

Build Supplements Like an Engineer: Matt Karich of Soul Performance Nutrition | PPP #068

written by Mike Roberto | June 8, 2022



At the end of May of 2022, Team PricePLOW went live with **Matt Karich** of **Soul Performance Nutrition**, a young upstart brand that has a *lot* of deep-thinking built into its core.

Matt explains his background as an engineer, and how he used that not only to formulate his supplements, but to find his *contract manufacturer*. His process is more intense than most brands *magnitudes* greater than his size, and it led him to a place where he could formulate incredibly unique supplements that suited his needs while obtaining coveted BSGC Drug-Free Certified status.



In this episode of the PricePLOW Podcast, we cover this and far more, digging into his first four products:

- **Electrolyte Endurance Powder**
- **Essence Active Greens**
- **Oasis Midnight Dream**
- **Bliss Revitalize Collagen**

We also have a live taste test of his *Milk Tea* flavored collagen listed above, which is unlike anything we've ever experienced!

All of Soul's formulas lean heavily on natural flavoring, various mushroom and/or adaptogens, NuLiv Science ingredients, and use zero artificial coloring. We even get a great lesson in the different forms of stevia used across his products – not all stevia extracts are the same!

Matt's a regular in the PricePLOW Discord community, where we encourage you to jump in and share your knowledge and questions. This is a fun one, and despite Matt's recent entry into the market, *everyone* including industry vets will stand to learn something here.

Video: PricePLOW Goes Live with Matt Karich of Soul Performance Nutrition

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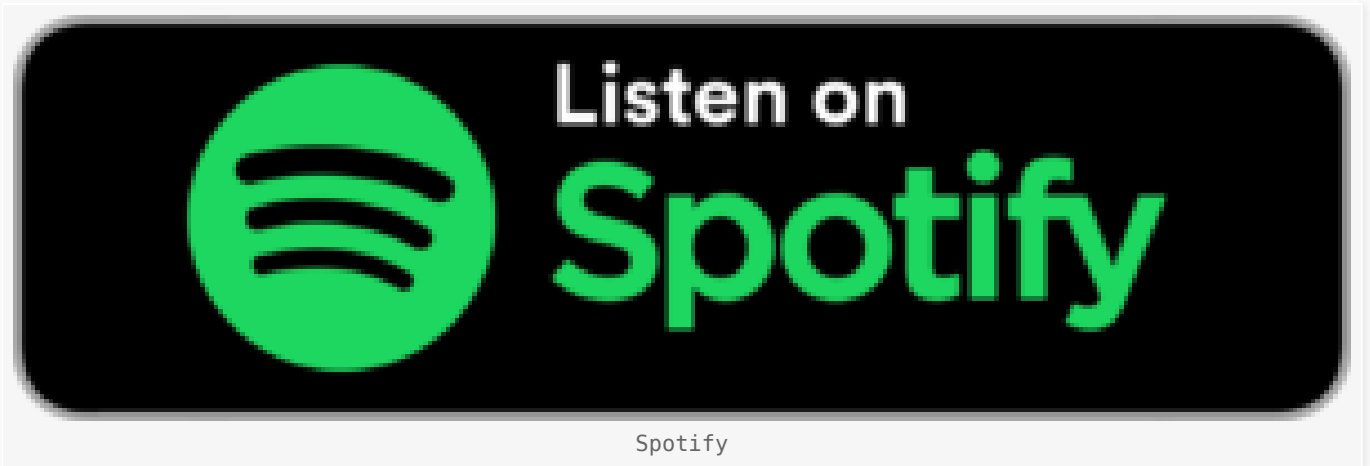
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