funXtrition®

Creatine:

The Functional Star Everyone's Talking About

Creatine is gaining ground as a staple **in the functional supplements category**, with overall dollar sales of the ingredient up



17.2% year-over-year.[1]

As interest expands beyond traditional users, growing adoption among **women and older adults** is fueling broader awareness of its **wide-ranging health and performance benefits**.

With creatine sales in the performance supplements segment climbing **22%—from $310 million to $378 million**—and unit sales surging **35% year-over-year.**[2]

The popularity in diverse categories of this ingredient, **combined with rising demand for more convenient and enjoyable formats,** is fueling the rise of innovative delivery systems like creatine gummies.



1 **Source:** SPINS Natural Channel, Amazon, Convenience & Multi-Outlet (MULO) (Powered by Circana) Dept: Vitamins & Supplements, Attribute: Functional Ingredients, 52 Weeks Ending 12/29/24. Cited by: Spins Marketing. Active Nutrition: A Comprehensive Market Overview and Emerging Trends. April 8, 2025. Retrieved from: https://www.spins.com/wp-content/uploads/2025/04/Active-Sports-Nutrition-2025.pdf

2 **Source:** SPINS Natural Channel, Amazon, MULO, Convenience (powered by Circana) 52 Weeks Ending 12.29.24. Cited by: Spins Marketing. Active Nutrition: A Comprehensive Market Overview and Emerging Trends. April 8, 2025. Retrieved from: https://www.spins.com/wp-content/uploads/2025/04/Active-Sports-Nutrition-2025.pdf

funtrition®

The **magic** of **Art & Science** results in

NUTRITIONAL INFORMATION

Serving (g): 4.00 | Gummies per day

Amount per serving	
Calories	9.50 Kcal
Total Fat	0.00 g
Sodium	0.18 mg
Total Carbohydrates	1.95 g
Dietary Fiber	0.85 g
Sugars	0.14 g
CREATINE (Creatine monohydrated)	1000.00 mg

Other Ingredients:
Alullose, inulin, tapioca fiber syrup, water,organic tapioca syrup, USP glycerin, citric acid, agar, lactic acid, natural wonf mango flavor, and natural color (turmeric)

agar-g™
Agar Gummies Technology



LOW SUGAR
NUT FREE
GLUTEN FREE
DAIRY-FREE

Powered by one of ***our most recent and revolutionary proprietary technologies, Agar -G™,*** this gummy delivers the benefits of creatine in a clean, fruit-forward format. ***With a smooth, short bite and a naturally delicious flavor profile,*** it blends functional ingredients with a satisfying sensorial experience, where the precision of science meets the creativity of flavor.

That's the **Art & Science** of **Funtrition®** in every bite.

Unlock your portfolio's full potential today!

The **creatine** you need, delivered **in an easy,** delicious dose.