



OUR PRODUCT PROMISE

The Momentous Standard

The supplement industry is fundamentally broken, not because of the impact supplements can have, but rather due to the lack of trust, transparency, and clarity of purpose. This ultimately limits the industry’s ability to have an impact on people’s health.

We are on a mission to change this by leaning into and investing in science and research, committing to transparency in sourcing, manufacturing and certifications, while driving clarity of purpose for each of our products.



HOW WE LIVE THE MOMENTOUS STANDARD

5%	of 2023 revenue was spent on clinical research and advocacy work	8	Clinical trials completed with leading universities since 2018
10	U.S. military innovation and research contracts awarded since 2018 (\$4.5M)	2	U.S. Congressional briefings on Capitol Hill in 2023 (<i>for Traumatic Brain Injury & Women’s Health and Performance</i>)
1.4%	of 2023 revenue spent on post-production certification and testing	9	Products in portfolio that are the only products in the U.S. with certification from the two most recognized certifications
175+	Teams across the NFL, NHL, MLB, NBA , and NCAA trust and purchase our products	209	Production runs certified in 2023 equating to 100% of our product line being NSF / Informed Sport-certified

The Momentous Standard: our code that guides every decision we make.