

When routine becomes ritual

Delivering well-being
through the power
of medicinal
mushrooms and
adaptogenic herbs.



Blending ancient wisdom with modern science to craft products that holistically support well-being.



Our story

2023

Starting at the roots

FeelRooty was founded by a trio with over a decade of experience in biohacking and supplements. Our first product, MagicRooty, was created in Slovenia and within just a few months of launching, we landed our first deal with Sanolabor, one of the country's largest health store chains.

2024

Spreading roots 25+ countries & 100+ locations

MagicRooty quickly grew into a local favorite. Available in 100+ shops, restaurants, and cafes across Slovenia plus our first partners in Ireland and Spain. MagicRooty is enjoyed in over 25 countries, positioning FeelRooty as one of the fastest-growing brands in the niche of supplements and functional beverages.

2025

300+ locations & CalmRooty

MagicRooty is now available on shelves at major retail chains like dm, as well as in popular health stores such as Sanolabor with new locations and countries being added every month. We've launched CalmRooty, our soothing cacao blend designed to help you unwind and find your calm rhythm.



In today's fast-paced world, people struggle with stress, fatigue, and the negative effects of excessive caffeine. More and more are seeking clean, natural alternatives for sustained energy.

Meet MagicRooty

A **100% natural blend** of adaptogenic herbs and mushrooms designed to energize the mind and body without the crash.

- ✓ Smooth, all-day energy and focus, no jitters or crash
- ✓ Supports brain health, immune system, stress response, hormonal balance, and more
- ✓ Just 50 mg of caffeine from yerba mate
- ✓ Two tasty flavors: classic cacao (no added sugars) & cacao with dates and cinnamon
- ✓ Clinically relevant dosages safe and effective for daily use
- ✓ Sourced from organic, high-quality ingredients
- ✓ Long shelf life up to 18 months
- ✓ Third-party lab tested



100% natural



Vegan, keto & gluten free



Made in the EU





Meet CalmRooty

A mindful afternoon ritual for inner calm

CalmRooty is a natural functional drink designed to help you **unwind and smoothly transition from day to evening**. It's your gentle companion even during busy days - when life moves fast, and you need **inner calm and mental clarity**.



- ✓ Herbal adaptogenic blend for a relaxing afternoon or evening
- ✓ For better stress management – adaptogens help the body adapt to stress more easily
- ✓ Helps you move from tension to calm – even midday
- ✓ For lighter and deeper sleep – helps with relaxation before bed
- ✓ Natural and pleasant taste of cozy cocoa
- ✓ Research-backed dosages – safe and effective for daily use
- ✓ Complements MagicRooty



100% natural



Vegan, keto & gluten free



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MagicRooty & CalmRooty are most often sipped warm, but both also work great iced, in smoothies, or as part of your favorite recipes.



Most popular way to enjoy Rooty:



Step 1

Add 1 scoop (included in the package) of Rooty to the mug.



Step 2

Mix with 150 ml of hot (not boiling) water.



Step 3

Add (plant-based) milk if desired.



Bonus tip

Add frothed milk, sweetener, vanilla, or cinnamon to taste.

Complete your Rooty ritual

RootyFrother

RootyFrother is the perfect addition to your Rooty routine! Whip up your favorite cup even faster and creamier with our frother. It charges easily via a USB-C cable.

RootyThermo

RootyThermo is our unique thermal mug, made for those who want to keep their warm Rooty close, anytime and anywhere.

What Rooty fans are saying



Over 80.000 happy users

<p>Boris U. Verified Buyer</p> <p>Reviewing MagicRooty Coko Cimet</p> <p>I recommend this product</p> <p>★★★★★</p> <p>great product</p> <p>I am not tired anymore. My brain work's again like Ferrari.;). Thank you.</p>	<p>Patrik k. Reviewing</p> <p>MagicRooty 3X Kakav</p> <p>I recommend this product</p> <p>★★★★★</p> <p>magic flavor and effect</p> <p>Since I started consuming MagicRooty, I finally quit drinking coffee, which was making me anxious and agitated. Now I drink one cup every morning with coconut milk and a spoon of</p> <p>Read More</p>	<p>Viktorija S. Verified Buyer</p> <p>Reviewing MagicRooty Kakav</p> <p>I recommend this product</p> <p>★★★★★</p> <p>excellent product</p> <p>I've been drinking Rooty for over a year now, and I have to admit - I don't even think about coffee anymore. I love the taste; I usually drink it just with water, but when I want to treat myself, I</p> <p>Read More</p>
<p>Martina Rančigaj Ž. Verified Buyer</p> <p>Reviewing MagicRooty Coko Cimet</p> <p>I recommend this product</p> <p>★★★★★</p> <p>pure magic</p> <p>Very tasty start of my day and it works/keeps me alert all day! Love the cinnamon flavour!</p>	<p>Mitja R. Verified Buyer</p> <p>Reviewing MagicRooty Kakav</p> <p>I recommend this product</p> <p>★★★★★</p> <p>love it</p> <p>Great taste and gives you lots of focus.</p>	<p>Roberto A. Verified Buyer</p> <p>Reviewing MagicRooty Raw Cacao</p> <p>I recommend this product</p> <p>★★★★★</p> <p>Excellent</p> <p>I Love it, I really like it, I drink it every morning, it gives me concentration and presence .. Highly recommended!!!</p>

Available in 300+ locations



Delivering well-being,
one scoop at a time,
starting with your
first sample.



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