How to NOT Waste Your Time and Money Manufacturing Supplements

BABIES OF THE BATHWATER

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By Brandon Smith, Esquire

BABY BATHWATER INSTITUTE

WHY SHOULD YOU LISTEN TO ME?

…Because Michael Lovitch said so.

AND

”About almost every subject there the facts everyone knows,” then there are the real ones.
--Ernest Ross

FORMULIFE

CUSTOM MANUFACTURING

- 2 new facilities in Dallas, Texas
- ~70,000 square feet total

Health canada

GMP

INFORMED SPORT Trusted by sport

INFORMED CHOICE Trusted by sport

CERTIFIED

FDA

TRENDING GROWTH OF 80% FOR 2017

PURUS LABS

Consumer-facing, B&M retail brand

Found in:

theVitamin Shoppe

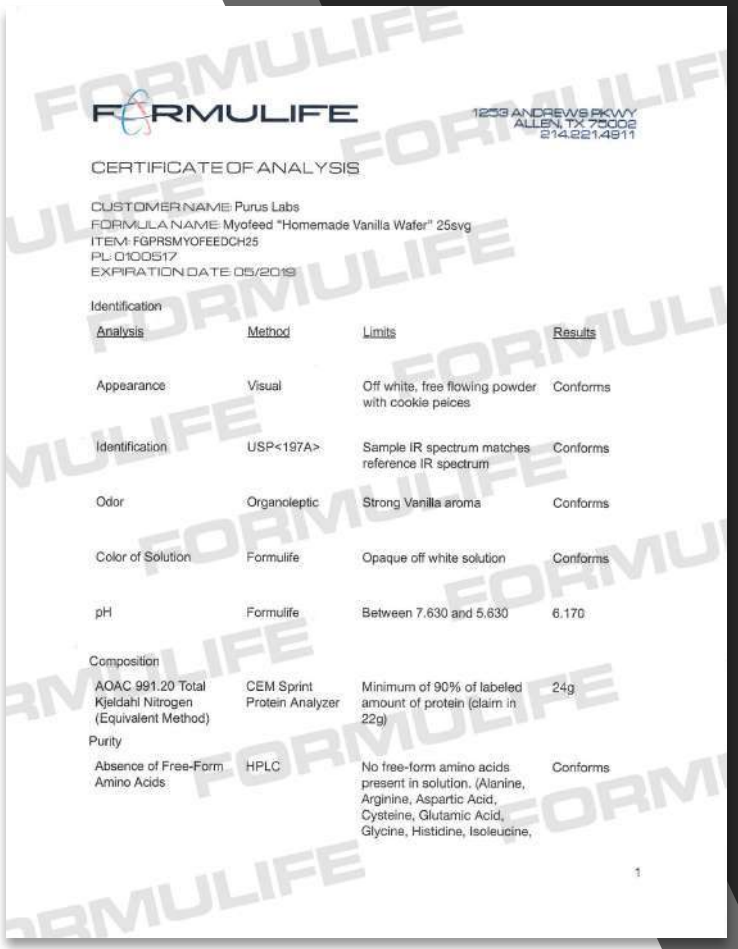
hi-health

Jamba Juice

GNC LIVE WELL

H-E-B

Academy SPORTS+OUTDOORS



FORMULIFE

1233 ANDREWS PKWY
ALLEN, TX 75002
214.221.4911

CERTIFICATE OF ANALYSIS

CUSTOMER NAME: Purus Labs
FORMULA NAME: Myofeed "Homemade Vanilla Wafer" 25svg
ITEM: FGPRSMYOFEEDCH25
PL: 0100517
EXPIRATION DATE: 05/2019

Identification

Analysis	Method	Limits	Results
Appearance	Visual	Off white, free flowing powder with cookie paices	Conforms
Identification	USP<197A>	Sample IR spectrum matches reference IR spectrum	Conforms
Odor	Organoleptic	Strong Vanilla aroma	Conforms
Color of Solution	Formulife	Opaque off white solution	Conforms
pH	Formulife	Between 7.630 and 5.630	6.170
Composition			
AOAC 991.20 Total Kjeldahl Nitrogen (Equivalent Method)	CEM Sprint Protein Analyzer	Minimum of 90% of labeled amount of protein (claim in 22g)	24g
Purity			
Absence of Free-Form Amino Acids	HPLC	No free-form amino acids present in solution. (Alanine, Arginine, Aspartic Acid, Cysteine, Glutamic Acid, Glycine, Histidine, Isoleucine,	Conforms

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WHAT TO ENSURE YOU GET FROM YOUR MANUFACTURER

- Make sure they are testing the finished product with a minimum of HPLC, Heavy Metals Testing and Microbiologicals.
- SAVE ALL OF THIS FOR EACH LOT#
- Always retain samples from each LOT# (3 years)
- Obtain a copy of their cGMP certificate and any other specialty certificates that are pertinent to your line (i.e. organic)

PRODUCT DEV.

How can you differentiate your product in a sea of

“ME-TOO PRODUCTS?”

“There are no rules here; we’re trying to accomplish something.”

--Thomas Edison

PRODUCT DEV.

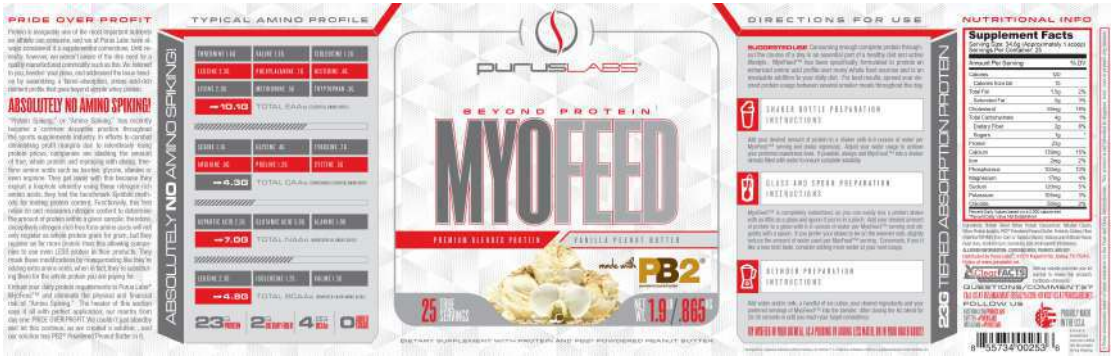
How can you differentiate your product in a sea of

“ME-TOO PRODUCTS?”

- No “proprietary blends” – full label disclosure

ClearFACTS

FULL LABEL DISCLOSURE WITH LAB VERIFICATION



DELIVERY FORMATS

- Capsule – gelatin, vegan, plant, marine
- Tablet – enteric coating, chewable, effervesent etc…have to have excipients.
- Softgel – better oxidation barrier, masks odor and taste, lipid delivery
- Liquicap – allows for lipid delivery as well as for an inner cap or tablet for dual delivery formats!(i.e. multivitamin fat/water soluble divide)
- RTM Powder – “ready to mix,” most popular, can be in jugs or **on-the-go** stick-pack sachets.
- RTD – “ready to drink,” convenient but heavy to ship, both ways as well as increased damages.

CONVENIENCE

- Sample sachets or stick packets allow for measured dosing, on-the-go convenience and flavor, or even product co-mingling during sub-packing

EXPLOIT YOUR COMPETITION'S INFERIOR FORMULA

Amino Spiking

Supplement Facts
Serving Size: 1 Scoop (32.5g)
Servings Per Container: Approx. 70

Amount Per Serving	% Daily Value
Calories 120	
Calories from Fat 10	
Total Fat 1g	2%*
Saturated Fat 1g	5%*
Trans Fat 0g	†
Cholesterol 35mg	12%
Total Carbohydrates 9g	3%*
Sugars 2g	†
Protein 20g	40%*
Calcium 80mg	8%
Iron 0.2mg	1%
Sodium 55mg	2%

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value not established.

OTHER INGREDIENTS: PREMIUM WHEY PROTEIN BLEND (WHEY PROTEIN CONCENTRATE, WHEY PROTEIN ISOLATE, HYDROLYZED WHEY PROTEIN CONCENTRATE), MALTODEXTRIN, RECOVERY BLEND (CREATINE MONOHYDRATE, TAURINE, L-LEUCINE, L-ISOLEUCINE, L-VALINE, L-GLUTAMINE), GLYCINE, NATURAL AND ARTIFICIAL FLAVORS, GUM BLEND (CELLULOSE GUM, XANTHAN GUM, CARRAGEENAN), SOY LECITHIN, ACESULFAME POTASSIUM, SUCRALOSE. **CONTAINS MILK AND SOY INGREDIENTS. MAY CONTAIN SULFITES. PROCESSED IN A FACILITY THAT ALSO PROCESSES EGG, PEANUT AND WHEAT INGREDIENTS.**

"Cold-Filtered" or "Cold-Processed"

More like "low temperature processed"

Organic MCT

More like MCT from organic coconuts

Proprietary Blends

More like "I'm hiding the fact that all the efficacious ingredients are under-dosed and the inferior, cheap fillers make up the bulk of the formula."

PIXY-DUST VS REAL SHIT

Supplement Facts

Serving Size Two Scoops (9 g)
Servings Per Container 30

Amount Per Serving		% Daily Value
Calories	10	
Total Carbohydrate	2 g	1%*
Amino Blend	5 g	†
Micronized Taurine, Micronized L-Glutamine, Micronized L-Arginine, Micronized L-Leucine, CarnoSyn® Beta-Alanine, Micronized Citrulline, Micronized L-Isoleucine, Micronized L-Valine, Micronized L-Tyrosine, Micronized L-Histidine, Micronized L-Lysine, Micronized L-Phenylalanine, Micronized L-Threonine, Micronized L-Methionine		
Energy Blend	160 mg	†
Caffeine (from Green Tea)‡, Green Tea Extract (*Camellia sinensis*)(leaf)(standardized for EGCG), Green Coffee Extract		

* Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.

NUTRITIONAL INFORMATION

Supplement Facts

Serving Size: 21.6g (Approximately 1 scoop)
Servings Per Container: 25

Amount Per Serving		% DV
Choline	1.025g	186%
Magnesium	80mg	20%
Sodium	200mg	8%
AminoBlast® Premium Instantized 5:1:1 BCAAs	**5g**	*
L-Leucine, L-Isoleucine, L-Valine		
Creatine Monohydrate	4g	*
Mind/Muscle Nootropic Blend	**3.5g**	*
Choline Bitartrate (2.5g), L-Tyrosine (400mg), VitaShure® Sustained Release Caffeine (250mg), Caffeine Anhydrous (200mg), Acetyl-L-Carnitine HCl (75mg), N-Acetyl L-Tyrosine (75mg)		
Beta-Alanine (as CarnoSyn®)	2g	*
Taurine	1.5g	*
Creatine MagnaPower®	1g	*
(magnesium creatine chelate)		
Betaine Anhydrous	1g	*
Plasma NOX Blend	**999mg**	*
NO3-T® Sodium Nitrate (555mg), VasoDrive-AP® [Isoleucyl-prolyl-proline (IPP) and Valyl-prolyl-proline (VPP) (from hydrolyzed milk casein)](254mg), NO3-T® Betaine Nitrate (185mg)		

Percent Daily Values based on a 2,000 calorie diet
*Daily Value (DV) Not Established

Other ingredients: citric acid, silica, natural flavor, malic acid, trisodium citrate, sucralose, acesulfame potassium
ALLERGEN INFO: Contains milk and soy

and of course

WORK BETTER, TASTE BETTER

And THAT, my new ducky-family, all comes down to…

Are you working with a BALLER or not?