

Nicola Scruby

Nutritionist, mum of three and founder of Unrefined Nutrients

Brisbane, Australia
nicola@unrefinednutrients.com.au
@the__unrefined



A Brisbane nutritionist whose son stopped eating when he was sick. She asked what he'd have if he could have anything. He said "a choccy milkshake". That milkshake became a \$5 million business in 17 months.

Nicola Scruby (BHSc Clinical Nutrition) is a mum of three and the founder of Unrefined Nutrients, the wholefood protein brand behind Kids Immune Protein. Before it, she had six businesses fail, one of them closing 40K in debt. She launched Unrefined Nutrients in May 2025 while pregnant with her third. The first batch sold out in two weeks.

She shares honest, funny, no-judgement family food and very unfiltered mum life with 139k followers on Instagram. Her kids eat Maccas and Oreos, her reels about her husband Mitch (a GP, who helps behind the scenes) regularly pass a million views, and she is an open book on birth, postpartum and business failure.

50,000

Australian families use our products

\$5M+

in sales since launch in May 2025

100+

stores Australia wide, plus HealthyLife and Part & Parcel online

1,200+

reviews of Kids Immune Protein, averaging 4.8

What Nicola can talk about

- Fussy eating and the beige food phase, from a nutritionist whose own kids live in it
- Do kids need protein powder? Her honest answer: most don't, some do
- Postpartum depletion, being touched out, and feeding yourself in the fourth trimester
- Six failed businesses, 40K of debt, and launching the seventh pregnant
- Running a fast-growing brand from home with three little kids
- The manosphere vs her viral touched-out reel
- Going screen free with toddlers (her 6.5M-view experiment)

Her audience

- **139k** on Instagram @the__unrefined
- **9.1M views:** the touched-out postpartum reel later picked apart by the manosphere
- **6.5M views:** two weeks without screen time
- **2.2M views:** "Man Flu, a short film" starring her GP husband
- **1.27M views:** her raw and real first birth vlog on YouTube

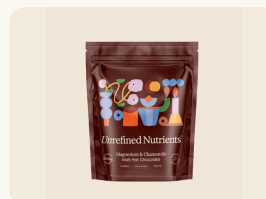
All main products are made in Brisbane. Samples and hi-res images are available on request.



Kids Immune Protein
\$59.95 · from 12 months
Cacao, Strawberry, Vanilla



Mother's Replete Protein
\$64.95 · pregnancy and breastfeeding



Magnesium & Chamomile Malt Hot Chocolate
\$59.95



Mother & Infant Whole Iron +C
\$54.95



The Mother's Replete Ritual
\$119 gift box