicken Fajita 330g which recently collected a 2022 Product of the Year Award. Usually \$8 each, customers can buy any two Coles PerForm Frozen Meal packs for \$14 from January 5 until March 1.

Meanwhile Coles' latest Best Buys range, '**New Year, New You**', features great value fitness gear to help get Aussies moving this summer. Available in 400 stores nationally as well as in select locations online, the range includes fitness products so customers can work out at home, including Battle Ropes for only \$29.99, Kicking Shields for \$24.99 and Focus Mitts for \$19.99.

For customers looking to let off some steam while working up a sweat, Coles has Boxing Gloves for just \$19.99 and a 170cm Freestanding Punching Bag designed with a large strike area perfect for kicks and punches for just \$69.99.

The range also includes equipment to help customers stay limber and ease those post-workout aches and pains, like a Foam Roller Set for \$16.99 and a SABA Muscle Therapy Massager with an LCD screen display, 20 levels of intensity and 6 interchangeable massage heads for just \$69.99.

Customers wanting to take their workout to the next level won't want to miss out on Coles' Best

¹ Excludes Berocca, products marked as Every Day or Down Down, and clearance items

² Vitamin supplements should not replace a balanced diet. Weight management products may assist weight loss results when combined with an energy controlled diet and exercise program. Consider your specific health and dietary requirements

Best Buys Online Exclusive offer – refurbished, Apple Watch Series 4 Cellular Steel (Silver) or Black, 44mm, available nationally via [BestBuys.coles.com.au](https://www.bestbuys.coles.com.au) for just \$329.

With automatic workout detection, settings for yoga and hiking workouts, and advanced features for runners like cadence and pace alerts, customers can see up to five metrics at a glance as they precisely track all their favourite ways to train. Equipped with ECG integration, notifications for low and high heart rate and irregular rhythm, fall detection and Emergency SOS, the Apple Watch Series 4 is designed to improve customers' health every day.

Jonathan Torr, Coles General Manager for Health and Home, said making a healthy start to the New Year had never been easier or better value with Coles' health sale.

"We've tailored this great value health offer and our latest Best Buys range to help customers achieve their health and fitness goals, offering great quality products at affordable prices," Jonathan said.

"Fitness gear has always been very popular with customers and we've timed our new range conveniently for the New year with resolutions in full swing! Our previous fitness events saw some products sell out within hours!"

Coles' Best Buys 'New Year, New You' range and Coles' Best Buys Online Exclusive offer is available from Friday, 7 January and only while stocks last. To view the catalogue and list of participating stores, [click here](#).

For further information, please contact:

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au