Twitter Thread by Conviction | Patience

Conviction | Patience
@unseenvalue

Every single CDMO/API I've spoken about has still many many unseen angles. Below is a small example. Last added @LaurusLabs near 330 last year and immediately disclosed that I've added. Nothing sold since. Waiting for correction to add more ■■

Keywords: Many many unseen angles

"PurEnergy balances the consumer's desire to feel the effects of caffeine with the pressure consumer product companies are under to reduce caffeine levels in finished products."

Study details

The data will be presented at the American College of Toxicology annual meeting in San Antonio (Nov. 3-6), said Chromadex. NutraIngredients-USA has not seen the data from the study.

According to the company, the study lasted approximately 4 weeks with subjects attending 4 test visits. At one test visit, subjects received pTeroPure, at one test visit caffeine, at one test visit Purenergy, and at one test visit placebo. The study was not randomized so study products were not provided to the subjects in random order.

Based on this data, the PurEnergy ingredient could allow formulators of energy products the ability to reduce the total amount of caffeine in their products by as much as 50% without sacrificing consumers' expectations from such products, said the company.

PurEnergy and pTeroPure are manufactured exclusively for ChromaDex by Laurus Labs.

The company provided the following infographic to illustrate the Ipsos survey findings.