



**GET CONTROL  
OF YOUR ENERGY**

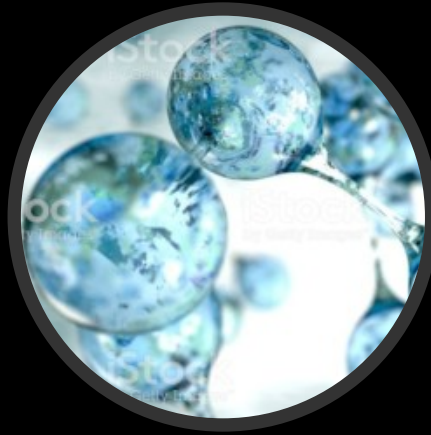
**NEW BENCHMARKS FOR  
PRECISION RELEASE OF  
PERFORMANCE INGREDIENTS**



# TODAY'S DISCUSSION

## TAKING THE ENERGY OPPORTUNITY

# FULL CIRCLE



**Ingredient  
Design**



**Research  
Studies**



**Consumer  
Research**



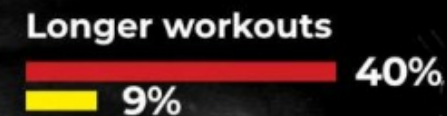
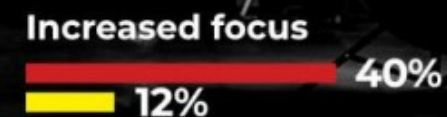
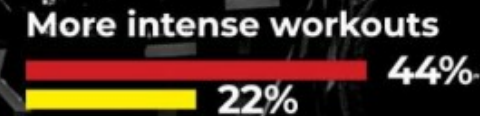
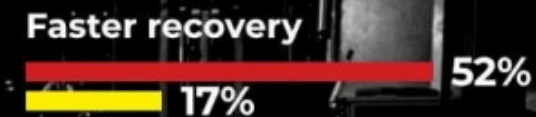
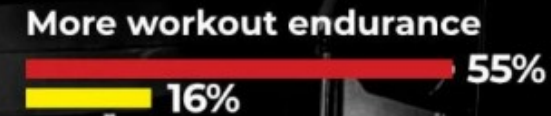
**Claims &  
Concepts**

# WHAT DO CONSUMERS WANT FROM THEIR PRE-WORKOUT SUPPLEMENT PRODUCTS?

*They want the energy to complete a better, more intense workout...*



Longer lasting energy is the most important benefit



■ Ranked in the top 3    ■ Ranked #1

# WHY AREN'T THEIR CURRENT OPTIONS WORKING FOR THEM?

It's a delivery issue...

"Caffeine is effective for workouts, but **doesn't last** long enough."

**60%** feel that caffeine doesn't last long enough

"**Crashing too quickly** and caffeine effects that **wear off too quickly** are big challenges."

**26%** said that "jitters" were a challenge

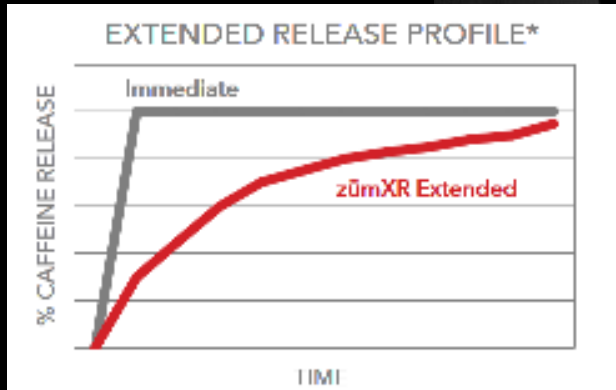


PLT/zümXR – Actionable  
Research Consumer Survey  
2018

# NEW TECHNOLOGY FOR ENERGY DELIVERY



## Extended Release



## Delayed Release





# EXTENDED RELEASE CAFFEINE

Long term alertness & energy without the 'jitters'

## CAFFEINE SPECIFICATION

Not less than 71.7%

## RELEASE SPECIFICATION

1 hour: Not more than 55%

6 Hours: Not less than 80%

## DELIVERY SYSTEM

- Ethylcellulose diffusion (GRAS)
- Semi-permeable membrane
- Uniform release independent of pH

## APPLICATIONS

- All Day energy
- Long lasting sports (endurance)
- Long study sessions
- Workplace
- Combination energy products



# DELAYED RELEASE CAFFEINE

## Enabling a customized energy profile

### CAFFEINE SPECIFICATION

Not less than 75%

### RELEASE SPECIFICATION

1 hour: Not more than 25%

2 Hours: Not less than 80%

### DELIVERY SYSTEM

- Natural bioadhesive polymer (GRAS)
- pH-dependent release

### APPLICATIONS

- Combination energy products – blend w/traditional caffeine
- Pre-workout
- Intra-workout
- Endurance activities (2+ hours)

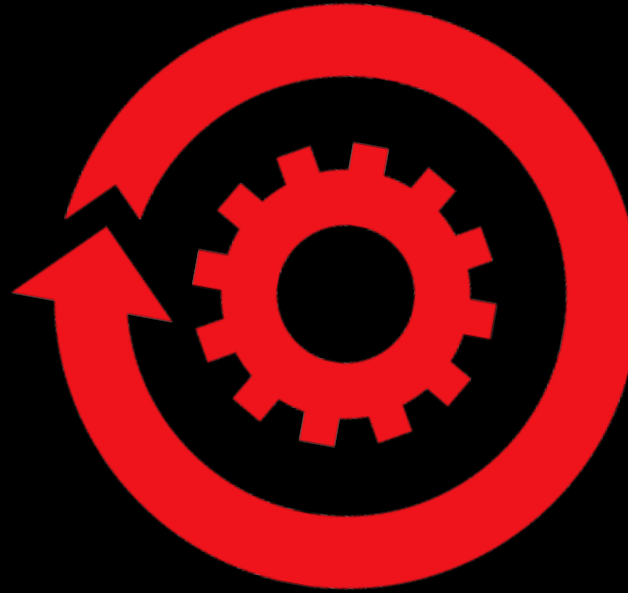


# SPECIALIZED OPTIONS

For differentiated formulations



**Green Coffee Bean Caffeine**

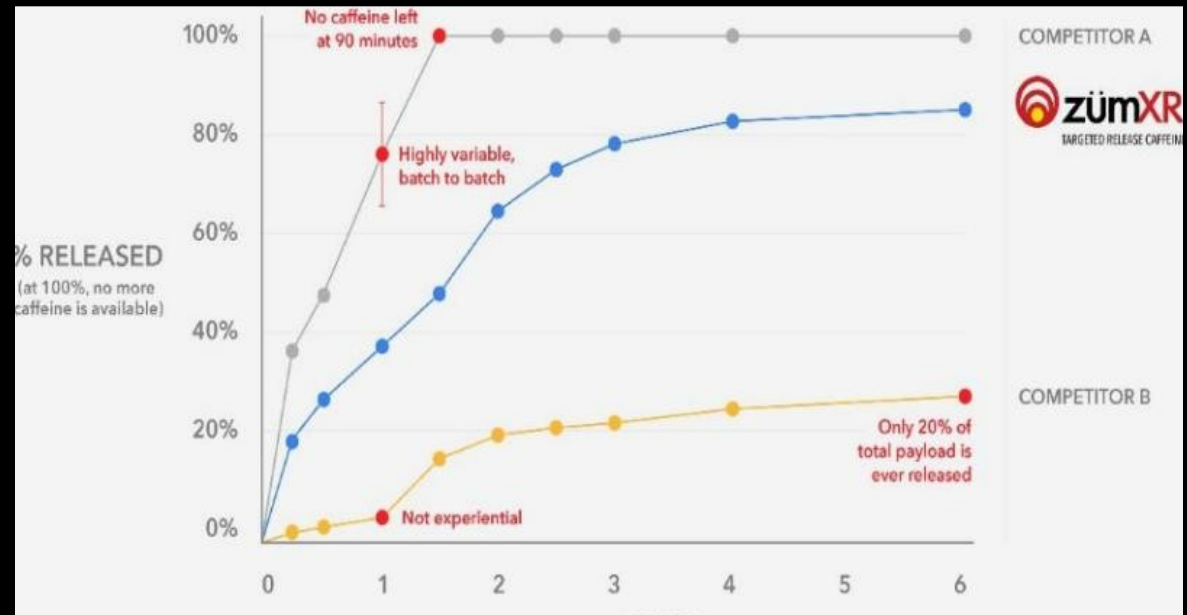
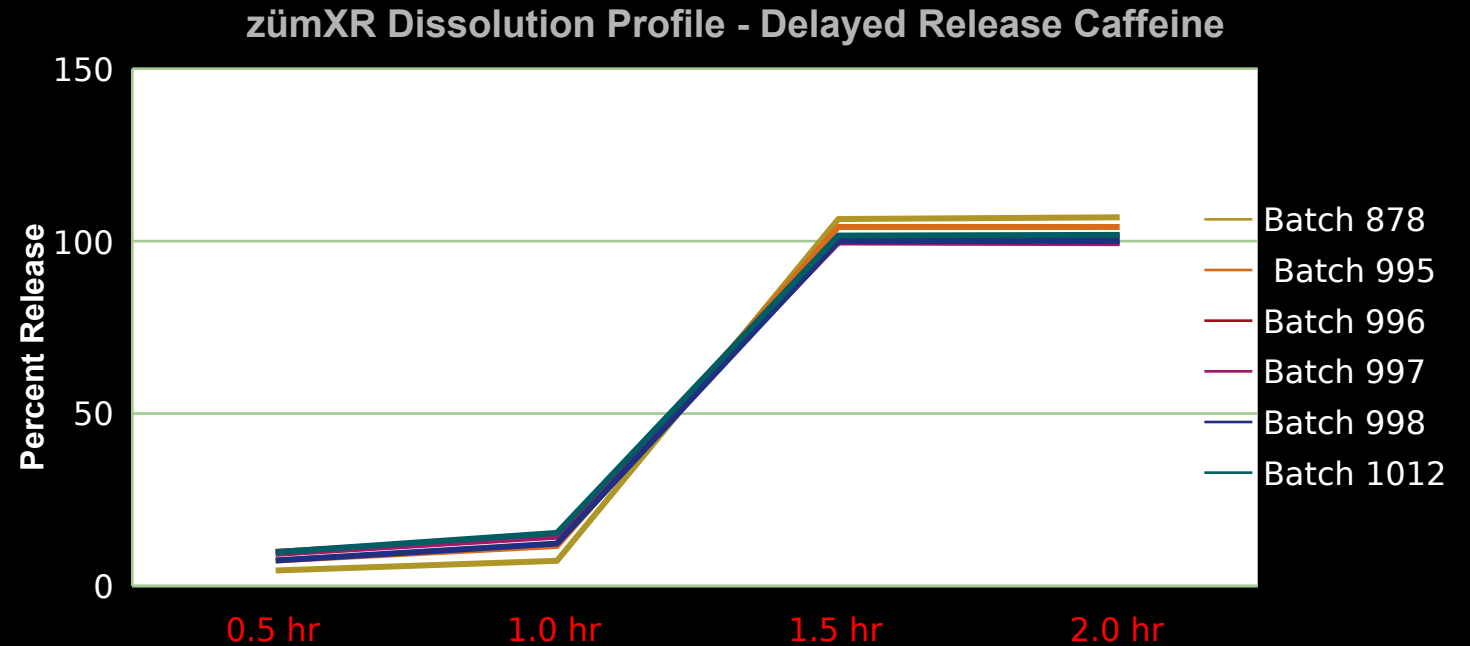


**Liquid Stable for Shots**



# LAB ANALYSIS SHOWS PREDICTIVE PERFORMANCE

Incredible batch-to-batch  
consistency & true targeted  
release delivery...



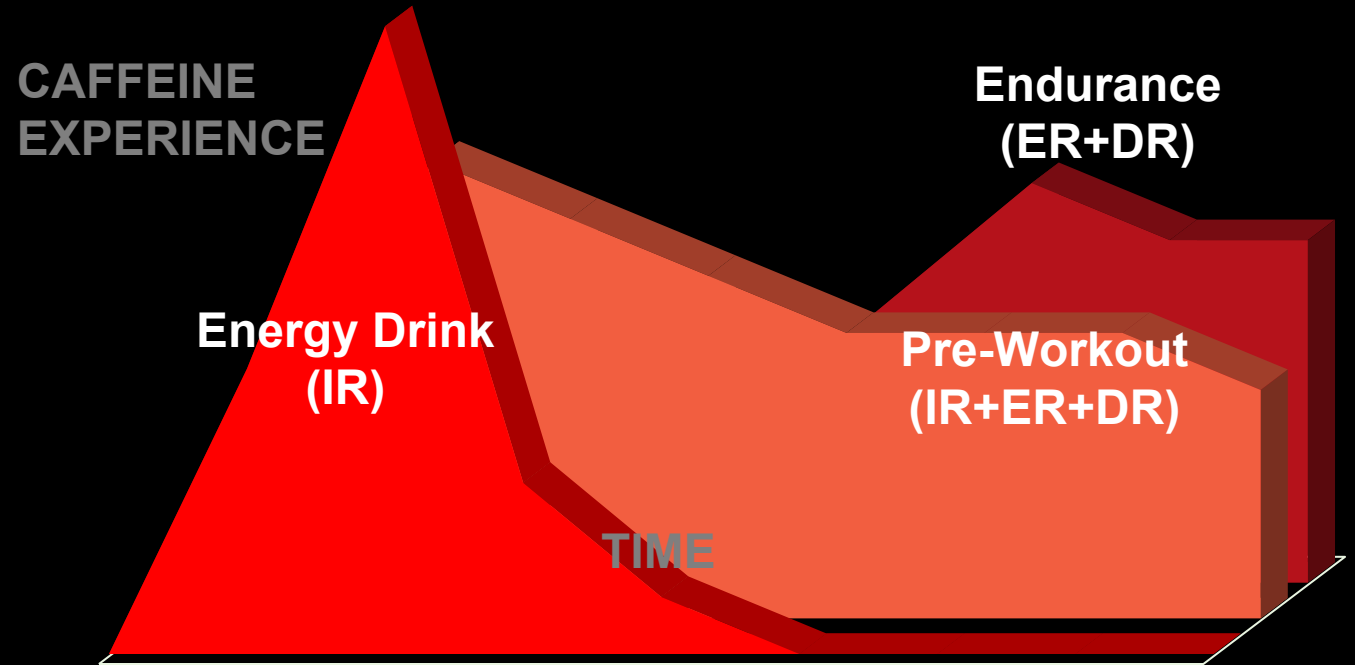
# CONCEPTS

## IN ENERGY DELIVERY



*We call this 'instant release' (IR) caffeine...*

Customizing energy profiles...



**JITTERS** = *Too much caffeine in bloodstream too fast*

**CRASH** = *High caffeine levels drop off quickly*

# PHARMACOKINETICS

(PK)



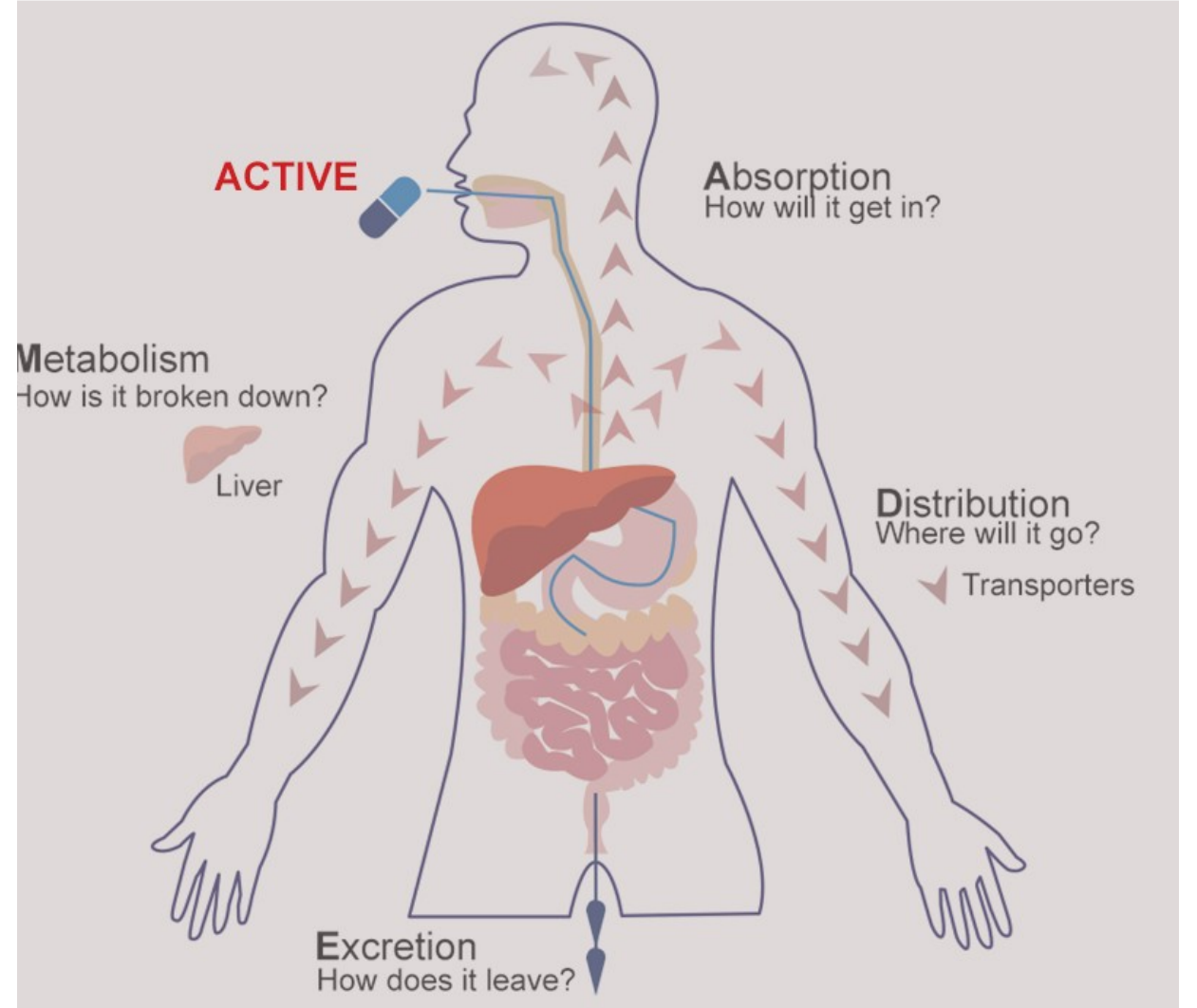
PK studies help us answer questions such as:

**How long does it take to get into the blood stream?**

How long does it stay there?

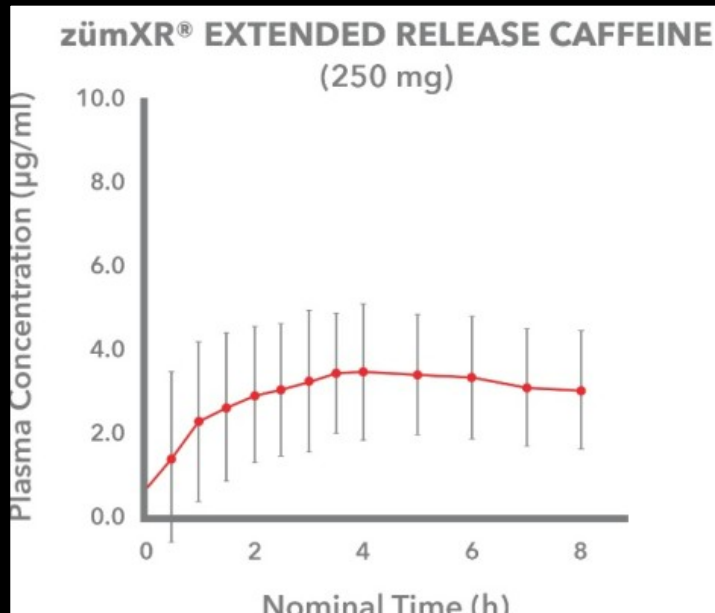
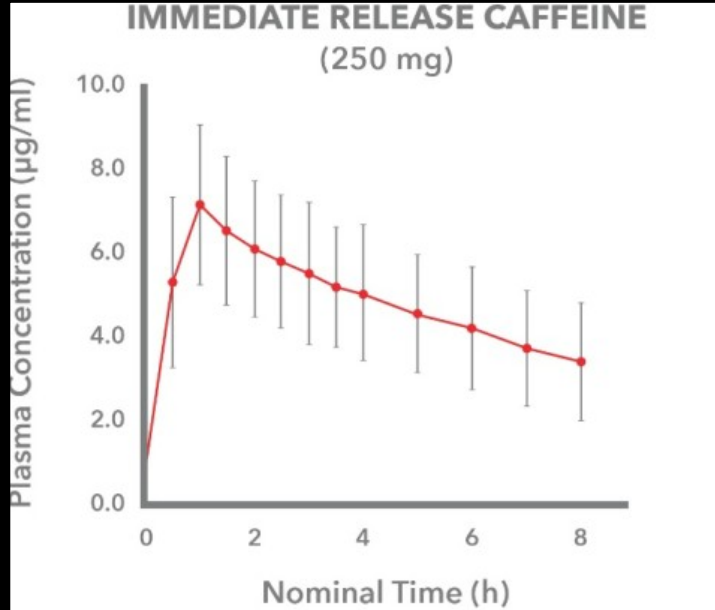
Then, where does it go?

When and how does it leave the body?



# THIS IS WHAT HAPPENS IN THE BODY

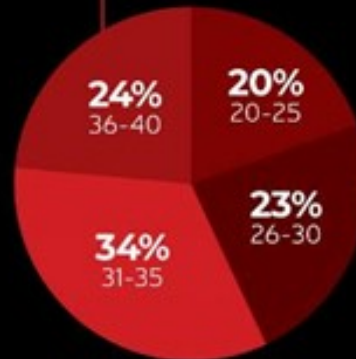
*Do your caffeine ingredients have a clinical study to demonstrate efficacy?*



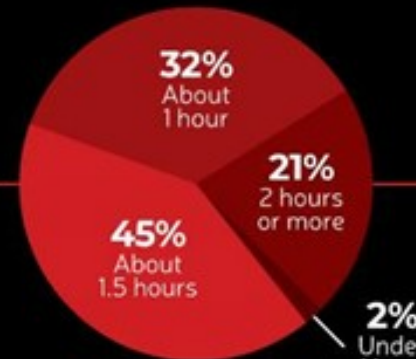
# LET'S ASK YOUR CUSTOMERS WHAT THEY THINK ABOUT ENERGY

*A consumer market  
study by Actionable  
Research, Inc.*

161  
SAMPLES



AGE



WORKOUT  
LENGTH



SUPPLEMENT  
USE



## RESPONDENT SAMPLE

Men in the US, aged 20 to 40 years old, works out regularly, & take a pre-workout supplement at least 2 times per week.



## SURVEY DESIGN

Online survey using reputable consumer panel. Respondents were screened, then asked to respond to the two concepts.



# WOULD YOU CHOOSE IT & PAY MORE?



## PRODUCT CONCEPT

**SPORTSMAX**

# **DURA FORCE**

**PRE - WORKOUT**

Energy • Focus • Power

Raspberry-Lemonade  
(Naturally Flavored)

Energy  
Focus  
Power

Servings: **30**

Net Wt 600 g(21.15 oz)

**PRODUCT A**

**Without** Multi-Phase Energy Release

**SPORTSMAX**

# **DURA FORCE**

**PRE - WORKOUT**

Energy • Focus • Power

Raspberry-Lemonade  
(Naturally Flavored)

Multi-Phase Energy Release. No Crash  
No spikes or rapid drops in caffeine levels  
Clinically shown to provide steady caffeine  
levels to support workout intensity

Servings: **30**

Net Wt 600 g(21.15 oz)

**PRODUCT B**

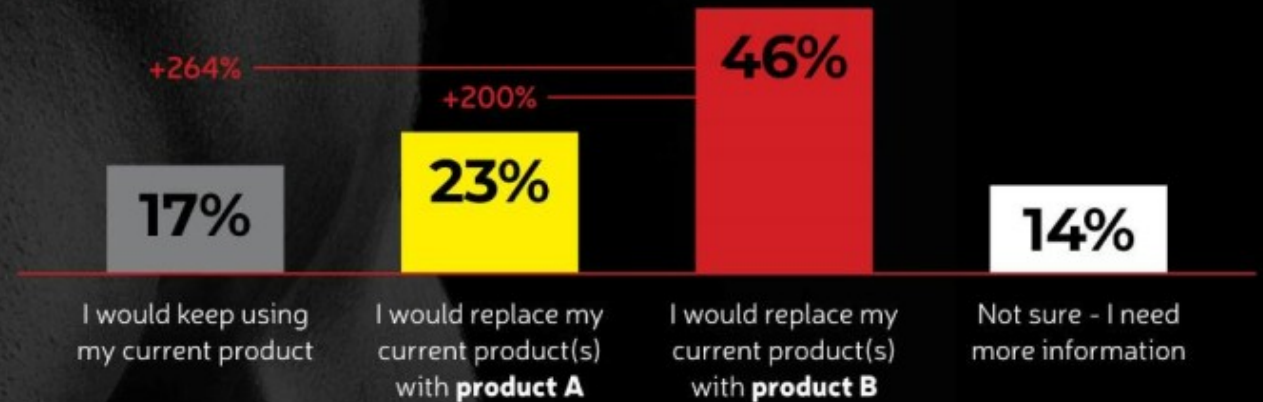
**With** Multi-Phase Energy Release  
(zümXR)

# WOULD YOU CHOOSE IT & PAY MORE?



## PUCHASE INTENT COMPARISON TEST

*Which of the following statements best describes your potential purchase of these products when they become available?*



*Purchase likelihood favors Duraforce with Multi-Phase Energy Release (with zümXR) by a 2:1 margin, and more than double their current product.*

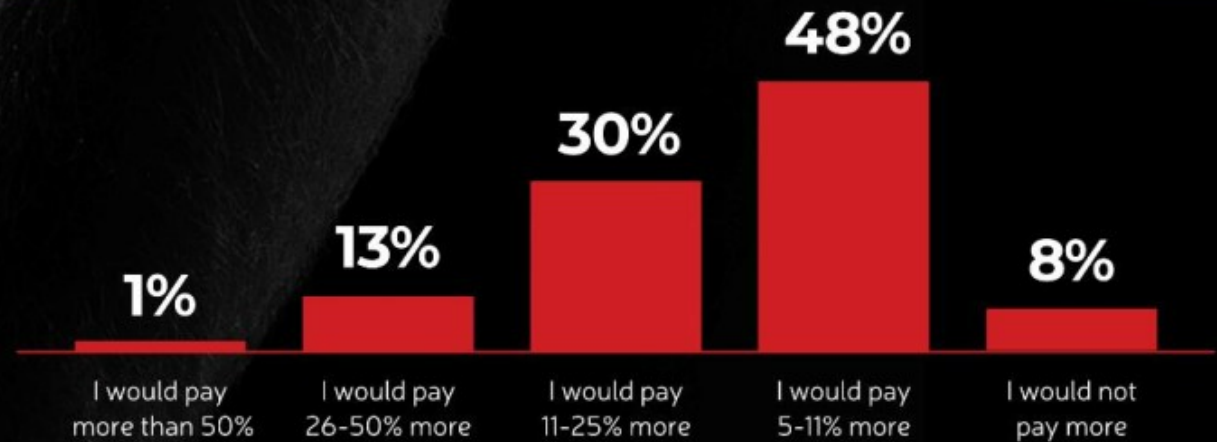
Only 17% would keep using their current product and 14% need more information.

# WOULD YOU CHOOSE IT & PAY MORE?



## PRICE INCREASE TEST

*Product B: How much more would you pay for this product if it were available at your favorite supplement store?*



*92% of responding men who use a pre-workout drink at least 2 days a week would pay a premium for Duraforce with Multi-Phase Energy Release; 44% of them would pay 11% or more.*



# WOULD YOU CHOOSE IT & PAY MORE?



## MARKETING MESSAGES

*"Offers a clinically-substantiated, non-crash pre-workout energy experience."*

92%

LIKELIHOOD OF PURCHASE  
WITH THESE STATEMENTS



44%

WILL BUY WITH INCREASED  
PRICE OF 11% OR HIGHER



90%

54%

*"Offers a clinically substantiated pre-workout product that provides non-crash energy during your workout and an extra wave of energy after your workout."*

# WOULD YOU CHOOSE IT & PAY MORE?



## CONCLUSION

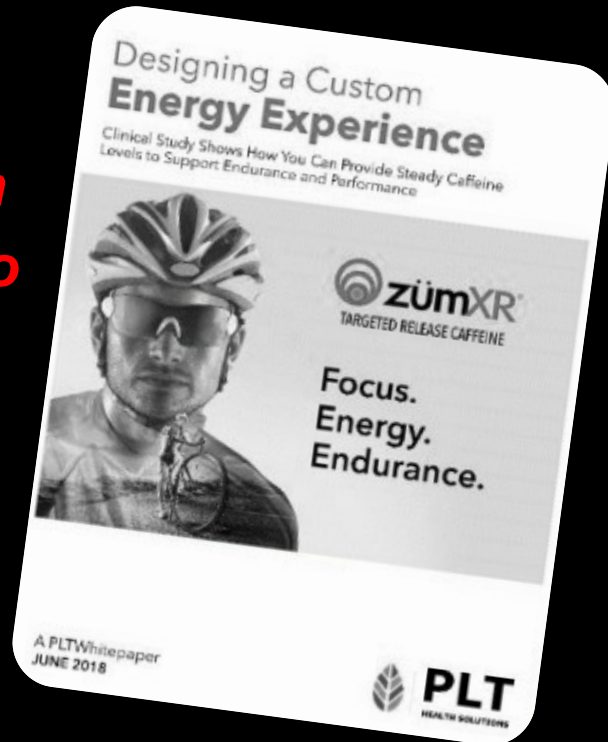
*LABEL MESSAGES are what drive sales. No spike, no crash, multi-phase effect and longer lasting caffeine experience are the most important messages.*

*Adding zümXR Targeted Release Caffeine is the most cost-effective way you can differentiate your product and gain/protect market share!*



# THIS IS WHAT YOU CAN SAY ABOUT IT

*Based on in  
vitro, in vivo  
and  
consumer  
research*



- Design your caffeine experience to eliminate spikes
- Design your caffeine experience to eliminate spikes and rapid drops in caffeine levels.
- Clinically shown to provide controlled caffeine blood levels.
- Clinically shown to provide sustained caffeine release.
- Scientifically designed/formulated to provide steady caffeine levels to support performance
- Scientifically designed/formulated to provide steady caffeine levels to support energy
- Scientifically designed/formulated to provide steady caffeine levels to support endurance
- Clinically shown to provide steady caffeine levels to support performance
- Clinically shown to provide steady caffeine levels to support energy
- Clinically shown to provide steady caffeine levels to support endurance
- Longer lasting energy profile
- Clinically shown to provide longer lasting caffeine profile
- Scientifically shown to extend caffeine release
- Clinically shown to provide extended caffeine release

# WHAT KIND OF ENERGY PROFILE DO YOU WANT?

*Tell us about your  
customers...and let's  
do a little experiment*





GET CONTROL  
OF YOUR **ENERGY**



APPENDIX →



# WHO IS zümXR

**A leading developer of targeted release technology for nutritional & human health applications**

**TECHNOLOGY DEVELOPMENT TEAM FROM PHARMACEUTICAL INDUSTRY**

**DEVELOPERS OF TOP-SELLING EXTENDED RELEASE BEVERAGE LINES**

**HOLDERS OF OVER A DOZEN PATENTS & PATENTS -PENDING ON DELAYED, TARGETED AND CONTROLLED RELEASE TECHNOLOGY**

US Patent No. 8,449,920

US Patent No. 8,518,448

US Patent No. 8,545,892

US Patent No. 9,248,100

US Patent No. 9,271,938

US Patent No. 9,381,160

Seven additional  
patents pending

Three provisional  
patents filed



# Custom Formulator

Total Caffeine (mg)	250	Series 1	
IR Caffeine mg	50	50 mg IR   100 mg ER   100 mg DR	
ER Caffeine mg	100		
DR Caffeine mg	100		
Total Caffeine (mg)	200	Series 2	
IR Caffeine mg	200	200 mg IR   mg ER   mg DR	
ER Caffeine mg			
DR Caffeine mg			
Total Caffeine (mg)	400	Series 3	
IR Caffeine mg	200	200 mg IR   200 mg ER   mg DR	
ER Caffeine mg	200		
DR Caffeine mg			
Total Caffeine (mg)	225	Series 4	
IR Caffeine mg	75	75 mg IR   75 mg ER   75 mg DR	
ER Caffeine mg	75		
DR Caffeine mg	75		
Total Caffeine (mg)	185	Series 5	
IR Caffeine mg	85	85 mg IR   100 mg ER   mg DR	
ER Caffeine mg	100		
DR Caffeine mg			

