



CUSTOMER SUCCESS SPOTLIGHT



The Athlete's Company

Sports nutrition brands stand in a class of their own - especially with all the competition and new startups popping up weekly with a new supplement line.

How does an established brand with \$100+ million in sales stay relevant in an ever-changing market?

Often relevance and innovation requires product differentiation, and that's what MusclePharm seeks to establish when they formulate their product lines.

According to Tyler McCann, MusclePharm's director of product management, he states that MusclePharm is "constantly seeking to deliver top-of-the-line, new and innovative, as well as clinically-studied and safe sports nutrition supplements to consumers across the world."

That's where NuLiv Science came into the picture.

"We wanted to make effective products that were both cost competitive, as well as effective. NuLiv Science ingredients helped us achieve both", says McCann.

With the addition of AstraGin® and Acteolin™ into MusclePharm's formulas, the company's goals are being achieved.

McCann went on to say, "NuLiv ingredients are clinically-researched and supported by science. Consumers are also able to research these ingredients further on NuLiv's website. Ultimately, NuLiv's specialty ingredients are effective and provide the desired outcome that those who consume sports nutrition products typically seek: support for their performance goals and overall enhancement to their training regimen. Our products with NuLiv ingredients have performed well."

Due to the brand's success they plan to keep NuLiv ingredients in-mind for future formulations and new product opportunities.

