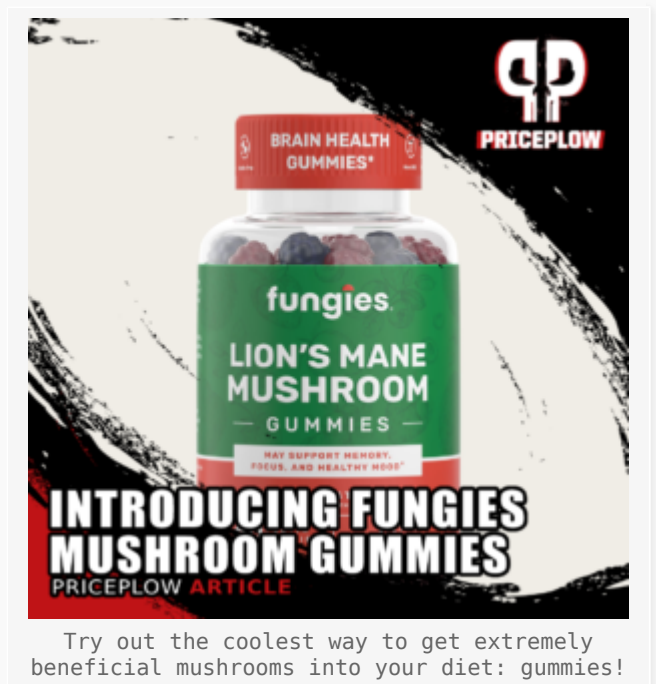


Introducing Fungies: Mushrooms in Delicious Gummy Form!

written by PricePLOW Staff | November 17, 2022

Fungi is all the rage. And what's not to love? They grow like ... fungus... and have a truly staggering array of nutritional properties that get the body, *and* brain, kicking in *high gear*. Today, we're introducing you to Fungies, a truly unique mushroom-based (yet *delicious* and *naturally flavored and colored*) gummy supplement.

Meet Fungies – Mushroom Gummies



For the longest time, mushrooms were slept-on in the supplement industry. Mushrooms typically aren't the first things that come to mind when you're trying to build a supplement stack to optimize your body, mind, and general health.

Luckily, that's changing. The incredible properties of certain varieties of mushrooms are starting to hit the mainstream, and with that comes awesome new delivery formats.

Our favorite by far is Fungies – super-healthy fungus cooked into delicious *gummies*.

Healthy and sweet? Can it be?

Rob Kaufman, co-founder of Fungies, has had a long tenure in the health and fitness space. He became well-known in these parts for his passion for biohacking. Kaufman's already made waves with his other brand, SteelFit, which we've covered on PricePLOW extensively.

One of his favorite biohacking substances is *mushrooms*. Specifically, those that have loads of research and thousands of years of anecdotal evidence backing their benefits for mental and physical performance. The big three are **cordyceps**, **reishi**, and **lion's mane** (which we'll dive into a bit later on).

The problem, like with so many things that are good for you is that old fashioned mushroom supplementation is less than ideal. Fungi are typically stuffed into gigantic capsules, boiled down into revolting tinctures, or not packaged in anything at all – forcing consumers to suck down a spoonful of terrible powders.

So Rob decided to merge the most tasty and simple delivery mechanism in the supplement world – gummies – with the *awesome* benefits of mushrooms. And so, Fungies was born. It's the first of its kind.

Launching 3 Mushroom Gummy Supplements



Fungies has launched with three functional mushroom products: Lion's Mane, Reishi, and Cordyceps

There are an estimated *2 to 4 million* species of mushroom in the world. Granted, a large portion will kill you upon consumption, but the point is: there are a *lot* of mushrooms out there.

Guided by scientific and anecdotal evidence backing their efficacy, Rob narrowed down that rather lengthy list to three types of mushrooms. His goal was to identify fungi that promotes wellness in the body and in the mind. His all-start list of mushrooms are: **lion's mane**, **reishi**, and **cordyceps**.

The three products Fungies developed out of the gate are composed of these three awesome species of mushroom.

We'll get into each product below, but first, sign up for Fungies news alerts below:

Fungies Lion's Mane Mushroom Gummies – Deals and Price Drop Alerts

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Fungies Product Launch

At launch, the team over at Fungies released three gummy products, one for each of the core mushrooms we talked about above.

- **Lion's Mane Mushroom Gummies by Fungies**

The first of Fungies' debut gummies is *Lion's Mane Mushroom Gummies*. Lion's mane is an extremely interesting ingredient backed by a strong body of research, noted primarily for the following benefits:

- **Brain Function: Memory and Focus**



Lion's Mane has an impressive body of research supporting its neurological benefits, such as improved clarity and focus.

Lion's mane is supported by an extensive body of research backing its effect on brain function – specifically, *memory* and *recall*. In a study conducted in Japan, 50 to 80-year-old adults showing signs of mild cognitive decline were dosed with 3 grams per day of lion's mane for 16 weeks. Following the end of the study, subjects taking the mushroom saw an **increase in functioning and cognitive ability**. [1]

Additional studies on mice linked lion's mane to improved memory and general cognitive function. [2-4] For instance, giving large doses of lion's mane to memory-impaired mice greatly protects against cognitive decline. [4]

The mechanism: Boosting *nerve growth factor*

In relation to nootropic properties, lion's mane has been shown to stimulate *nerve growth factor* (NGF) production, which is a protein in the brain responsible for maintaining neurons. [2,5] This effect not only boosts levels of the protein, but lion's mane has been shown to actually boost the growth of brain cells! [6]

Not only can lion's mane stimulate brain function, but it's also been shown to have neuroprotective benefits by enhancing acetylcholine, a neurotransmitter that aids in *nerve-cell communication*. [3]

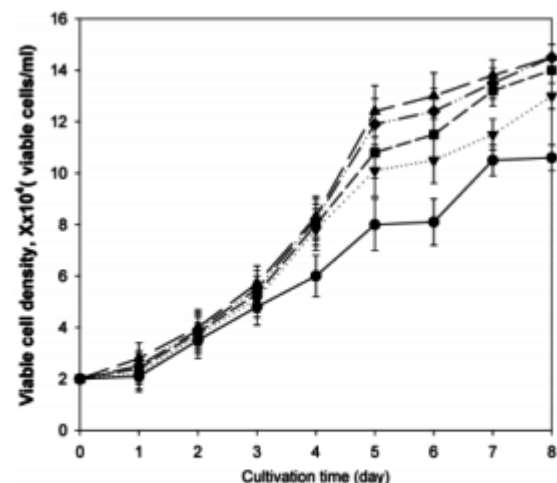


Figure 1. The effect of a biopolymer from *H. erinaceus* on the growth of PC12 cells as a function of supplementation concentration: Control, no addition (●), 0.2 mg l⁻¹ (▼), 0.5 mg l⁻¹ (■), 0.8 mg l⁻¹ (◆), 1.0 mg l⁻¹ (▲).

Lion's Mane is able to stimulate growth in brain cells. [6]

For these reasons, lion's mane has become the de-facto "nootropic mushroom". In fact, researchers published a study in 2008 testing numerous types of mushrooms, and lion's mane was the *only* one able to boost nerve growth factor. [7]

it can also be considered in any type of nerve injury.

- **Mood**

Several studies have demonstrated its efficacy in combating feelings of anxiety and depression. One four-week study on middle-aged menopausal women found lion's mane treatment improved their menopausal symptoms – such as difficulty concentrating, anxiety, and irritability.[8]

One suggested mechanism for this property is owed to the fact that lion's mane contains *amyconone*, a compound that's been shown to decrease inflammation, which plays a large role in depression.

- **Sleep**

Sleep is essential to proper functioning of the brain and the body. Lion's mane can potentially improve your sleep quality by making your circadian rhythm more efficient. Research in mice has indicated a reduced level of wakefulness at the end of the “active phase” of the sleep cycle and therefore advanced the sleep-wake cycle.[9]

These are just a few of the lion's mane benefits, as exhibited through rigorous research. Fungies Lion's Mane Mushroom Gummies are launching with a sweet and fruity *Blueberry-Strawberry* flavor.

Fungies Lion's Mane Mushroom Gummies – Deals and Price Drop Alerts

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- **Reishi Mushroom Gummies by Fungies**



Ganoderma lucidum, or “Reishi”, has been used medicinally for *thousands* of years, particularly in the Far East and dating back at least as far as the Ming Dynasty.[10]

The benefits of reishi

Historical usage shows that reishi has been used to:

- Help regulate the immune system and fight off infections[10]
- Control blood glucose levels[10,11]
- Aid sleep and recovery[10]

Unfortunately, reishi has been studied less than lion’s mane in the rigorous, structured setting of a lab or in controlled trials. Still, the anecdotal reports stemming from reishi supplementation is overwhelming, to say the least.

Reishi Mushroom Gummies are releasing with a *Delicious Apple* flavor, to start.

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• Cordyceps Mushroom Gummies by Fungies

Cordyceps *militaris*, not to be confused with the often-misidentified cordyceps *sinensis*, grows abundantly in the high alpine meadows of Tibet. Its mycelium – the “fruiting body” produced when the spores germinate – resemble caterpillars. Cordyceps (of all kinds) provides a very powerful bioactive constituent known as *cordycepin*, which has been linked to many benefits listed below – especially *athletic* ones.



Cordyceps is a great choice for those looking for a boost in energy and workout performance!

Like reishi, cordyceps has a long and storied history in traditional Chinese medicine[3] due to its extensive list of purported health benefits. Here are a few of them:

- Increases energy and endurance[12,13]
- Reduces stress[12]
- Promotes muscle protein synthesis[14]
- Improves glucose metabolism[15,16]

- Boosts virility[17,18]

The *athletic performance* mushroom

While lion's mane primarily offers cognitive benefits and reishi offers some unique *immune* system benefits, cordyceps covers the *physical* side of supplementation. It has research demonstrating significantly improved endurance and athletic performance, which will be covered in great detail when we dive into these specific gummies.

For instance, cordyceps *militaris* has shown to support increased ATP production,[26] which is critical since ATP is our body's energy currency and can lead to whole-body improvements, especially athletically. In that study, it led to improved grip strength.[26] Another study showed that a blend of mushrooms led with cordyceps *militaris* helped athletes improve $V_{O2_{max}}$ after three weeks.[13]

We need to discuss Fungies' choice in their *strain* used:

Why cordyceps *militaris* and non *sinensis*?

When cordyceps came onto the scene, the *sinensis* strain was most popular at first. However, Rob and the team at Fungies went with cordyceps *militaris*. There are a few reasons why we prefer this version:

1. More powerful extracts



In 2005, researchers determined that cordyceps *militaris* has a greater amount of the bioactive constituents – *exopolysaccharides* and *cordycepin* – than can be found in *sinensis*. [19] It's easier to culture and scientists

are able to sustain the collection of cordycepin longer.

In 2006, researchers again confirmed greater bioactive constituents (including more *adenosine*), then saw that cordyceps *militaris* had far antioxidant efficiency than *sinensis*. [20] This had also been shown earlier in 2001. [21]

2. Cordyceps sinensis misidentification

It turns out that some of those cordyceps *sinensis* supplements may not even be *cordyceps* at all! DNA sequencing confirmed that the “easy to grow” cordyceps *sinensis* they thought had been used throughout the industry was actually a *completely* different species named *Paecilomyces Hepingii*! [22-25] This is a species that often grows *alongside* cordyceps, but is not cordyceps itself.

It’s a long story, but the point is that many of those cordyceps *sinensis* supplements may not even be real cordyceps!

Fungies very wisely skips that drama by using the more powerful cordyceps *militaris* in their gummies.

Cordyceps Mushroom Gummies is launching with a sweet *Mango-Pineapple* flavor.

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Naturally flavored and colored

It’s mentioned in the intro but worth repeating – **Fungies are *naturally flavored* and *naturally colored*.**

We've found that natural flavors are superior to the most palates *when* the flavors are dosed strongly enough – and that's *certainly* the case with these. No nasty mushroom taste inside, just powerful, sweet gummies with great texture!

A warm welcome to Fungies



As far as we're concerned, the supplement industry's lack of experimentation with functional mushrooms is shameful. Lion's mane, cordyceps, and reishi, among other types of fungi, are backed by a young but promising body of scientific research, in addition to the veritable avalanche of anecdotal evidence going back thousands of years and preserved via oral tradition.

Until now, the options on the market for mushroom supplementation have been limited to absolute *basics*, like pills and powders.

Fungies decided to take these awesome natural organisms and alchemized them into a delicious naturally-flavored, non-gelatin, gummy. Mushroom gummies... We can't *wait* to take them for a spin.



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