PLTNEXT™
UNIQUE PERSPECTIVES & MARKET INTELLIGENCE

RipFACTOR®
MUSCLE ACCELERATOR

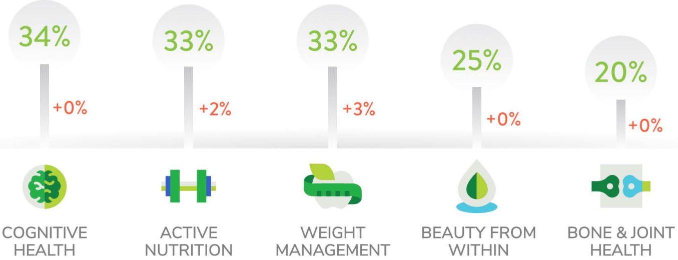
Next-Gen Sports Nutrition

AUGUST 2021

A POWERFUL OPPORTUNITY: More consumers want strength, endurance and lean muscle mass than ever before. But they want it faster and easier with convenient delivery systems.

Market Makers • August 2021

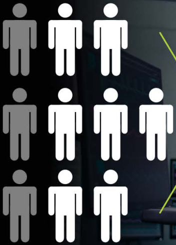
What the PLT Customer Universe is Asking For
(increase in interest over 60 days)

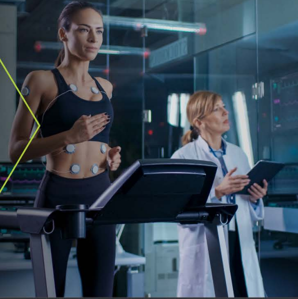


PLT Inside Insight

7 out of 10

of PLT Active/Sports Nutrition Customers are Interested in Plant-Based Ingredients that Offer Multiple Scientifically-Supported Benefits





Muscle Strength, Mass & Endurance are Goals of Every Active Consumer Today

	Body Building	Extreme/Endurance/ Competitive Athletes	Fitness/ Cross-Training	Active Lifestyles	Weekend Warrior
Wants	• Great science • Better workouts • Testosterone gains • Lean body mass gains	• Great science • Better endurance • More strength • Faster recovery • Plant-based	• Better endurance • Faster results • Clean label • Body composition	• Clean label • Convenience • Reliable results • Sustainable • Plant-based	• Fast-acting • Unique delivery • Better organoleptics • Easier gains

People Want to Train as Much or More Than Ever

92%

of regular gym-goers, prefer science-supported claims

PLT Consumer Study

90%

of top-selling pre-workout products on Amazon contain at least one branded ingredient.

Amazon

88%

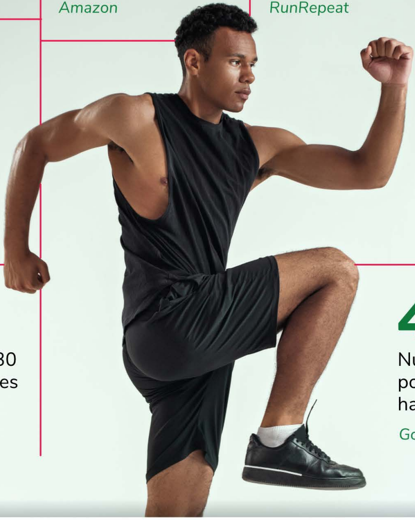
increase in exercise for people who normally exercise 1-2 times per week

RunRepeat

47%

of aging consumers rate muscle health as a top three health concern

Glanbia Nutritionals



37%

of fitness club users state that they will work out more after COVID

Harrison Co.

4th

Rank of Fitness & Sports among 2020 TikTok catgegories

Google

26%

of US men under 30 consider themselves athletes

RunRepeat

4 million

Number of Instagram posts for #preworkout hashtag

Google

RipFACTOR Muscle Accelerator Meets the Need in Multiple Segments

DAILY TRAINERS/ AVERAGE GYM GOER
FASTER/EASIER RESULTS

37%

of gym-goers will work out more after COVID

(Harrison Co.)

WEEKEND WARRIORS
INCREASED ENDURANCE

14 Days

to statistically significant improvements[†^*]

(PLT Clinical Trials)

HEALTHY AGERS
MORE LEAN MUSCLE MASS

47%

of consumers rate muscle health as a Top 3 concern

(Industry Survey)

50%

less exercise yields similar results to placebo†^*

(PLT Clinical Trials)

BODYBUILDERS/ PHYSIQUE ATHLETES INCREASED MUSCLE SIZE

92%

of regular gym-goers who prefer science-supported claims

(PLT Consumer Study)

4x More

improvement in Muscle Size†^*

(PLT Clinical Trials)

2x

increase in Time to Exhaustion†^*

(PLT Clinical Trials)

CROSSFITTERS INCREASED MUSCLE ENDURANCE

4 million

crossfitters globally

(Crossfit FORTIFY)

2x

increase in Reps†^*

(PLT Clinical Trials)

48x More

improvement in Lean Body Mass†^*

(PLT Clinical Trials)

POWERLIFTERS INCREASED STRENGTH

2.1x More

increase in 1-rep max squat for a powerlifter vs average gym-goer

(Strength Level)

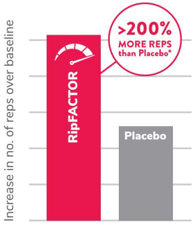
6x

increase in Upper Body Strength†^*

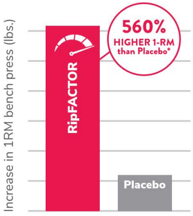
(PLT Clinical Trials)

MULTIPLE "HERO" BENEFITS FOR YOUR PRODUCTS FROM A SINGLE INGREDIENT†^*

RipFACTOR®
MUSCLE ACCELERATOR
ENDURANCE FORMULA



RipFACTOR®
MUSCLE ACCELERATOR
STRENGTH FORMULA

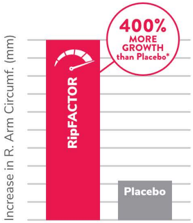


Statistically significant improvement in muscle endurance at Day 14

Cable Pulldown Reps Increase at Day 56

Improvement in upper body strength compared to placebo at Day 56

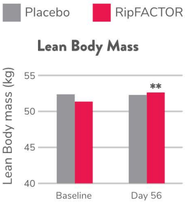
RipFACTOR®
MUSCLE ACCELERATOR
MUSCLE GROWTH FORMULA



Significantly better muscle size increases vs. placebo

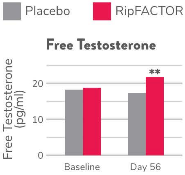
Mean change in R. arm circumference at Day 56

RipFACTOR®
MUSCLE ACCELERATOR
BODY COMP FORMULA



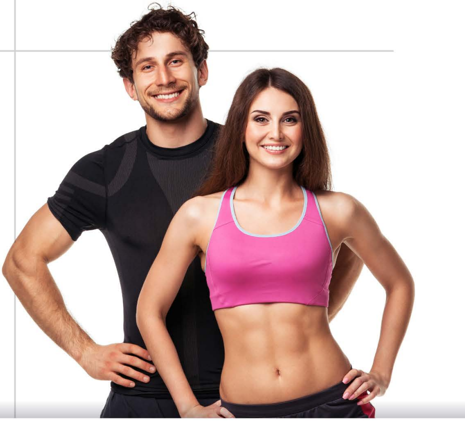
Statistically significant improvements at Day 56

RipFACTOR®
MUSCLE ACCELERATOR
TESTOSTERONE FORMULA



Significant increases testosterone and decreased cortisol

** p ≥ between group ccomparison of mean change from baseline



Continuing, Consistent Improvement: the RipFACTOR® Journey

DAY 1	**DAY 14**	**DAY 30**	**DAY 60**
RipFACTOR® Starts	Significant Increases in Strength	Endurance Goes Through the Roof	A Transformed Body

PHYSIOLOGICAL CHANGES

DAY 14	DAY 30	DAY 60
• Myosin heavy chain proteins build up* • Enhanced protein synthesis* • Anabolic mTOR pathway ignites protein synthesis and new muscle* • Decrease in catabolic muscle breakdown*	• Increased celluler energy stores via mitochondrial metabolism* • Activated enclothelial nitric oxide synthase supplies more blood and nutrients to muscle cells*	• Increased lean body mass* • Lower body fat* • Increased free testosterone*

CLINICAL RESULTS	Up to 15% increase in strength*	Up to 2X reps over baseline* Up to 55% increase in upper body strength* Up to 31% increase in lower body strength*	Up to 4X improvement muscle size†* Up to 2X improvement in muscle endurance†* Up to 5.6X improvement in upper body strength†* Up to 5X improvement in lower body strength†*

Based on mechanistic, pre-clinical and clinical data, with RipFACTOR, you can tell consumers a compelling story about a 60-day journey to improved physical performance. That makes RipFACTOR both an experiential ingredient and one that can become a part of their lifestyle - helping you to build strong brands.

up to 5.6X GREATER
IMPROVEMENT IN
UPPER BODY STRENGTH†*

up to 4X GREATER
IMPROVEMENT IN
MUSCLE SIZE†*

up to 5X GREATER
IMPROVEMENT IN
LOWER BODY STRENGTH†*

up to 2X GREATER
IMPROVEMENT IN
MUSCLE ENDURANCE†*

Top PLT Ingredient Inquiries

(last 60 days)

Click on logo to learn more

Zembrin
Stress Relief
& Calm Focus

RipFACTOR MUSCLE ACCELERATOR
Muscle, Endurance
& Strength Gain

DYNAGENIX MUSCLE+JOINT FORMULA
A Breakthrough
in Recovery from
Exercise

SLENDACOR WEIGHT MANAGEMENT COMPLEX
For Healthy Weight
Management

Zynamite®
Clean, Non-Stim
Mental Energy

Let Us Help You Formulate the Next Great Sports/Active Nutrition Product!

- Clinical-science
- Rapid results
- Plant-based
- Multiple delivery systems possible
- New benefits consumers want & need

CONTACT US

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^ Compared to exercise alone + placebo in two randomized, double-blind, placebo-controlled clinical trials, in pre-publication

† Results based on 650 mg/d Ultra-Performance dose

* These statements have not been evaluated by the food and drug administration
This product is not intended to diagnose, treat, cure, or prevent any disease

PLT
HEALTH SOLUTIONS