

Xtend Original Picks Up Where Scivation Xtend Left Off

written by Mike Roberto | November 8, 2018



"Scivation Xtend" no more. The OG BCAA supplement is now *Xtend Original*

There's a *lot* going on over at Nutrabolt lately. The company that acquired Scivation has taken its flagship BCAA supplement, "Scivation Xtend", and renamed it to ***Xtend Original***.

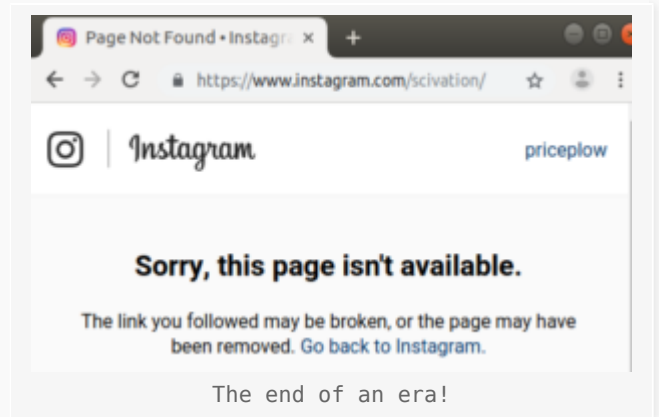
Not only that, but...

The end of @Scivation?!

The company has moved its *entire* Instagram page to @Xtend.

If you click @Scivation now, you'll now be taken to a dead page – because they're officially changed to @Xtend!

This marks the end of an era, since Scivation was *the* brand that brought BCAA supplements to the greater sports nutrition market and actually made them *taste* good.



Re-Introducing Xtend

So it looks like Xtend is no longer a “product”, but more of a *brand* (or perhaps product *family*), and the Scivation name may no longer get used.

So given the different variations of Xtend that have launched over the years... we need to change some names. If Xtend is now the “*brand*” name, then what do we call the *product* that was once known as “Scivation Xtend”?!

Taking a play out of the Cellucor C4 playbook, NutraBolt is going with the “OG” method:

Xtend *Original*: The new name of Scivation Xtend

Xtend *Original* is what fans of Xtend will now be looking for, with labeling shown on this page.

And there are **no formula changes!** @Xtend has been promoting this in all of their social media: *Meet the #NewFaceOfRecovery – New Look, Same Trusted Formula.*



Everything should stay the same, just a new name. The big news is what *other* products are to come from the new Xtend “brand”?!

So now that we know Xtend has become its own “brand” / “family”... you know what we need to expect next... more products.

Stay tuned to the next post!

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