

MIMIS: Functional Supplement for Rest, Stress Relief, and Holistic Well-Being

More than one-third of adults worldwide struggle with sleep-related issues, and up to 30% report symptoms consistent with chronic insomnia. Simultaneously, stress and anxiety affect hundreds of millions globally, particularly among younger adults who often report persistent fatigue and disrupted rest.

MIMIS offers a next-generation functional supplement that goes beyond supporting restful sleep — promoting emotional well-being, helping manage occasional stress, and gut-brain harmony, while building a sensory ritual that encourages consistent use and consumer trust.

The Science Behind MIMIS



GABA & L-Theanine

These natural compounds work synergistically to reduce stress, shorten sleep latency, and promote deep, restorative sleep—effectively and gently, without side effects.



Chicory Root & Mint

Inulin nourishes gut health and strengthens the gut-brain connection, while mint extract provides both refreshing flavor and natural muscle-relaxing properties.



Niacin (Vitamin B3)

Supports normal neurological function, energy metabolism, and overall nervous system health, contributing to balanced well-being.



Market Impact & Consumer Reach

118K+

Users

People who have tried **MIMIS** since launch

2M+

Organic Impressions

Making it one of **OMNILIFE**'s top-performing digital campaigns

4.1M

Unique Accounts

Reached through paid social campaign in Mexico

MIMIS has generated strong momentum since launch, with impressive digital engagement across platforms. The campaign targeted users aged 18 to 65+, with the most engaged demographic being users aged 25-35, generating over 6,000 positive comments and interactions within the first three months.

Platform-specific highlights include 401,356 reach and 11,135 interactions on Facebook, and 1,839,912 reach with 10,969 interactions on Instagram, demonstrating strong message exposure and content reinforcement.

The MIMIS Experience

Rather than positioning **MIMIS** as a conventional sleep aid, we introduced it as a daily wellness ritual—a moment of calm and care that users could look forward to each night. The approach focused on designing a complete experience with a multisensory mint-flavored gummy that delivers a pleasant taste and texture while encouraging consistent use.



"They help me sleep and manage my stress. It's like a care I look forward to."

- **Santiago Matias**



"Perfect for my kids too—I trust the ingredients and they actually enjoy them."

- **Camila Palacios**



"It's not just about sleep—I wake up feeling more balanced."

- **Andrea Colmenares**

MIMIS reflects the evolution of wellness: emotional, multisensory, rooted in science, and anchored in daily life. The eco-conscious packaging (40% made from recycled resin) aligns with **OMNILIFE**'s values and commitment to environmental responsibility.