

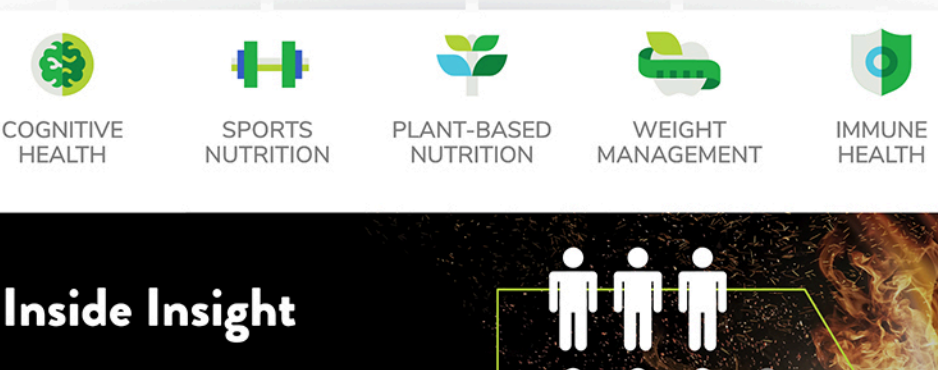
# Sports/Active Nutrition

DECEMBER 2020

**CONSUMERS WANT MORE:** Consumer demand for active nutrition ingredients is set for a rebound. But they want products that have branded ingredients, more complex formulations, work faster, with better results

## Market Makers • December 2020

What the PLT Customer Universe is Asking For  
(increase in interest over 60 days)



## PLT Inside Insight

**9 out of 10**

of PLT Active/Sports Nutrition Customers Are Interested in Developing Fast-Acting or Experiential Products



## The Shape of the Sports/Active Nutrition Market

Expectations are Growing Even as the Market Changes & Segments Become Blurred



Wants	Body Building	Extreme/Endurance/Competitive Athletes	Fitness/Cross-Training	Active Lifestyles	Weekend Warrior
	<ul style="list-style-type: none"> <li>Pre-workout</li> <li>Post-workout</li> <li>Protein</li> <li>General Nutrition</li> <li>Mood/Focus</li> </ul>	<ul style="list-style-type: none"> <li>Endurance</li> <li>Performance</li> <li>Recovery</li> <li>Energy</li> </ul>	<ul style="list-style-type: none"> <li>Weight Management</li> <li>Metabolism boosting</li> </ul>	<ul style="list-style-type: none"> <li>Alt. proteins</li> <li>Clean label</li> <li>Convenience</li> <li>Shots</li> <li>Drinks</li> <li>Chewables</li> </ul>	<ul style="list-style-type: none"> <li>Condition Specific</li> <li>Joint health</li> <li>Skin health</li> <li>Immune health</li> <li>Etc.</li> </ul>

## Growing in Diverse Ways

More Complex Formulations Respond to Consumer Desires

**8.9%**

Expected CAGR of sports nutrition market from 2020-2027  
*Grandview Research*

**40%**

Increase in fitness app downloads in 2020  
*OnePoll June 2020*

**18**

Average number of ingredients in top selling workout products on Amazon  
*Amazon*

**90%**

Percentage of top selling pre-workout products on Amazon that contain at least one branded ingredient  
*Amazon*

**25%**

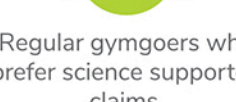
Higher pricing for clean label sports/active products  
*Nutraingredients*

**4 mil.**

Number of Instagram posts for #preworkout hashtag  
*Google*

## PLT Ingredients for Sports/Active Nutrition

### HOT INGREDIENTS MUSCLE BUILDING



**92%**

Regular gymgoers who prefer science supported claims.  
*(PLT Consumer Study)*

**14**

Days until results are observed in strength & endurance with RipFactor.  
*(PLT Health)*

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### HOT INGREDIENTS ENHANCED RECOVERY



**6.0%**

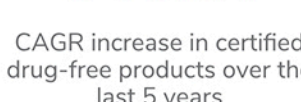
CAGR of sports recovery drink market 2019-2024  
*(Mordor Intelligence)*

**96%**

Of Dynagenix clinical trial subjects had full recovery of strength in 3 days  
*(PLT Health)*

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### HOT INGREDIENTS MORE PEAK POWER



**36.3%**

CAGR increase in certified drug-free products over the last 5 years  
*(INNOVA)*

**3.8%**

Increase in peak power by Zynamite PX clinical subjects after one dose - in one hour  
*(PLT Health)*

[LEARN MORE](#)

## SOLUTION #1: RAPID, DRAMATIC GAINS FROM WORKING OUT

## Continuing, Consistent Improvement: the RipFACTOR® Journey

DAY 1	DAY 14	DAY 30	DAY 60
RipFACTOR® Starts	Significant Increases in Strength	Endurance Goes Through the Roof	A Transformed Body
<b>PHYSIOLOGICAL CHANGES</b>	<ul style="list-style-type: none"> <li>Myosin heavy chain proteins build up</li> <li>Enhanced protein synthesis</li> <li>Anabolic mTOR pathway ignites protein synthesis and new muscle</li> <li>Decrease in catabolic muscle breakdown</li> </ul>	<ul style="list-style-type: none"> <li>Increased cellular energy stores via mitochondria metabolism</li> <li>Activated endothelial nitric oxide synthase supplies more blood and nutrients to muscle cells</li> <li>Clearing metabolic waste boosts performance and recovery</li> </ul>	<ul style="list-style-type: none"> <li>Increased lean body mass**</li> <li>Lower body fat**</li> <li>Increased free testosterone*</li> </ul>
<b>RESULTS</b>	<ul style="list-style-type: none"> <li>Up to 15% increase in strength</li> </ul>	<ul style="list-style-type: none"> <li>Up to 2X reps over baseline**</li> <li>Up to 55% increase in upper body strength**</li> <li>Up to 31% increase in lower body strength**</li> </ul>	<ul style="list-style-type: none"> <li>Up to 4X improvement muscle size**</li> <li>Up to 2X improvement in muscle endurance**</li> <li>Up to 5.6X improvement in upper body strength**</li> <li>Up to 5X improvement in lower body strength**</li> </ul>
<p><b>up to 5.6X GREATER</b> IMPROVEMENT IN UPPER BODY**</p> <p><b>up to 5X GREATER</b> IMPROVEMENT IN LOWER BODY**</p>	<p><b>up to 4X GREATER</b> IMPROVEMENT IN MUSCLE BODY**</p> <p><b>up to 2X GREATER</b> IMPROVEMENT IN MUSCLE ENDURANCE**</p>		

Based on mechanistic, pre-clinical and clinical data, with RipFACTOR, you can tell consumers a compelling story about a 50-day journey to improved physical performance. That makes RipFACTOR both an experiential ingredient and one that can become a part of their lifestyle - helping you to build strong brands.

## SOLUTION #2: GET THEM BACK IN THE GAME... FASTER

## Top PLT Ingredient Inquiries (last 60 days)

Click on logo to learn more

Let Us Help You Formulate the Industry's Hottest Sports/Active Nutrition Products

- Clinical-science
- Rapid results
- Multiple delivery systems possible
- New benefits consumers want & need

[CONTACT US](#)