

Seth Feroce Drops the Hammer with Axe & Sledge Supplements: An Update

written by Mike Roberto | March 18, 2019

In early 2018, we heard rumblings that Seth Feroce was working on something top secret. We learned that it was Axe & Sledge, Seth's ferocious supplement brand.

A year later, we come with an update:



The image is a promotional graphic for the launch of Axe & Sledge Supplements. It features a man with a beard and a cap, wearing a black t-shirt with the brand logo, leaning against a wall. In the foreground, several supplement containers are displayed, including 'FUEL PUMP', 'DEMODAY CARBOHYDRATE POWDER', 'IGNITION SWITCH', 'DOUBLE TIME', and 'THE GRIND'. The background is a white wall with red splatters. The text 'AXE & SLEDGE SUPPLEMENTS' is prominently displayed at the top, with a crossed hammer logo below it. At the bottom, the launch date 'JUNE 7TH, 2018' and time '8 PM EST' are shown, along with the website 'AXEANDSLEDGE.COM'.

AXE & SLEDGE
SUPPLEMENTS

FUEL PUMP
BEST WORKERS IN THE WORLD

DEMODAY
CARBOHYDRATE POWDER
BEST WORKERS IN THE WORLD

IGNITION SWITCH
BEST WORKERS IN THE WORLD

DOUBLE TIME
BEST WORKERS IN THE WORLD

THE GRIND
BEST WORKERS IN THE WORLD

JUNE 7TH, 2018
8 PM EST

AXEANDSLEDGE.COM

The Axe and Sledge product names have been teased a week prior to launch, and this launch just keeps getting better and better!

Best known for his world class beard, and owning *All American Roughneck*, IFBB Pro Seth Feroce launched a gritty styled supplement line named **Axe and Sledge**, and what a year it's been.

Beyond having one of the best damn brand names ever, Seth and team have focused on top-notch formulas, with stellar flavors and *tons of patented ingredients*.

Before going further, note that there's not a ton of information, so you can sign up for *Axe and Sledge* news on PricePLOW:

Axe & Sledge – Deals and Price Drop Alerts

Get Price Alerts

Get Axe & Sledge alerts

Also get hot deal alerts

No spam, no scams.

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Now that the brand's been around for a year, it's time to catch up and see how they're doing:

A few questions with Patrick Williams, Axe & Sledge Co-Founder

- We asked Patrick how the first year has gone, and he responded,

Fan response has been awesome! The loyalty from our customer base for both Seth and the brand has been overwhelming. I have never experienced a response like this in my 18 years in the industry.

– Patrick Williams, Axe & Sledge

- When asked **what's next for 2019 and beyond:**

We will continue to grow Axe & Sledge with several new high quality products launching throughout 2019. However, our number one priority is to keep our loyal following educated on all aspects of fitness.

– Patrick Williams, Axe & Sledge

- We also asked if there was anything specific to look out for, content-wise:

We constantly put out new content via Instagram (Seth's IG, A&S IG) and YouTube (Seth's YouTube, A&S YouTube). Keep an eye out for are most recent trip to Australia with Massive Joes! We visited the Arnold AU and have several seminars and training sessions while there. This is happening as we speak!

Our company tagline encompasses what Axe and Sledge and Seth are all about, "for the Hardest Workers in the Gym." The Axe & the Sledge are two of the hardest working tools, which is why we choose them. People that know Seth, know that he is one of the hardest workers in the industry. He's genuine, he's real! Which is why people gravitate to him no matter where he goes.

– Patrick Williams, Axe & Sledge

What we know about Seth Feroce's Axe & Sledge Supplement Line

Best to hear it from Seth himself!! The first 8 minutes are about the brand, and then he goes and crushes arms.

[SUBSCRIBE ON YouTube](#)

How awesome is this guy?

COMING SOON
AXEANDSLEDGE.COM


Axe and Sledge is coming soon with five initial products!

Axe and Sledge launched with five initial products, including:

Ignition Switch – A stimulant-based pre-workout supplement



The man, the myth, the legend... the *beard!*

- **Fuel Pump Hydraulic** – A stim-free pump pre-workout powder (uses Creatine MagnaPower, GlycerPump, CarnoSyn Beta Alanine, NitroSagine, AgMass agmatine) (*Note: Fuel Pump was renamed to Hydraulic*)
- **Demo Day** – A carbohydrate powder (two carbs, one of which is Cluster Dextrin, the other being Carb10)
- **Double Time** – A thermogenic fat burner pill, and
- **The Grind** – An EAA amino powder (remember, EAAs + BCAAs are better than BCAAs alone)

Additionally, there is now a Grass-Fed Whey Protein named **FarmFed** and a libido-enhancing natural testosterone booster named **ManPower**.

Each flavored product launched in two flavors, but more have come out since the launch. According to Seth, the labels will offer full transparency and **no proprietary blends**. The company will also utilize only premium and patented ingredients whenever possible.

AXE & SLEDGE
S U P P L E M E N T S



Set to launch with five different product, fans of Seth are eagerly waiting the drop for Axe and Sledge!

Aside from the Instagram and YouTube links in the quotes above, Axe and Sledge line has a Facebook page. When awaiting this launch, we knew we were in for something good – Seth is an extreme type of person, and he seems to have delivered in his own extreme way.

While you wait for Seth's Axe and Sledge next move, check out our price comparisons on our Axe & Sledge page on PricePlow and sign up for news alerts below – we'll hit you up when we have more:

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