New UK supplement brand launches today for over three million people who work while Britain sleeps

Tuesday 1 September, 2026

LONDON, 1 September 2026. Over three million people in the UK work through the night. Nurses, care workers, drivers, security officers, warehouse staff, bakers, emergency call handlers. They keep the country running at 3am, and almost nothing on the supplement shelf is built for them.

Noctiva Health launches today to change that. Its debut product, Noctiva Reset, is a UK made once daily food supplement formulated for night shift workers, from a company that has made honesty its founding rule: every active ingredient disclosed to the milligram, no proprietary blends, and no claims the evidence does not support.

"Nobody owns night workers," said Adi Jani, founder of Noctiva Health, who spent sixteen years presenting live overnight television. "The supplement industry has never seriously spoken to the people who need it most. If you finish a shift at 7am, the whole world is telling you to wake up just as you are trying to switch off. We built Noctiva Reset for those hours, and we built it without the tricks."

What Noctiva Reset refuses to do

The launch materials are as notable for what they decline to say as for what they say. Noctiva Reset contains no melatonin, which remains a prescription only medicine in the UK. It makes no medical claims, and the company is direct that anyone with a health condition should see a GP, not a checkout page. And it is not presented as an overnight fix: one tub is 30 consistent days, and consistency is the point.

What is actually in it, per three capsule serving

KSM-66® Ashwagandha root extract 490 mg. Magnesium (as bisglycinate) 175 mg, 47% RI. Griffonia simplicifolia seed extract 333 mg, of which 5-HTP 100 mg. Green tea leaf extract 102 mg, of which L-theanine 100 mg.

Magnesium contributes to a reduction of tiredness and fatigue and to normal functioning of the nervous system.[1] KSM-66® is a branded, independently studied ashwagandha root extract used under licence, not an unnamed powder. Noctiva Reset is manufactured in the United Kingdom at a GMP certified site, in a plant derived HPMC capsule, with 90 capsules per tub.

"Nobody reads a supplement label and feels respected," said Jani. "Our entire brand is the opposite bet. Name every ingredient, name every dose, say plainly what it is not, and treat the people who keep the country running at night like adults."

Availability

Noctiva Reset is on sale now at noctivahealth.com and on TikTok Shop UK at £39.99 for a 90 capsule tub, with a three tub pack at £99.99. Free UK delivery on every order. The first production batch is limited, and waitlist members received first access.

About Noctiva Health: Noctiva Health Ltd is a UK supplement company building products for people who work nights. Registered in England and Wales, company number 17272676. Registered office 66 Paul Street, London EC2A 4NA.

Regulatory note: Noctiva Reset is a food supplement, not a medicine. Food supplements should not be used as a substitute for a varied and balanced diet and a healthy lifestyle. Not suitable during pregnancy or breastfeeding. If taking medication or under medical supervision, consult a doctor before use.

[1] Authorised GB health claims for magnesium: magnesium contributes to a reduction of tiredness and fatigue; magnesium contributes to normal functioning of the nervous system.

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Media:







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Additional Contact(s):
Founder Adi Jani is available for interview. High resolution product photography, label artwork and background material available on request or at noctivahealth.com/pages/press.

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Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.noctivahealth.pressat.co.uk