

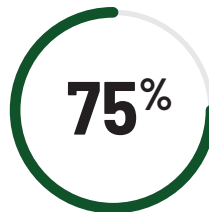
# A NEW PLAYING FIELD FOR SPORTS NUTRITION: PROBIOTICS FOR PERFORMANCE



Today's consumers are increasingly taking active care of their health, both by improving their fitness levels and by choosing the right nourishment for their bodies. As they strive to be more fit, consumers are exploring dietary supplement options to support their goals. They are increasingly aware of probiotics as a potential solution.



**89% of sports nutrition consumers** want a product that is easy to digest and easy on the stomach.<sup>1</sup>



As many as **75% of consumers** are looking for a probiotic that is proven effective in supporting athletic and muscle endurance, improving body composition and improving natural energy levels.<sup>1</sup>

## Probiotics are a driving interest across generations and genders



**43% of Millennials** show interest in probiotics.<sup>1</sup>



**34% of Boomers** show interest in probiotics.<sup>1</sup>



**57% of female U.S. consumers** are interested in taking a probiotic.<sup>1</sup>



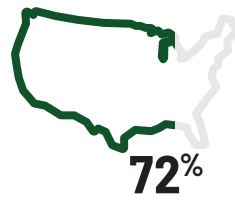
**42% of male U.S. consumers** are interested in taking a probiotic.<sup>1</sup>

Probiotics have been in the spotlight for years – consumers have been eating yogurts filled with ‘good bacteria’ to improve digestive health. In recent years, researchers have been relentlessly pursuing a deeper understanding about the whole range of ways probiotics can affect health, many of which are now connected to athletic performance and endurance.

# MEETING CONSUMERS' GROWING DEMAND FOR CLEAN LABEL



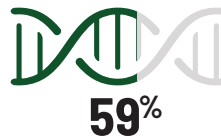
In addition to an increased interest in probiotics, consumers also have an increased demand for labels without extras.



**72% of supplement users** in the U.S. want to know the source of the ingredients in their supplements.<sup>1</sup>



**71% are looking for** their supplements to come from natural sources.<sup>1</sup>



**59% of supplement purchasers** are looking for non-GMO supplements.<sup>1</sup>

## Proven, clean energy for increased exercise endurance

Trust TWK10® sports probiotic to meet the needs of your consumers – deliver a innovative probiotic with a clean label.





# MEET THE DEMANDS OF YOUR CONSUMERS HEAD-ON

75%



Clinically proven to  
increase exercise  
endurance up to 75%<sup>2</sup>

For sports nutrition brands, it is important to think outside the box – or the plastic tub of protein powder – to break through in this competitive category. TWK10® sports probiotic is Lonza's response to that challenge. A unique form of the *L. plantarum* strain, it is the first probiotic formulated to address the health, performance and endurance needs of athletes of all levels.

300

1

We explored more than 300 types of strains for the ideal probiotic strain, ultimately **naturally sourcing TWK10® sports probiotic from Taiwanese kimchi.**



100 mg



3.2 g

Only one small dose – TWK10® sports probiotic requires **only one small 100 mg dose to achieve a proven effect** compared to the larger, 3.2 g requirements from other energy boosting supplements on the market.



**Supports anti-fatigue effects**, indicated by lower lactate and ammonia biomarkers during and post-exercise.<sup>2</sup>



**Supports the growth of butyrate producing bacteria**, which has been shown to have a number of beneficial effects including impact on energy metabolism.<sup>3</sup>

## FOR MORE INFORMATION

Please call **800-845-6973**, email [solutions@lonza.com](mailto:solutions@lonza.com) or contact your Lonza Capsules & Health Ingredients sales representative.

TWK10® sports probiotic is only available for sale in North America.

### References

1. Natural Marketing Institute (2020). Supplements/OTC/Rx Trends US and Global Databases (SORD)
2. Huang et al. (2018). Effect of Lactobacillus Plantarum TWK10 on Improving Endurance Performance in Humans. *Chin J Physiol*, 61(3), 163–170.
3. Chen et al. (2020). Proteome and microbiota analysis highlight *Lactobacillus plantarum* TWK10 supplementation improves energy metabolism and exercise performance in mice. *Food Sci Nutr*, 8(7), 3525-3534.

**Review and follow all product safety instructions.** The statements made in these materials have not been evaluated by the U.S. Food and Drug Administration or any other regulatory authority. Lonza's products are not intended for use to diagnose, treat, cure or prevent any disease. All information in this presentation corresponds to Lonza's knowledge on the subject at the date of publication, but Lonza makes no warranty as to its accuracy or completeness and Lonza assumes no obligation to update it. All information in this presentation is intended for use by recipients experienced and knowledgeable in the field, who are capable of and responsible for independently determining the suitability and to ensure their compliance with applicable law. Proper use of this information is the sole responsibility of the recipient. Republication of this information or related statements is prohibited. Information provided in this presentation by Lonza is not intended and should not be construed as a license to operate under or a recommendation to infringe any patent or other intellectual property right. All trademarks belong to Lonza or its affiliates or to their respective third parties and are used here only for informational purposes. Copyrighted material has been produced with permissions or under license, all other materials © 2021 Lonza.

TWK10® is a Synbio Tech trademark. The information contained herein are believed to be correct. However, no warranty is made, either expressed or implied, regarding its accuracy or the results to be obtained from the use of such information. Lonza disclaims any liability for the use of the information contained herein which is at your own risk. All other trademarks belong to Lonza or its affiliates or to their respective third party owners and are only being used for informational purposes. ©2021 Lonza. All rights reserved.



**Lonza**