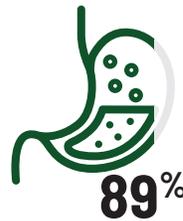


A NEW PLAYING FIELD FOR SPORTS NUTRITION: PROBIOTICS FOR PERFORMANCE



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.¹



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.¹

Probiotics are a driving interest across generations and genders



43% of Millennials show interest in probiotics.¹



34% of Boomers show interest in probiotics.¹



57% of female U.S. consumers are interested in taking a probiotic.¹



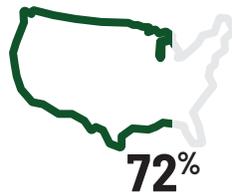
42% of male U.S. consumers are interested in taking a probiotic.¹

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



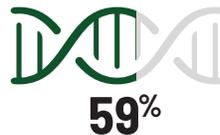
In addition to an increased interest in probiotics, consumers also have an increased demand for labels without extras.



72% of supplement users in the U.S. want to know the source of the ingredients in their supplements.¹



71% are looking for their supplements to come from natural sources.¹



59% of supplement purchasers are looking for non-GMO supplements.¹

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%²

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.²



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

FOR MORE INFORMATION

Please call **800-845-6973**, email 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.

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