

PRESS RELEASE

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Women-owned Small Business Thrives During Challenging Pandemic with Influx of Capital From the State of NJ.

SpectraSpray Global receives STEP grant to export Vitamin Sprays

Although trade shows were cancelled after March 2020, SpectraSpray continued their expansion efforts by hiring women entrepreneurs to support social media, press and customer service. Founder and CEO, Janet Ryan states 'tough times don't last, but tough companies do..... but they must pivot and possibly change their message or market'.

They chose the Travel market as a result of the positive response received at two major travel shows with international presence in the US; The NY Times Travel Show and The Travel Goods Association Trade Show.

Due to their encouraging feedback, they expanded their travel wellness offerings with Immune supporting spray vitamin kits and hospitality welcoming products for Jet Lag, Energy, Stress and general wellbeing. These products and Lifestyle kits provide support for the most concerned travelers during and after COVID 19. As TSA compliant, their products are positioned to help travelers get 'Back to Travel' safely and comfortably.

SpectraSpray also received substantial press during the Pandemic, including a feature for the ['8 Travel Gift Ideas for the Grounded Jet Setter'](#) in **FORBES**.

Diverse Markets

Although the travel wellness focus is a large part of SpectraSpray's market, CEO, Janet Ryan realized the importance of keeping its market reach diverse; including consumers and medical professionals who have successfully used the wellness sprays throughout the Pandemic. The attention to immune health and general wellness has broadened SpectraSpray's success.

- To support **healthy travel**, SpectraSpray created a new [BE WELL kit](#), featured by the [Travel Goods Association](#) while receiving much press.
- Since most people started **working from home**, SpectraSpray introduced the 'Home Office Essentials Kit' with Stress spray, sleep spray and Café energy spray to support the lifestyle. [Home Office Essentials Guide](#)
- Another new product to support Immune health was introduced in 2020; [Vitamin D3 with K2 Spray](#).

The absence of trade shows in 2020 actually provided SpectraSpray the time to have in-depth conversations with foreign distributors, explore the regulations in their countries for vitamin registry as well as provide samples to serious companies who have inquired.

The [NJ STEP grant](#) is a Federal award provided through the New Jersey State Trade Expansion Program (STEP). It is funded in part through a grant with the US [Small Business Administration](#) and administered by the NJ Business Action Center ([NJBAC](#)). SpectraSpray will utilize the substantial grant to research market opportunities, International Partner Searches (IPS), Gold Key Services, while attending US trade shows with a proven International presence.

2021 events include the [Travel Adventure Show in Washington, DC](#), the [Global Business Travel Association Trade Show](#) in Orlando and the [Natural Products Expo East](#) in Philadelphia. These opportunities are the lifeblood of the growth of SpectraSpray, and only possible through the generous STEP grant funding.

As a result of the STEP grant funding last round, SpectraSpray will be working with a major pharmacy company; UA PHARM in Ukraine as an exclusive distributor. They are currently in the product registration phase of the distribution relationship.

About SpectraSpray Global: [SpectraSpray Global](#) is a woman owned and operated small business with headquarters in New Jersey, USA. It was founded in 2016 with a mission to provide easy to use, highly effective and affordable health sprays that change lives because they absorb well. Products are made in the USA with a mission to support positive aging and travel wellness.