

# NutraBio's #BornAndBred Campaign Launches with Ongoing Stack Sales

written by Mike Roberto | June 22, 2018

**Update:** The winner has been chosen – Jennifer Ramirez (interview coming soon on our YouTube channel) – and the #BornAndBred initiative has now rolled into NutraBio's **BioCrew** all-inclusive training and learning community.

*We are the homegrown athlete.*

*We're the fighters. We are those who don't take 'no' for an answer.*

*We are*



- *Self-made*
- *Self-taught*
- *Self-reliant*

*We train because it makes us feel **alive**.*

*Nothing fancy. Just grit. We are a new breed of athlete. Smart. Unrelenting. **Passionate**.*

*This is a call to arms to fight to improve together. To be seen.*

*To stay true.*

If you head over to NutraBio's new **Born & Bred transformation contest page** and click the cross-hairs, that's what you'll see.

# NutraBio's ready to pay for your trip to the Olympia... if you're willing to put in the *work*

So what's going on? NutraBio's *getting back to their roots*.

It's their **22nd Anniversary**, and they wanted to celebrate with a bang – and a bit of a “brand refresh”.

First, the “bang”:

- **22% off Stacks – NutraBio's *biggest deal ever!***

There are two stacks available:

1. **Complete Results Stack**



Everything you could ask for, from the NutraBio PRE Workout, creatine monohydrate, and Intra Blast to the 100% Whey Protein Isolate, Reload post-workout, and Extreme Joint Care to keep you going!

2. **Core Results Stack**

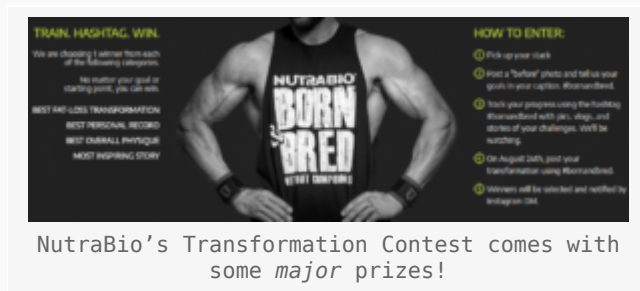
Featuring the power-trio of NutraBio's PRE Workout, Intra Blast, and Classic Whey!

*(Links redirect to the main #BornAndBred page)*

- **An *epic* transformation contest... with a \$5000 grand prize and trip to Mr. Olympia!**

But those stacks are just the *first* part of it.

Once you buy one, *it's time to get to work*. Because **you can win \$5,000 and an *all-expenses paid* trip to the 2018 Mr. Olympia!**



NutraBio's Transformation Contest comes with some *major* prizes!

This isn't just any old transformation contest. There are actually four winners, chosen from the following:

- Best Fat-Loss Transformation
- Best Personal Record
- Best Overall Physique
- Most Inspiring Story

You'll need to use *#BornAndBred* on Instagram (other good hashtags to include are also *#NutraBio* and *#WithoutCompromise*) and post your before picture up as soon as possible.

Track your progress using the hashtag *#bornandbred* with pics, vlogs, and stories of your challenges. We'll be watching.

Then the hardest working athlete will win the \$5,000 + Mr. Olympia trip!

Now for the "Born & Bred" part:

## A bit of a "brand refresh"

NutraBio isn't *re-branding*, but they took a good long look at themselves and asked who they really are.

What they came up was the "Born & Bred" campaign, which is explained well by the opening verses above, as well as their video:

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Over the past several years, Mark Glazier's *really* focused on manufacturing quality, third party lab testing, full disclosure labeling, and more. And that's pushed the envelope in an industry that frankly wasn't pushed hard enough in that direction.

But now it's time to get back to the roots. And those roots are in the *gym*.

In two words, it looks like NutraBio is targeting people who **work hard**. It's that simple, and it's something that *you* can get involved with too.

## The Brand that's about Hard Work and Grit



Before there were third party lab tests and full disclosure labels, Mark Glazier-led NutraBio was all about *hard work*! Now you can get involved too

*Note: Below is Mike's personal take on NutraBio's "Born & Bred" launch:*

This isn't about being a "lifestyle brand" with snazzy colors. This isn't a fly-by-night operation jumping on the latest bandwagon. This is a gritty brand from New Jersey that wants you to push your limits harder than ever before. They're already doing it, and they want you to join them for the ride and maybe teach *them* a thing or two while you're at it.

It may not be the prettiest while you're going through the process, attacking PRs, or revamping your life... but that's kind of the point. Because you can look good later. But now? Now it's time to train.

NutraBio's been here longer than many of us have been in the gym, and they'll continue to be here after the competition has packed it in for the night.

If that mentality suits you, then you belong on Team NutraBio. And the best way to get started is with the **#BornAndBred** contest discussed above.

You can sign up for NutraBio news alerts below, because they have a lot more coming later this summer:

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