



Monthly Newsletter

August 2025

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As summer winds down and we gear up for the final stretch of the year, August was a month filled with connection, visibility, and expanding into new opportunities. From thought leadership to live events and pet industry innovation, our team stayed active and engaged across multiple platforms.

Key Events

Bull Nutrition Podcast with Alexander Forian

We kicked off the month with a great conversation on the Bull Nutrition Podcast, featuring Alexander Forian. It was an insightful discussion covering innovation, transparency, branding, and how NuLiv Science partners with companies worldwide to build effective, science-backed formulas. We're so glad that Alex got to visit us for his first time in California! We made sure he got the full California experience which included a trip to Gold's Gym, street tacos and of course the beach!

RESET Event – Santa Ana

Next, we hosted a **RESET Event in Santa Ana**, a gathering focused on wellness, recovery, longevity, natural supplements and the future of health. It was the perfect environment to highlight the science behind NuLiv's ingredients and connect with brands and creators who are shaping the next wave of performance and lifestyle products. There were saunas, ice baths and even a group pilates class! Wellness enthusiasts got to try samples from Gorilla Mind, Juna, Historic Labs, Bucked Up, Ghost and more!

SuperZoo – Las Vegas

To close the month, our team attended **SuperZoo in Las Vegas**, the largest pet industry event in North America. The pet health and performance category is rapidly growing, and it was exciting to see more brands exploring **functional ingredients** for mobility, digestion, energy, and overall wellness in pets. We had incredible conversations with both current and potential partners about how NuLiv's science-backed ingredients like AstraGin and JointIQ can elevate the next generation of pet products.



Wrapping Up Summer

August reinforced our belief that science and storytelling go hand in hand, whether it's on a podcast mic, at a wellness event, or on the trade show floor. As we head into fall, we're energized and ready for the busy season of expos, launches, travel, and innovation ahead.

