

**How to NOT Waste
Your Time and Money
Manufacturing
Supplements**

BABIES OF THE BATHWATER

How to NOT Waste Your
Time and Money
Manufacturing
Supplements

By Brandon Smith, Esquire



WHY SHOULD YOU LISTEN TO ME?

...Because Michael Lovitch said so.

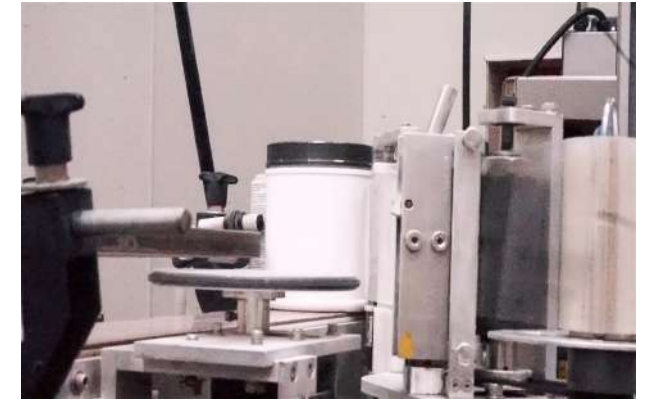
AND

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



CUSTOM MANUFACTURING

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



TRENDING GROWTH OF 80% FOR 2017



Consumer-facing, B&M
retail brand

Found in:  





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)

FORMULIFE 1233 ANDREWS BLVD
ALLEN, TX 75002
214.221.4911

CERTIFICATE OF ANALYSIS

CUSTOMER NAME: Purus Labs
FORMULA NAME: Myofeed "Homemade Vanilla Wafer" 25svg
ITEM: FGPRSMYOFEEDCH25
PL: Q100517
EXPIRATION DATE: 05/2019

Identification

Analysis	Method	Limits	Results
Appearance	Visual	Off white, free flowing powder with cookie peices	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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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



PRIDE OVER PROFIT

Protein is a long-term asset of the most important substrate in athletic performance, and low protein intake leads to a significant loss of muscle mass over time. The label is a key differentiator in a sea of “me-too” products. It is a key differentiator in a sea of “me-too” products. It is a key differentiator in a sea of “me-too” products.

ABSOLUTELY NO AMINO SPINNING!

“Amino Spinning” or “Amino Spinning” has become a common marketing practice throughout the sports supplement industry in which the optimal amino acid profile is exaggerated to create a “proprietary blend” of amino acids that is not actually present in the product. This is a deceptive marketing tactic that is designed to mislead consumers and create a false sense of value. Purus Labs is committed to transparency and honesty in our labeling. We do not use “proprietary blends” or “amino spinning” to create a false sense of value. We use only the highest quality ingredients and we disclose the exact amount of each ingredient on our label. This is the only way to ensure that you are getting the most value for your money. We are committed to transparency and honesty in our labeling. We do not use “proprietary blends” or “amino spinning” to create a false sense of value. We use only the highest quality ingredients and we disclose the exact amount of each ingredient on our label. This is the only way to ensure that you are getting the most value for your money.

ESSENTIAL AA	NON-ESSENTIAL AA	CONDITIONAL AA
LEUCINE 1.0g	PROLINE 1.0g	GLUTAMINE 4.0g
ISOLEUCINE 0.5g	ARGININE 1.0g	GLUTAMIC ACID 1.0g
-10.10g TOTAL AAAs (includes water)		
GLUTAMINE 1.0g	AUTAMINE 1.0g	TYROSINE 1.0g
GLUTAMIC ACID 1.0g	PROLINE 1.0g	ISOLEUCINE 0.5g
-4.30g TOTAL AAAs (includes water)		
VALINE 0.5g	GLUTAMINE 1.0g	GLUTAMIC ACID 1.0g
-7.00g TOTAL AAAs (includes water)		
GLUTAMINE 1.0g	GLUTAMINE 1.0g	GLUTAMINE 1.0g
-4.30g TOTAL AAAs (includes water)		
23g PROTEIN	2g SUGAR	4g FIBER
0g SODIUM		

BEYOND PROTEIN!

MYOFEED

PREMIUM BLEND PROTEIN VANILLA PLEASANT BOTTLE

made with **FB2**

25g PROTEIN | 1.9g / 865

DIRECTIONS FOR USE

COLECA BOTTLE PREPARATION INSTRUCTIONS:

1. Add 1 scoop (25g) of MyoFeed to 8-10 oz of water or your favorite beverage. Stir well. For best results, use a shaker bottle.

BLEND AND OPEN PREPARATION INSTRUCTIONS:

1. Add 1 scoop (25g) of MyoFeed to 8-10 oz of water or your favorite beverage. Blend well. For best results, use a blender.

BLEND AND OPEN PREPARATION INSTRUCTIONS:

1. Add 1 scoop (25g) of MyoFeed to 8-10 oz of water or your favorite beverage. Blend well. For best results, use a blender.

Per 1 Scoop (25g)	
Protein	23g
Calories from Protein	92
Total Fat	0g
Saturated Fat	0g
Cholesterol	0mg
Total Carbohydrate	2g
Dietary Fiber	4g
Sugar	2g
Sodium	0mg
Total Potassium	100mg
Total Calcium	100mg
Total Magnesium	100mg
Total Zinc	100mg
Total Iron	100mg
Total Vitamin D	100IU
Total Vitamin E	100IU
Total Vitamin B1	100mcg
Total Vitamin B2	100mcg
Total Vitamin B3	100mcg
Total Vitamin B6	100mcg
Total Vitamin B12	100mcg
Total Folate	100mcg
Total Biotin	100mcg
Total Inositol	100mcg
Total Choline	100mg
Total Creatine	100mg
Total Beta-Alanine	100mg
Total Citrulline	100mg
Total L-Arginine	100mg
Total L-Valine	100mg
Total L-Isoleucine	100mg
Total L-Leucine	100mg
Total L-Phenylalanine	100mg
Total L-Tyrosine	100mg
Total L-Serine	100mg
Total L-Proline	100mg
Total L-Glutamine	100mg
Total L-Glutamic Acid	100mg
Total L-Aspartic Acid	100mg
Total L-Asparagine	100mg
Total L-Histidine	100mg
Total L-Methionine	100mg
Total L-Cysteine	100mg
Total L-Tryptophan	100mg
Total L-Valine	100mg
Total L-Isoleucine	100mg
Total L-Leucine	100mg
Total L-Phenylalanine	100mg
Total L-Tyrosine	100mg
Total L-Serine	100mg
Total L-Proline	100mg
Total L-Glutamine	100mg
Total L-Glutamic Acid	100mg
Total L-Aspartic Acid	100mg
Total L-Asparagine	100mg
Total L-Histidine	100mg
Total L-Methionine	100mg
Total L-Cysteine	100mg
Total L-Tryptophan	100mg

DELIVERY FORMATS

- Capsule – gelatin, vegan, plant, marine
- Tablet – enteric coating, chewable, effervescent 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 diet of other people's secrets.
†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 PEANUTS. PROCESSED IN A FACILITY THAT ALSO PROCESSES EGGS, PEANUTS 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 (<i>Camellia sinensis</i>) (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?**

