

BACKGROUND

Animal Pak came out in 1983 and changed the supplement space forever with their multi-vitamins in sachets. A legend among bodybuilders and strength athletes for nearly 4 decades now, Animal has grown into a strong active nutrition brand with products distributed across 6 continents.

CHALLENGE

Animal already had a solid creatine product that people loved. As any savvy brand, they wanted to boost the efficacy and premium-ness of their popular creatine product.

SOLUTION

NuLiv gave Animal two key ingredients – Senactiv® and AstraGin®. They were added to two new creatine products: Creatine XL and Creatine Chews.

Senactiv® was added to Creatine XL to help users get better results from their workouts. The added cost was just a tiny \$0.026 per serving. The new product brought in a whopping 157% more revenue per serving.

AstraGin® was mixed into Creatine Chews. Costing only an extra \$0.0085 per serving, it helped the body absorb more creatine. This led to a 122% rise in revenue per serving.



SKU1: Animal Micronized Creatine

MSRP: \$29.99
Servings: 60
\$0.49 per serving



SKU2: Animal Creatine XL

MSRP: \$37.95
Servings: 30
\$1.26 per serving with Senactiv®



SKU3: Animal Creatine Chews

MSRP: \$32.95
Servings: 30
\$1.09 per serving with AstraGin®

RESULTS

Animal made their products even better and earned more money by using NuLiv's ingredients. Senactiv® and AstraGin® made their products stand out and bring in more revenue.

WHAT'S NEXT?

Animal's success shows how clinically-studied ingredients can make a big difference. With a small extra cost, companies can make their products work better and earn more. This is a great strategy for businesses wanting to make their mark and increase their revenue.

