



## ADVANCING FROM POWDER-BASED PRODUCTS TO LIQUIDS

To date, the ingredient AstraGin® encompasses a global reach in products covering sports nutrition, gut health, general wellness, and skin health.

Did you know the low dosage size of 50mg and cost effectiveness of AstraGin® allows a variety of applications including individual servings such as stick packs and even canned RTD beverages?

### GHOST LIFESTYLE

Dan Lourenco, CEO & Founder at Ghost Lifestyle approached NuLiv Science about a potential new energy drink project featuring a marquee distributor. He wanted something unique for the formula, based on actual data to back it up. Not anecdotal storytelling.

### THE CHALLENGE

The challenge was that Ghost Lifestyle wanted to launch a product with something more than what was currently on retail shelves — meaning something besides using caffeine as the main driver, which is the standard in energy drink formulas.

Lourenco wanted to see if AstraGin® can support the uptake of choline and carnitine, two other important nutrient cofactors for energy production. So what did NuLiv Science do? The team went into research mode.



### THE SOLUTION

Our lab team designed and executed a study and delivered a data report with study and results delivered in 3 months time, working literally around the clock. The project was moving forward at an expedited pace and we had to deliver results.

NuLiv Science made a point to strategically design a solid study and meticulously examine the results along the way in order to have such a quick turnaround for our client. Even better, the study results came back with enough positive data for Lourenco to proceed with the formula.

### BRAND INNOVATION SUCCESS

The formulation Lourenco had in mind was validated and the rest as they say is history.

Whatever we can do to help your brand thrive, give us a shout, or email or LinkedIn message. Just don't slide into our DMs.