



HOW WAKE UP TO WELLNESS IS SUPPORTING RECOVERY AT THE ARAMEX KIWI WALK & RUN SERIES

When it comes to events like the Aramex Kiwi Walk & Run Series, there's more to recovery than stretching and refuelling - how you support your system after the finish line can make all the difference.

With Wake Up to Wellness joining the 2026 series in the Recovery Zone, we caught up with founder Amy to talk about why recovery doesn't stop on race day - and how supporting your nervous system can help you continue feeling good long after the event ends.

Below, Amy shares the story behind the brand - and why recovery matters just as much as the run itself.

The beginnings. Wake Up to Wellness began at home.

"I created the brand after navigating my own experience of trying to keep up with modern life - while also wanting to prioritise long-term health for myself and my family.

At home, we see wellness as something that happens every day - through movement, time outside, and doing things together. I want to know that the choices we're making now support our longevity, so we can be here and truly present with our family for as long as possible - and feeling good while we do it."

"Along the way, I noticed that physical activity is celebrated as the key pillar of health. But nervous system support and recovery, whilst they are part of the conversation, are frequently overlooked on a practical level."

We live in a high-stress world. Then we add big days - even exciting ones - on top. As much as we'd love for everyone to schedule decompression days, it's often just not realistic.

Wake Up to Wellness was created to support your system - even when life (and your body) doesn't slow down.



Why events like this matter?

"I'm genuinely excited for Wake Up to Wellness to be part of the sponsor team for the Aramex Kiwi Walk & Run Series this year. The kaupapa behind Kiwi Walk & Run aligns closely with our own: wellness that's accessible, social and woven into everyday life. It's about getting out into our backyard, moving our bodies, and doing it with friends.

Our blends are for everyday people doing everyday things - whether that's work, balancing motherhood, training for HYROX, or heading out for a trail run with a friend. But sustainable wellness isn't just about doing more. It's about supporting your body so you can continue feeling well in the days that follow - not running on fumes."

Supporting your nervous system after an event can make a meaningful difference in how you sleep, recover and show up the next day - so the experience adds to your wellbeing long after the event itself.

A few simple recovery reminders

Whether you're walking 5km or running longer distances, recovery starts before and continues after the event.

A few simple habits go a long way:

- Eat enough - especially protein and carbohydrates - to fuel both performance and repair
- Get morning light or sunshine where you can
- Prioritise sleep, even if it's earlier than usual
- Hydrate consistently

It's often the simple things that make the biggest difference.

"Our blends were designed to slot into that rhythm - supporting steady energy, calm focus and deeper rest, with nervous system support woven through all three.

Personally, I use:

- **Wake Up AM** before busy days or paired with a protein- and carb-rich breakfast
- **Wind Down PM** in the afternoon or after stimulating days
- **Sleep** in the evening when it's time to properly switch off"





Why drinkable matters

“We chose powdered blends intentionally. I wanted to create something you’d actually look forward to each morning - a vitamin drink that tastes as good as it makes you feel (and doesn’t get forgotten in the back of a cupboard).”

Powdered blends are gentle on digestion, easy to take on the go, and allow for meaningful ingredient doses without needing multiple capsules. They integrate into something most of us already do every day - drink water. Which is perfect because making wellness simple is central to our kaupapa.

See you at the Recovery Zone!

We’re excited to support participants beyond the finish line at the 2026 Aramex Kiwi Walk & Run Series.

Come find us in the Recovery Zone for a free, cold recovery drink - and take home a Wind Down sachet for that night.

Better yet, come meet the whole family behind Wake Up to Wellness. We’d genuinely love to see you.

Learn more at www.wakeupsupplements.com

Head to <https://wakeupsupplements.com/pages/kiwi-trail> for their pre/post run recovery guide!

