

MEDIA KIT



ENERGY

mood

MOTIVATION

FOCUS

DYNAMINE™ IS NOW GRAS

AFTER 20 YEARS OF LIMITED INNOVATION IN ENERGY DRINKS, DYNAMINE™, A NEW RAPID-ONSET CLEAN ENERGY AND FOCUS INGREDIENT, IS POISED TO DISRUPT THE CATEGORY WITH ITS NEWLY ACQUIRED SELF-AFFIRMED GRAS (GENERALLY RECOGNIZED AS SAFE) STATUS.



**COMPOUND
SOLUTIONS, INC.**
www.compoundsolutions.com

Dynamine™ from Compound Solutions, Inc. Receives GRAS Affirmation

After 20 years of limited innovation in energy drinks, Dynamine™, a new rapid-onset clean energy and focus ingredient, is poised to disrupt the category with its newly acquired self-affirmed GRAS (Generally Recognized As Safe) status.

Compound Solutions, Inc. (CSI) is the exclusive global distributor of patented Dynamine™ and the first and only in the world to study it clinically in humans. After six years of research and development, five safety studies and more than \$600,000 in safety data, Dynamine™ has been awarded self-affirmed GRAS. This means Dynamine™ is safe for use in dietary supplements or food and beverage including energy drinks, gaming formulas, high-impact pre-workouts, and nootropic and biohacking formulas for optimal cognitive performance.

Dynamine™'s safety is supported by toxicological and clinical scientific studies in humans without occurrence of significant adverse events.**

"We've never seen an ingredient with this level of sensory experience—and safety profile—all in one package," said Matt Titlow, Compound Solutions' CEO. "Dynamine™ will absolutely change the game in energy, gaming and biohacking formulas. Now that Dynamine™ is GRAS, the door is wide open for the largest brands in the world to give their consumers the best possible energy, mood and focus products without worrying about safety."

Jacob Fishback, Brand Developer and Product Formulator for Lief Labs added, "When an energy ingredient like Dynamine™ achieves GRAS status, we can formulate a product with longevity behind it and we won't have to worry that it is going to hit the FDA's chopping block at any given moment."

To learn more about the potential of Dynamine™ in your next formula please reach us at +1(760) 739-9881.

**Stratton M, Holmes A, et al. A72. Effect of Dynamine™ With and Without TeaCrine® Over Four Weeks of Continuous Use on Cardiovascular Function, and Psychometric Parameters: A Pilot Study. Journal of the International Society of Sports Nutrition. 2018;15(256)

** Timothy Murbach, Róbert Glávits, John Endres, et al. "A Toxicological Evaluation of Methylliberine (Dynamine™)," Journal of Toxicology, Vol.2019. Accepted for publication.

DYNAMINE™ IS NOW



ABOUT DYNAMINE™

SELF-AFFIRMED GRAS
(GENERALLY RECOGNIZED AS SAFE) STATUS.



WHAT IS DYNAMINE, WHAT DOES IT DO, AND WHY IS IT DIFFERENT?

THE BASICS

- Dynamine™ is a nature-identical compound of a purine alkaloid naturally occurring in kucha tea. It is a **patented, fast-acting, high-impact energy, mood, motivation and focus ingredient**. It is thought to activate dopamine receptors and modulate adenosine receptors.
- The pre-clinical & pilot research is suggesting that it does not raise heart rate or blood pressure. Early observations show Dynamine™ improves feelings of energy, mood and focus with much faster onset of action (30 minutes or less). **There's no crash and no jitters.**
- Dynamine™ is a tour de force because of its combined sensory experience and safety profile. We are unaware of any compound in the world with its level of sensory experience, while also achieving an extremely high safety profile known in its GRAS dossier.

en·er·gy

\ˈenərjē/

noun

the strength and vitality required for sustained physical or mental activity.

focus

\ˈfō-kəs\

plural: foci \ˈfō-sī also -kī\

a central point, as of attraction, attention, or activity.

mood

/mōod1/

noun

a temporary state of mind or feeling.



ABOUT DYNAMINE™

SELF-AFFIRMED GRAS
(GENERALLY RECOGNIZED AS SAFE) STATUS.



HOW WILL DYNAMINE™ DISRUPT THE ENERGY PRODUCTS MARKET?



TARGETING THE FUTURE OF ENERGY

Dopamine is one of the major neurotransmitters in the brain that controls our reward and pleasure centers as well as our emotional responses. This important neurochemical also affects movement and enables us to not only enjoy rewards, but to actively seek the reward in the first place.

While caffeine can modulate dopamine levels and, with it, energy, focus, and motivation, it does it indirectly. But there's a limit to caffeine's applicability. While some is beneficial, too much caffeine inevitably results in the onset of jitters and edginess, not to mention increases in heart rate and blood pressure. The tolerance build-up from caffeine also requires progressively larger amounts to reap the same increased energy, mood, and focus you once achieved with considerably lower levels.

Simply put, caffeine cannot and should not be the only means formulators employ to boost dopamine. This is where Dynamine™ and TeaCrine® enter the picture. A 2018 study at Rutgers showed TeaCrine® and caffeine are synergistic. TeaCrine® is also known not to be habit-forming.

And in another 2018 study, Dynamine™ results included increases in perceived energy, alertness, productivity and motivation to perform mental tasks. From energy and focus

to gaming, Dynamine™ is a game-changer. Dynamine™ and TeaCrine® activate dopamine receptors, acting as mood and motivation elevators, while also providing better focus and energy in combination with caffeine.

The combination of Dynamine™, TeaCrine® and caffeine provides a full-spectrum sensory experience with quick onset, but long-lasting, sustained energy, mood, motivation and focus. TeaCrine® is self-affirmed GRAS, and Dynamine™ will be self-affirmed GRAS by June 2019.



DYNAMINE™

Dynamine™ has achieved GRAS status!
Formulate with Dynamine™ in

-  PRE-WORKOUTS
-  GAMING FORMULAS
-  ENERGY DRINKS
-  NOOTROPICS / NEUROHACKING

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#DYNAMINE





ABOUT US

Compound Solutions Inc. is the go-to company representing and distributing unique, patented nutraceutical ingredients that **maximize human potential**. We distribute ingredients to the nutritional supplement, sports nutrition and functional food and beverage industries.

WHAT MAKES US DIFFERENT FROM OTHER INGREDIENT SUPPLIERS

Innovation

Continuous development and supply of new, science-based ingredients

Formulation

From ideation to finished good, we consult with marketers to develop the best product for each target market

Content Support

For each ingredient, we have technical writing and content appropriate for social media

Co-Marketing

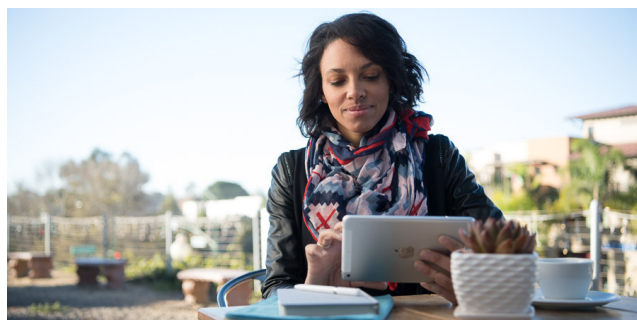
With our partners we co-promote our ingredients and their products over social media channels

Trend Analysis

By having conversations with leading nutraceutical companies globally, and attending trade shows around the world, we provide unique insight into trends in each part of the world

Research

We and our ingredient partners have spent more than \$1M annually on research over the past three years.





NOTEWORTHY MENTIONS FROM CSI

- We built CarnoSyn Beta-Alanine into the most successful patented ingredient in sports nutrition history.
- TeaCrine® helped pioneer the switch from “energy” to “energy + focus” in sports nutrition.
- goBHB® is going mass market and influencing the global low-carb movement as an exogenous ketone. The energy drink and gaming sectors are also re-formulating with goBHB®.
- Dynamine will be GRAS in by June 2019, and will re-make the energy drink and gaming sectors by “functionalizing” energy by adding mood and focus benefits.
- We are NSF-certified.
- **We have three ingredients that achieved self-affirmed GRAS status, and five with Informed Choice certification.**
- We and our ingredient partners have spent more than \$1M annually on research over the past three years.
- Our primary market is the USA, but we have significant business in Canada, Brazil, Australia and the EU.
- Won the 2018 Innovation Award from the Carlsbad Chamber of Commerce.

OUR INGREDIENTS

TEACRINE
FROM COMPOUND SOLUTIONS

 **DYNAMINE**TM

go[®]
MCT
FROM COMPOUND SOLUTIONS

eOils[®]
FROM COMPOUND SOLUTIONS

go[®]
BHB

Carb10[®]

core biome[™]

PEAK [®]

go[™]
FAT
FROM COMPOUND SOLUTIONS

AMINO9[™]



WHO IS WHO ON THE MANAGEMENT TEAM OF CSI

Matthew Titlow, CEO

Matt has been in the nutraceutical industry since 2002. He became Compound Solutions' CEO in 2011, and since then he has been spearheading the company's vision to maximize human potential. His vision manifests itself by finding, researching and representing ingredients from around the world that are backed by science and that lead to improved cognitive and physical performance.

His personal commitment to building a healthier environment with better nutrition for future generations was materialized in 2018 with the creation of The Farmacy Initiative. This initiative is focused on providing educational services for children and adults in the fields of agriculture, farming, gardening, nutrition, and cooking.

Brandon Sojka, Sales Director

Brandon has more than 15 years of experience in the Fitness & Sports Nutrition industries both as an entrepreneur and as Sales Director for larger companies. Having been on both sides of the business, he understands the challenges brands face while developing and bringing new formulas to market. And, Brandon's growing list of accolades—BS in Exercise Science, Certifications in Sports Nutrition from ISSN and Strength and Conditioning from NSCA—give him a true 360 view on the nutrition space. As Sales Director for CSI, Brandon's recipe for success has been two-fold: first, to match the formulator's goals with ingredient combinations that will help them stand out, sell more product and deliver science-backed results, and second, to fit his customers with the right partners to carry out their vision. Brandon works best when he's supporting a diverse customer base from the up-and-coming brands all the way up to the iconic. His Brazilian Jiu-Jitsu training is served by the same work ethic and focus he exhibits in the field.

Kimberly Sickinger, President

Kim joined CSI as President in 2016, bringing with her an extensive background transforming businesses in the medical device and dental industries. Her talent for strengthening infrastructures can be seen all along her career path as she's taken multiple start-ups to public offering, and failing businesses back to cashflow positive. During her time at CSI, she has restructured the organization, installed and scaled operational systems, improved spending and efficiency, and, among her proudest accomplishments, brought together a management team positioned to drive the business into the next era of growth. CSI's employee wellness and philanthropy initiatives will continue to grow under Kim's guidance as she designs the infrastructure for The Farmacy Initiative. Kim has earned widespread trust and attracted mentees by consistently doing what's hard and right. Her relentless focus on "team" has resulted in a bonded workforce inside the walls of CSI, and a tenacious presence out on the softball field.

Kelsey Olanoff, Marketing Director

Kelsey's 15 years in marketing kicked off during the golden age of digital while working at a forward-thinking agency. She's applied the nimble, envelope-pushing approach she developed there to everything since, from regional to global brands in numerous segments including e-comm, non-profit, retail, hospitality, and more. As Marketing Director for CSI, Kelsey is responsible for delivering best-in-class marketing strategies designed to create consumer demand for CSI's continuously expanding portfolio of branded ingredients. She works cross-functionally to put a spotlight on the intricacies of ingredient development and finished product development, as well as the end-user experience. Some of the best moments in her career have been in the field collaborating with the bold people and brands that are inspiring the rest of us to think bigger and do better. When she's not sending emails from her She Shed, she can be found attempting Rx at her neighborhood CrossFit gym.



COMPOUND SOLUTIONS, INC.

DOWNLOADABLES

- To download more Dynamine™ content, studies, hi-res logos or social media tiles [click here](#).
- For media requests & interviews: jdeustua@compoundsolutions.com



IN THIS GUIDE

What is the future of energy drinks?
What can energy drink formulators do to "functionalize" their product?

THE ENERGY DRINK MARKET IS BEING DISRUPTED

Once dominated by the likes of Red Bull, Monster and Rockstar, the energy drink sector has been in turmoil since the debut of VPX Sports' Bang, just a few short years ago. No longer is the combination of sugar and caffeine acceptable for consumers. Energy drinks of today must be functional as well as phenomenal tasting.

Recently, VPX Sports led the way again in product development when they jumped on the low carb keto movement with the release of Multiketo, a ketogenic energy drink bolstered by a powerful combination of ketones, caffeine, and Teacrine™. Multiketo capitalized on the tremendous popularity of ketogenic diets while delivering a drink that tastes as good as it works.

WHAT IS ENERGY?

Energy, quite simply, is the ability to do work. This energy could come from a CNS (central nervous system) stimulant like caffeine, or it could be derived from cellular energy (ATP) you learned about in Biology class. But that's not all.

Energy can also mean cognitive "energy" that feels more like mental enhancement, focus, or increased motivation.

Previously, energy drinks targeted only the CNS side of energy which led to the rather unenjoyable (and inevitable) edginess, jitter, and crash. Energy drinks of tomorrow will assist those outcomes with more balanced formulations. One that utilizes other ingredients to reduce caffeine's effects and promote a cleaner sense of energy, focus, and motivation.



DYNAMINE™ AND TEACRINE® WILL DISRUPT AND RE-MAKE THE ENERGY AND GAMING CATEGORIES.

HERE'S HOW...

The search for more energy is as relevant today as it has ever been. As we've all heard, caffeine is the most widely consumed "drug" in the world. But are there ingredients that complement caffeine to make it even more effective? The answer to that question is yes! But first, some history and science.

In broad categories like "energy", change and disruption are typically fast and volatile. But in the energy drink market, we've had roughly the same formula for nearly 20 years: caffeine, B vitamins, carnitine,

GFuel has targeted the gaming community for years, but like energy drinks, formulators know they need something new and innovative to gain widespread consumer use.

Now that the "energy" market is more than Monster, Red Bull, Rockstar and 5-Hour Energy, the definition of an energy drink is now being questioned and refined. In fact, "energy drink" may segment into "Gaming drink" as GFuel enters the category along with Mountain Dew's "Gaming fuel".

DYNAMINE / TEACRINE BENEFITS??

FUNCTIONAL ENERGY



GAMERS' ULTIMATE GUIDE TO LEVELING UP NUTRITION & SUPPLEMENTATION

Proper nutrition lays the foundation for a successful career in gaming and as such, you should always strive to obtain as many of your essential vitamins, minerals and assorted other nutrients from whole foods.

That being said, having the right supplements, and using them at the right time, can certainly help boost performance as well as recovery.

For years, the "supplement" of choice for gamers has been energy drinks, containing a proprietary mix of caffeine, B vitamins, and taurine as well as an over-the-top helping of refined sugar. While these beverages tasted great, they only supplied short-lived energy and did little to nothing for enhancing performance.

Compound Solutions has stepped forward to offer a superior solution to the enhanced energy and cognitive demands of gamers around the world. One that seeks to go beyond the short-lived

WHAT IS TEACRINE?

Teacrine™ is a chemical cousin of caffeine found in tea, that boosts energy in a manner similar to caffeine, but slightly different. While caffeine takes a more direct (and often harsh) approach to boosting energy levels, Teacrine takes a more subtle means to enhancing alertness and wakefulness via allosteric modulation of the adenosine receptors.

This alternative approach to antagonizing the body's adenosine receptors provides energy that is smoother and longer lasting than caffeine, without the jitter, edginess, or crash common to every gamer's stimulant of choice.

Even better is the fact that Teacrine™ isn't habituating — meaning you don't get used to it. You get the same boost in energy, mood, and focus day after day without having to continually up the dose.



In the first Dynamine efficacy study, main effects were noted for **increases in energy, alertness, productivity, and motivation to perform mental tasks for all time points assessed compared to pre-supplementation.**

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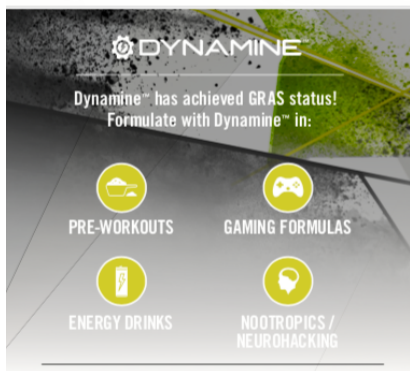
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HAVE IDEAS? LET'S TALK ABOUT IT!



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