



**CREATINE  
MAGNAPOWER®**

# Clinically Studied Creatine MagnaPower®

Uniquely Helps Improve  
Athletic Performance

Creatine is one of the **most thoroughly studied and widely used dietary supplements**<sup>1</sup> to elevate exercise and sports performance and is believed to be the **most effective supplement available for enhancing capacity for high-intensity exercise and lean body mass**<sup>2</sup> during exercise. It works by helping to generate Adenosine Triphosphate (ATP) – the molecule that your muscles rely on for the energy to perform. But ATP doesn't work alone – **ATP relies on the essential mineral Magnesium**<sup>3</sup> for stabilization to help ensure that energy is generated properly.

How do consumers use this powerful combination to power their performance? Introducing **Creatine MagnaPower®** – a unique blend of creatine and magnesium to help provide purposeful nutrition for athletes. Beyond the standalone benefits of creatine and magnesium, this specialized blend helps to **improve cellular hydration and increase anabolic signaling**<sup>4</sup> in athletes, delivering significant muscular performance benefits, with no loading phase required.

**Creatine MagnaPower®** supplementation has been shown to improve several markers of performance – from **bench press work capacity**<sup>5</sup> to **sprinting performance in elite soccer players**.<sup>6</sup> Whether designing supplements for weightlifters, elite athletes, or the 50+ active consumer, **Creatine MagnaPower®** is an excellent fit to your product line.



**IMPROVES CELLULAR  
HYDRATION<sup>4</sup>**



**INCREASES ANABOLIC  
SIGNALING<sup>4</sup>**



**INCREASES MUSCLE  
POWER AND TORQUE<sup>4</sup>**



**ENHANCE EXERCISE  
PERFORMANCE<sup>5</sup>**



**SIGNIFICANTLY  
REDUCES SPRINT TIMES<sup>6</sup>**



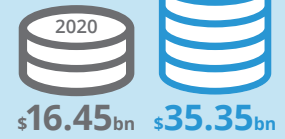
## Creatine MagnaPower® is self-affirmed GRAS

5g of Creatine MagnaPower® is intended for use as a direct replacement for permitted forms of either magnesium or creatine in all food supplements and for food fortification purposes.



## Capitalize on the rapid growth of the sports nutrition category.

A \$16.45bn category in 2020, the global sports nutrition market is **projected to double**<sup>7</sup> by 2026 to **\$35.35bn**.



Designed for use in various applications, **Creatine MagnaPower®** is best suited for sports performance products like:



POWDER MIXES



GUMMIES

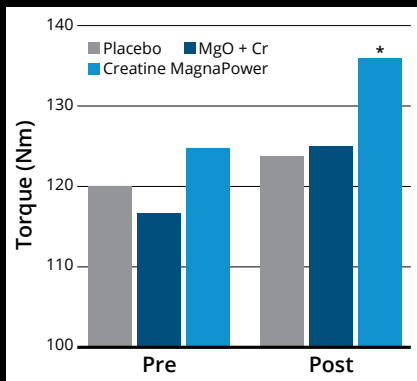


TABLETS



BARS

## Creatine MagnaPower® Delivers Performance Benefits That Creatine Monohydrate Does Not<sup>8</sup>



\*Significantly different than baseline, p<0.05

The graph is adapted from Brilla LR et al, Metabolism 2003;52(9):1136-40.



Looking to help athletes fuel their performance?  
Contact us for more information on Creatine MagnaPower®!



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.

**References:** 1. Dietary Supplements for Exercise and Athletic Performance: Fact Sheet for Health Professionals. National Institutes of Health, Office of Dietary Supplements, 2022; 2. Kreider RB, et al., J Int Soc Sports Nutr 2017; 14:18; 3. Food and Nutrition Board, Institute of Medicine, 1997. Dietary Reference Intakes for Calcium, Phosphorus, Magnesium, Vitamin D and Fluoride; 4. Brilla LR et al., Metabolism 2003;52(9):1136-1140; 5. Selsby JT, et al., J Strength Cond Res 2004; 18(2): 311-315; 6. Zajac A, et al., Nutrients 2020; 12(10): 2961; 7. Global sports nutrition and supplement market 2030. Statista. 2022; 8. Brilla LR et al., Metabolism 2003;52(9):1136-1140