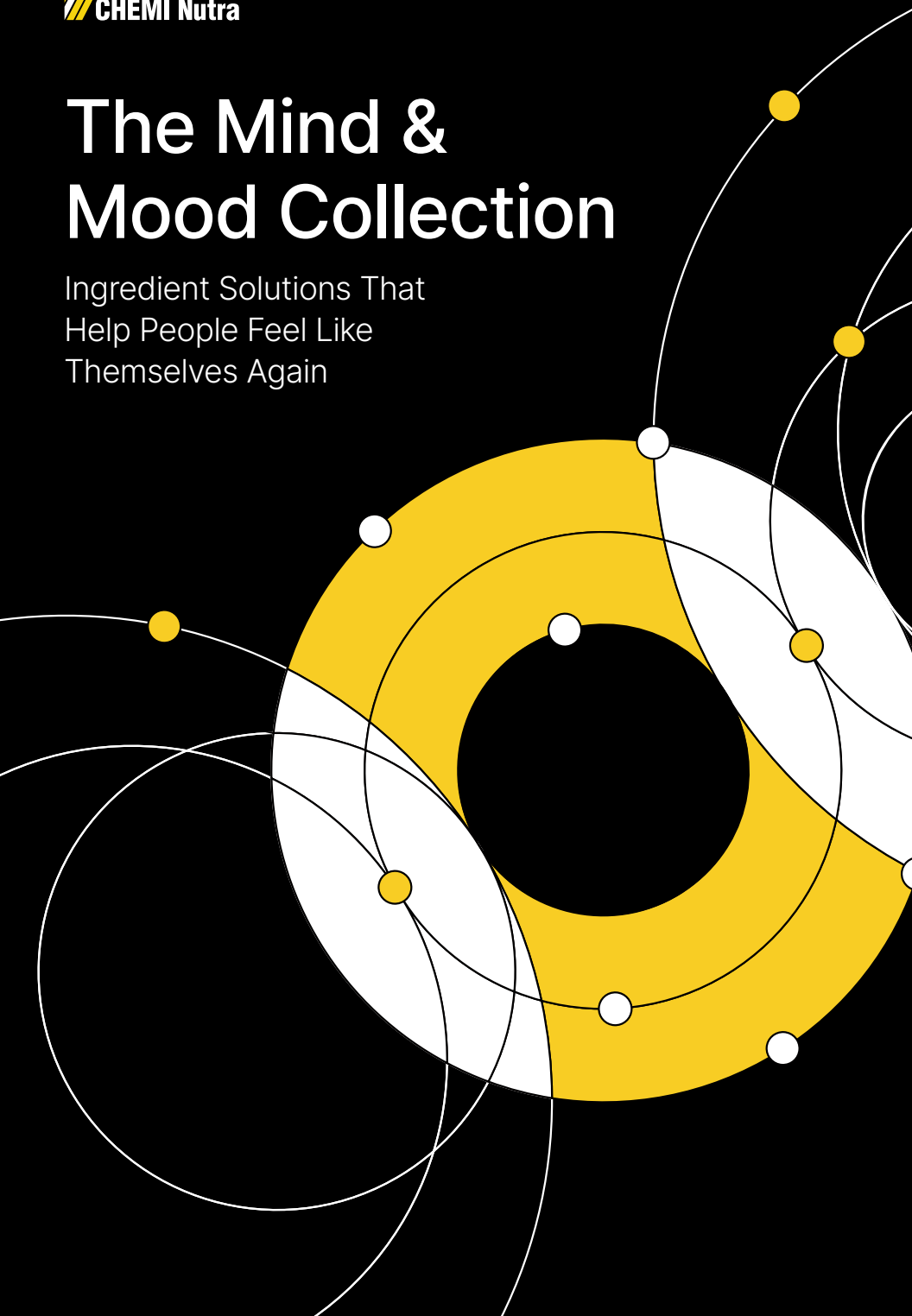
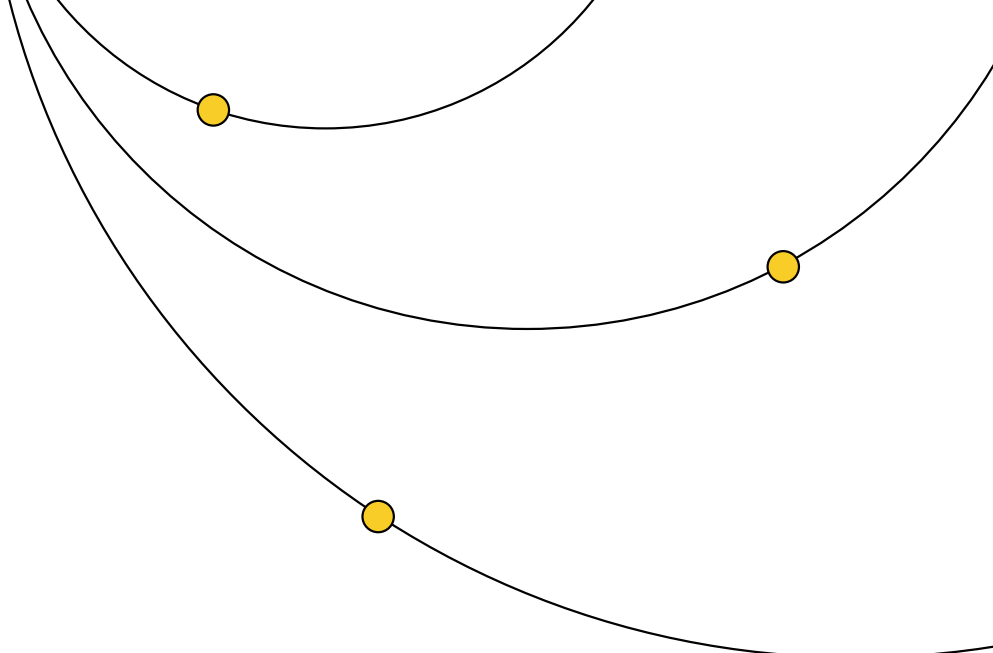


The Mind & Mood Collection

Ingredient Solutions That
Help People Feel Like
Themselves Again





Emotional Anchoring™ Starts Here

We're often told to 'love the mood we're in,'
but how often do we truly practice it?

At CHEMI Nutra, we see emotional anchoring
and mental wellness as a lifelong journey
that begins on the inside, the home of
our 'inner mood.' Our proprietary research
confirms it: people in times of change aren't
chasing peak performance.

They're looking to feel like themselves again.
This insight fuels everything we create,
from experiential ingredients to proprietary
compositions.

Consumer Insight: The Emotional Gap

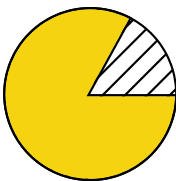
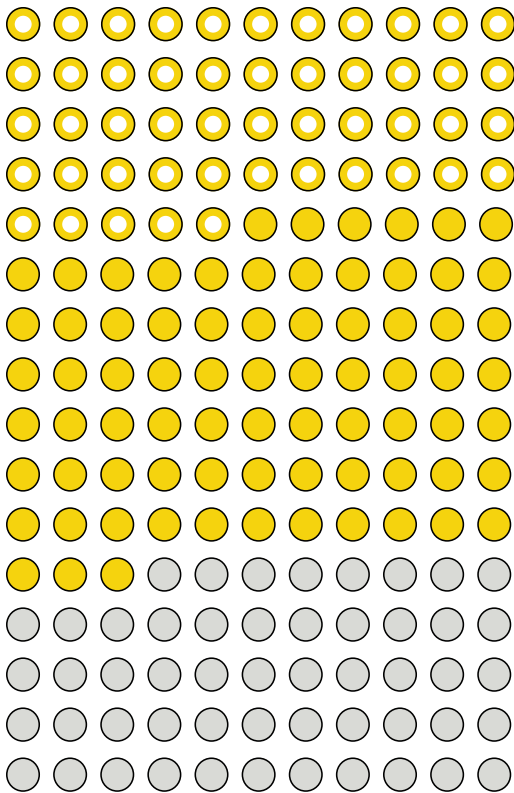
Our latest research with 548 U.S. consumers experiencing major life transitions revealed an urgent gap:

71% ●

of respondents said they were in the midst of a major life change.

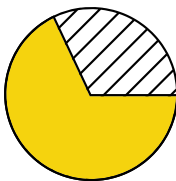
28% ●

of respondents felt supplements were designed for people like them.



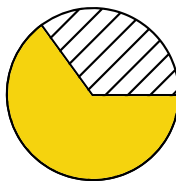
83%

want supplements that help them feel like themselves again.



68%

struggle to stay motivated after change.



65%

report periods of emotional low without knowing what helps.

Four key personas emerged as the most underserved:

- **GLP-1 users** navigating rapid physical transformation
- **Postpartum individuals** rebuilding identity and energy
- **Midlife consumers** redefining purpose and strength
- **Individuals recovering** from injury, rebuilding mobility and confidence

Across all groups, the top drivers were emotional; continuity, grounding, and reconnection, not just functional benefits.

These needs call for more than performance supplements.

They call for anchors: ingredients that enhance how the mind performs and how the self endures.

Presence & Connection



AlphaSize

AlphaSize® supports neurotransmitter activity and mind-body synchronization.

Calm & Clarity



SerinAid

SerinAid® supports healthy cortisol balance and cognitive resilience.

Continuity & Grounding



Mediator

Mediator® supports muscle maintenance and metabolic stability during transformation.

Bridge to Solutions: Where Mind, Mood & Movement Meet

Wellness doesn't look the same for everyone. Sometimes it's about pushing forward; sometimes it's about pausing. Our ingredient collection meets both moments—**anchoring mind, mood, and movement**.

HERO INGREDIENT



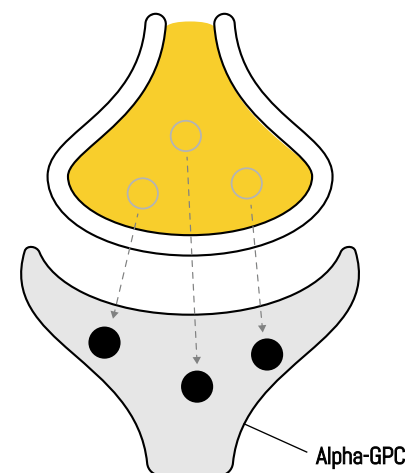
Presence & Connection

AlphaSize® (Alpha-GPC) is more than a performance booster, it's a reconnection tool.

At the neural level, it fuels **acetylcholine**, the neurotransmitter behind memory, focus, and mind-muscle communication. But its deeper role is presence.

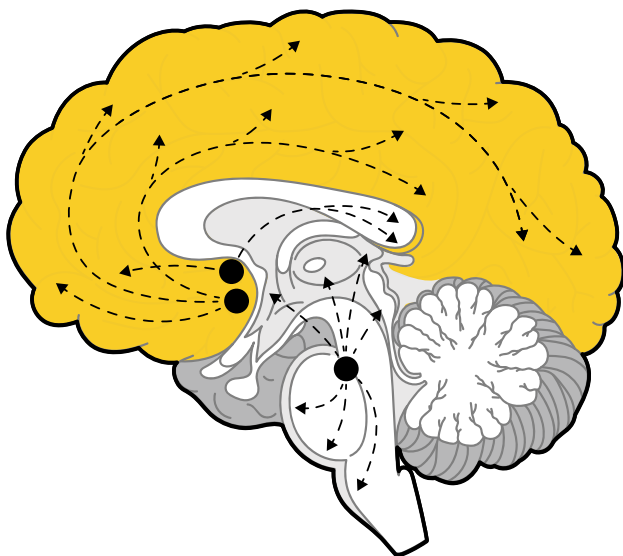
In moments when change leaves you feeling disconnected, AlphaSize® brings the mind and body back into sync and motivated.

It's clarity you can feel, confidence you can trust, and reaction time that restores rhythm in daily life.



SCIENCE SPOTLIGHT

- CRUSE ET AL., 2018 → 600 MG SINGLE DOSE IMPROVED REACTION TIME, MOOD BALANCE, AND POWER OUTPUT.
- PARKER ET AL., 2015 → 200-400 MG IMPROVED MATH PROCESSING ACCURACY AND JUMP POWER COMPARED TO CAFFEINE.



The Presence & Connection Pillar

Mind: Brain Nourishment & Cognitive Function

Supplies choline directly to the brain, supporting memory, focus, and decision-making.

Mood: Nerve-to-Nerve Function

Boosts acetylcholine for smoother, faster signals, supporting motivation and steadiness.

Movement: Nerve-to-Muscle Function

Facilitates neuromuscular transmission for coordination, contraction, and quick responses.

HERO INGREDIENT

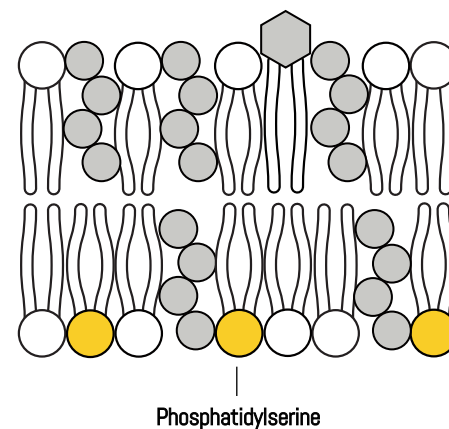


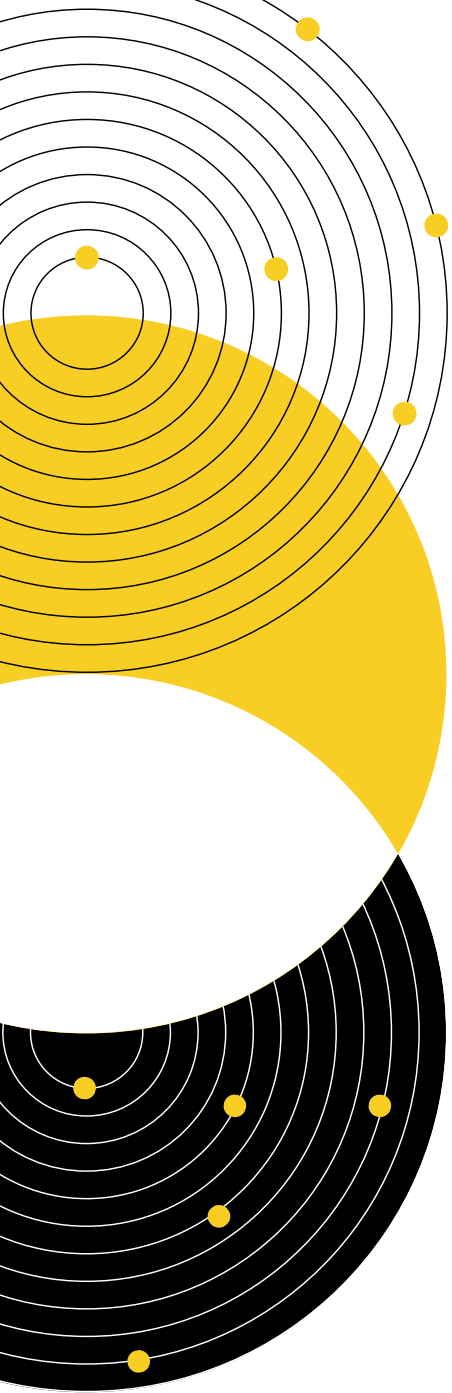
Calm & Clarity

SerinAid® (Phosphatidylserine, PS) is your inner ballast, the calm that keeps you steady when everything else is shifting.

At its core, SerinAid® regulates **cortisol**, sustains neurotransmitter balance, and protects cognitive function under pressure. But its deeper role is composure.

When stress threatens to overwhelm, SerinAid® helps you respond with steadiness: a clear head, a grounded mood, and the confidence to keep moving forward.





The Calm & Clarity Pillar

Stress Balance

Blunts cortisol spikes, restores healthy hormone ratios.

Emotional Steadiness

Supports dopamine, serotonin, and acetylcholine for motivation and mood balance.

Cognitive Clarity

Promotes memory, learning, and attention even under stress.

Market Fit

- U.S. Patent No. 8,124,594 – exclusive “Stress Hormone Regulator” positioning.
- Flexible dose range (100–600 mg).
- Plant-sourced, odorless, stackable with adaptogens.

SCIENCE SPOTLIGHT

- STARKS ET AL., 2008 – HELPED REGULATE CORTISOL RESPONSE TO EXERCISE.
- SCHUBERT ET AL., 2010 – SUPPORTED CALMNESS, REDUCED OCCASIONAL STRESS, MAINTAINED COGNITIVE PERFORMANCE.
- PARKER ET AL., 2010 – 400 MG/DAY IMPROVED MENTAL CALCULATION SPEED AND FOCUS.

HERO INGREDIENT



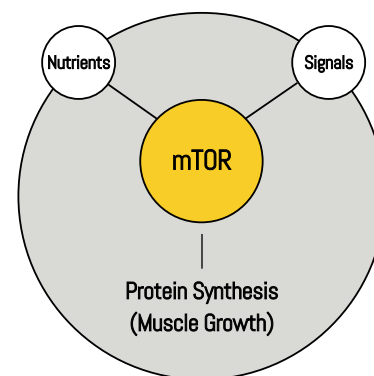
Continuity & Grounding

Transformation doesn't just affect mood, it can destabilize the body's foundation. Mediator® (Phosphatidic Acid, PA) restores continuity under pressure.

Active in the **mTOR pathway** — the body's master switch for muscle-protein synthesis — anchoring lean muscle, body recomposition, and metabolic continuity even under stress, calorie restriction, or aging.

Market Fit

- Addresses natural dietary gap (trace PA in food).
- Flexible delivery formats.
- Positioned as a “Clinically Proven Muscle-Building Trigger” when combined with exercise.



The Continuity & Grounding Pillar

Grounded Resilience

Complements GLP-1 therapy programs by supporting lean muscle mass and metabolic stability during body transformation.

Muscle Preservation

Clinically proven to support strength and lean mass gains.

Metabolic Stability

Supports protein synthesis and energy expenditure.

SCIENCE SPOTLIGHT

- HOFFMAN ET AL., 2012 – 750 MG/DAY, 8 WEEKS → ↑ SQUAT STRENGTH (12.7%) AND LEAN MASS (2.6%).
- JOY ET AL., 2014 – ↑ MTOR SIGNALING BY 636%.
- ESCALANTE ET AL., 2016 – IMPROVED BENCH PRESS, LEG PRESS, LEAN BODY MASS.



Bringing It All Together

Our three hero ingredients form a connected system of anchors. Together, they create a foundation for **Emotional Anchoring™**, mind, mood, and movement working in sync.



AlphaSize

restores Presence



SerinAid

restores Calm



Mediator

restores Continuity

THE CHEMISTRY OF FEELING WHOLE.

Your Next Innovation in Mind and Mood Starts Here

At CHEMI Nutra, we help leading product teams bring mind and mood innovations to life; faster, smarter, and with purpose.

From early formulation to on-pack messaging, we support the full journey: shaping ideas, guiding claims, and building brands that last.



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