CREATINE MAGNAPOWER®

Creatine and Magnesium in a Unique Single Formulation



Why this unique formulation is for you

Creatine is a game-changer for performance, strength, and recovery. But did you know that without magnesium your body can't obtain energy from creatine?

Creatine MagnaPower® (CMP) is a unique 2-in-1 solution:

- Clinically proven creatine
- High in magnesium for muscle health, hydration and energy
- **Fuels performance** while **supporting daily magnesium intake**

Creatine + Magnesium = Smarter Performance

- **Significant Results:** contributes to ATP production, cellular hydration and anabolic signaling[1]
- **Proven Performance:** Improves speed and power among soccer players[2]
- **No Loading Phase:** Clinically proven results without excessive intake[2]

Cover Your Daily Magnesium Needs

With CMP, you naturally can get your recommended daily magnesium intake, which plays a critical role in muscle contraction, recovery, and nerve function.[3]

Supports your wellbeing, sleep support and stress

Magnesium helps promoting a deep, restorative sleep[4] and plays a key role in muscle relaxation[3]. Additionally, magnesium supports the normal function of the stress hormone cortisol[5] and contributes to mood.[3,5]

Convenient 2-in-1 ingredient solution

No loading phase needed for significant results

Clinically proven effective

References
(1) Selsby JT, et al., J Str Cond Res 2004; 18(2): 311-5. (2) Zajac A, et al., Nutrients 2020; 12(10): 2961. (3) Institute of Medicine (US) Standing Committee on the Scientific Evaluation of Dietary Reference Intakes. Dietary Reference Intakes for Calcium, Phosphorus, Magnesium, Vitamin D, and Fluoride. Washington (DC): National Academies Press (US); 1997. 6, Magnesium. Available from: https://www.ncbi.nlm.nih.gov/books/NBK109816/ (4) Mah J, Pitre T. BMC Complement Med Ther 2021; 21(1): 125. (5) Cuciureanu MD, Vink R. Magnesium and stress. In: Vink R, Nechifor M, editors. Magnesium in the Central Nervous System [Internet]. Adelaide (AU): University of Adelaide Press; 2011. Available from: https://www.ncbi.nlm.nih.gov/books/NBK507250/

Why Brands **Need This Ingredient**

↑ 900M

Creatine Supplements Market Size:
over USD 900 million in 2024, growing at a CAGR of 7.9% till 2030

↑ $12.8Bn

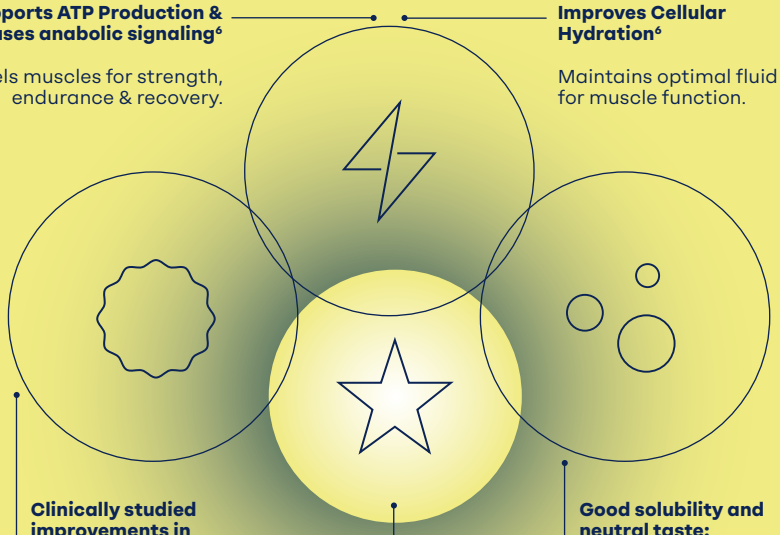
Magnesium Supplement Market Size:
over USD 12.8 Bn in 2024, growing at a CAGR of 8.3% till 2030

Supports ATP Production & increases anabolic signaling[6]

Fuels muscles for strength, endurance & recovery.

Improves Cellular Hydration[6]

Maintains optimal fluid balance for muscle function.



Clinically studied improvements in explosive performance:

- Increases Muscle Power & Torque[2,6]
- Enhances Excersice Perfomance[1,2,6]
- Significantly Reduces Sprint Times[2]

Good solubility and neutral taste:

Designed for trending sports performance products beyond just tablets:

- Powder mixes
- Gummies
- Bars

PROVEN BENEFITS OF CREATINE MAGNAPOWER® YOU CAN PLAY ON



★★★★★ CONCEPT IDEA

MagnaBar – Femme Fit

Unleash your inner strength with the ultimate protein bar for female athletes. Packed with highly efficient low dose creatine and being high in magnesium this tasteful bar fuels your workouts but also supports your overall well-being.

Did you know that requirement for iron is estimated 70% higher for athletes?

Fortified with chelated iron, which is specifically gentle to the stomach you support healthy red blood cells and exercise performance.

Combine Balchem's premiere ingredients for premiere athletes.

A tasty 50g whey protein bar containing

- 2.5g Creatine MagnaPower (equals appr. 1.2g creatine and 180mg elemental Mg)
- 5mg iron from Ferrochel® (ferrous bisglycinate)

Leveraging two strong growth trends and the approved claim language from two ingredients – creatine and magnesium – at once, plus additionally differentiate through unique clinical studies specifically done with **Creatine MagnaPower®**

HALAL

PARVE

NON GMO Project VERIFIED nongmoproject.org

Manufactured in the USA

References
(1) Selsby JT, et al., J Str Cond Res 2004; 18(2): 311-5. (2) Zajac A, et al., Nutrients 2020; 12(10): 2961. (3) Institute of Medicine (US) Standing Committee on the Scientific Evaluation of Dietary Reference Intakes. Dietary Reference Intakes for Calcium, Phosphorus, Magnesium, Vitamin D, and Fluoride. Washington (DC): National Academies Press (US); 1997. 6, Magnesium. Available from: https://www.ncbi.nlm.nih.gov/books/NBK109816/ (4) Mah J, Pitre T. BMC Complement Med Ther 2021; 21(1): 125. (5) Cuciureanu MD, Vink R. Magnesium and stress. In: Vink R, Nechifor M, editors. Magnesium in the Central Nervous System [Internet]. Adelaide (AU): University of Adelaide Press; 2011. Available from: https://www.ncbi.nlm.nih.gov/books/NBK507250/ (6) Brilla LR et al, Metabolism 2003; Sep;52(9):1136-40

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