

ck

CASE STUDIES

SEEING IS BELIEVING

A photograph of an older Black man with a grey beard and hair, smiling warmly. A young Black boy is sitting on his shoulders, also smiling and looking off to the side. They are in a park-like setting with trees and grass in the background, bathed in soft, golden light.

SR CarnoSyn[®]
Wellness. Sustained.™

BRAND BUILDING



THE STORY

After years of rigorous clinical testing, SR CarnoSyn® is one of the most science-backed supplements available on the market. SR CarnoSyn® delivers 5 key wellness and healthy aging benefits in one supplement to your customers, connecting your brand to the expanding demand for everyday wellness and health.



THE AUDIENCE

- Manufacturers of wellness supplements
- Food & beverage manufacturers
- Healthcare practitioners



BEHIND THE STORY

ColinKurtis built the SR CarnoSyn® brand from the ground up, developing personas not just for its key target audiences, but also for their consumers. This helped us define the opportunity in a meaningful way.



We developed a wide range of content leveraging science and market information that was repurposed into digital, social, video, thought leadership and sales support materials—all with strong branding and consistent messaging for a leads-focused campaign.

CK SERVICES

- ✓ Web/Digital
- ✓ Media Management
- ✓ Strategic Planning
- ✓ Creative Execution
- ✓ Sales Support
- ✓ Account Service

GOALS & RESULTS

Collaborating together, CK and SR CarnoSyn® concentrated on increasing brand awareness to establish them as THE superior beta-alanine product that gives customers a competitive advantage.

Our primary strategies led us to drive awareness, consideration and education of the 5 key benefits of SR CarnoSyn® beta-alanine supplementation.

MAKING AN IMPACT



WEBSITE

Web Engagements +22%
Organic Search +20%
Social Web Traffic +143%



DIGITAL ADS

Google Ads
Engagement +250%
Email Engagement +6.5%



SOCIAL MEDIA ENGAGEMENT

Social Impressions +147%
Engagements +281%

AD CAMPAIGN

To drive brand awareness, CK created a comprehensive ad campaign with print and online executions that focused on promoting 5 healthy aging benefits in one.

Additionally, the online executions were designed to promote specific end user benefits, such as immunity support and balanced mood.




we don't slow down for anyone

FIVE HEALTHY AGING BENEFITS IN ONE

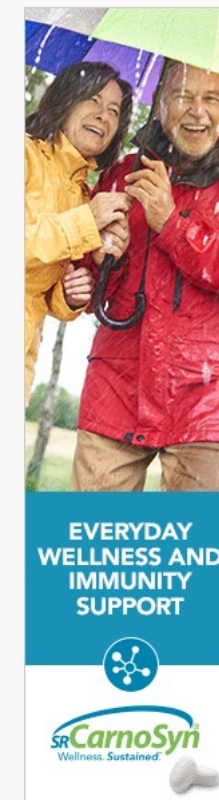
- Brain
- Muscle
- Heart
- Immune System
- Bone

What keeps your customers happy and on the go? SR CarnoSyn® beta-alanine. It supports brain, heart, muscle, bone and overall systemic well-being—including immune function and a healthy response to everyday stress.

Read the science and get started at SRCarnoSyn.com.

Turnkey Tablet Program Available

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



INTERACTIVE BROCHURES

Interactive brochures were tools created for the sales team, providing a digital platform to present potential customers with detailed information about the health benefits of SR CarnoSyn® beta-alanine, the science behind it as well as the benefits of the turnkey programs available.

Featuring multiple engagement options, the brochures displayed information to potential customers as a follow up, for guided or self-discovery exploration of what SR CarnoSyn® can offer.

HEALTH BENEFITS

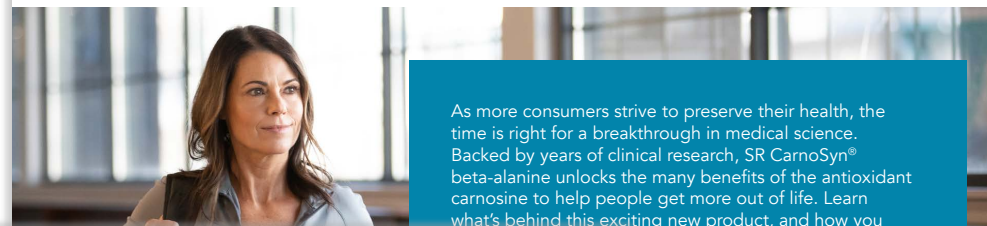
Five health benefits in one simple supplement

As the science proves, SR CarnoSyn® beta-alanine helps carnosine do wonders for a body. Get to know the five key benefits that will help your customers preserve their health and maintain an active lifestyle.

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THE NEXT BIG MOMENT IN HEALTHY AGING AND EVERYDAY WELLNESS



As more consumers strive to preserve their health, the time is right for a breakthrough in medical science. Backed by years of clinical research, SR CarnoSyn® beta-alanine unlocks the many benefits of the antioxidant carnosine to help people get more out of life. Learn what's behind this exciting new product, and how you can benefit from a turnkey private label program.



/ HEALTH BENEFITS

BRAIN HEALTH



Carnosine's strong anti-glycation ability protects the brain and is known to support cognitive function and mental acuity—all very important to people as they age.

The benefits of beta-alanine and carnosine on the brain are well documented. Various studies prove beta-alanine can boost attention, concentration and memory in middle-age and older adults. SR CarnoSyn®, in particular, has shown to improve executive functioning and mental clarity, enhance processing and reduce mental fatigue. In addition, SR CarnoSyn® promotes a healthy response to everyday stress, fostering a more balanced mood and sense of calm.



[BACK TO HEALTH BENEFITS](#)

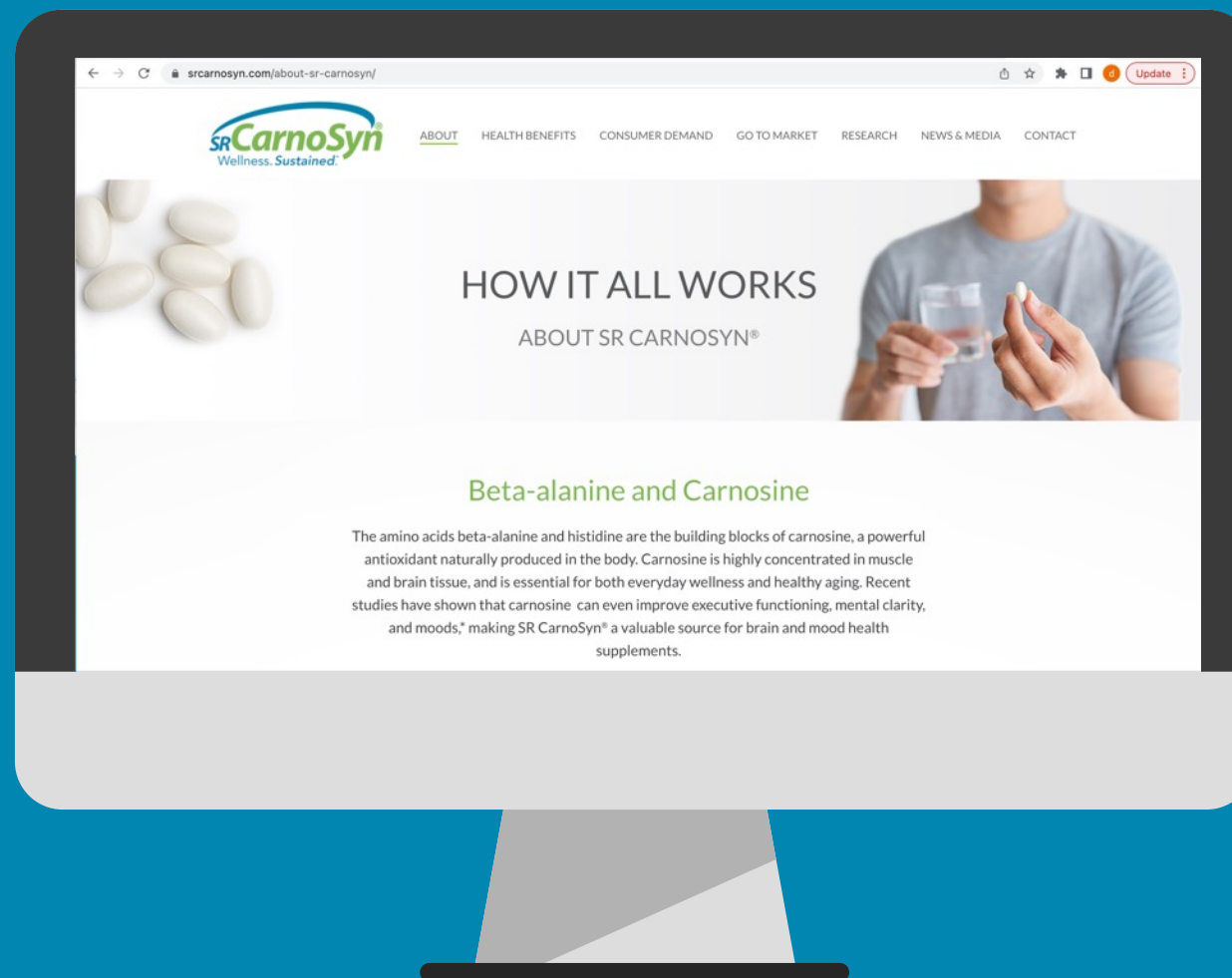
Backed by science: Furst, 2018, Ding, 2018, Hoffman, 2015, 2018, Murakami, 2010, Hoffman, 2015, 2017, Varanovski, 2020

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WEBSITE

CK prioritized web updates to create additional pages with more relevant information as well as a new layout to improve overall functionality.

The new site delivered a user-focused experience with better organized and more comprehensive, engaging content.




See it live

SELL SHEETS & INFOGRAPHIC

CK created content designed to inform and engage. Leveraged across a variety of channels, such as lead generating opportunities with industry publication partners, these tools clearly explained the SR CarnoSyn® benefits for its target audiences, including:

- 5 important health benefits
- Science and research behind beta-alanine
- Consumer insights and trends
- Market insights
- Turnkey production and packaging



SR CarnoSyn® for immunity support

There's good news for consumers looking for immunity support—and perhaps even better news for supplement brands. SR CarnoSyn® beta-alanine is clinically proven to help maintain healthy immune function.

DEMAND ON THE RISE
Immunity support was a hot topic well before the pandemic. Now, it's front and center on everybody's mind.

67% are more worried about a healthy immune system than before COVID-19*

59% say an ideal supplement supports immunity†


HOW SR CARNO SYN® HELPS
SR CarnoSyn® beta-alanine naturally combines with the body's existing histidine to create the antioxidant carnosine. Carnosine, in turn, regulates immune system response and protects against free radicals throughout the body.

- Multisystem support for healthy immune function
- Boosts long-term immunity
- May help cells fight oxidative damage
- Improves organ and muscle function for optimal well-being

KEEPING YOUR CUSTOMERS HEALTHY
Immunity and overall systemic support add up to just one of SR CarnoSyn's five major benefits. It's also proven to aid brain, heart, muscle and bone health. To learn more about meeting demand and helping your customers live healthier lives, visit SRCarnoSyn.com or call 760-736-7760.

*Mintel, "Vitamins, Minerals and Supplements Consumer Incl Impact of COVID-19, US," September 2020

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Science-Based Healthy Aging

Listen to the science. We rely on science by reviewing and validating studies that confirm healthy aging benefits of patented and clinically proven SR CarnoSyn® formulated by our expert team to be one of the most science-backed dietary supplements available.

55+ CLINICAL STUDIES support the health benefits of SR CarnoSyn®

3000+ STUDIES published investigating carnosine

As pioneers in science, we not only review studies, we **INVEST IN STUDIES**. We go beyond just following set rules to test extensive parameters and biomarkers and explore what the world of healthy aging and longevity has yet to uncover.

5 BENEFITS IN 1

- BRAIN
- MUSCLE
- HEART
- SYSTEM
- BONE

How This Revolutionary Dietary Supplement Functions

NC(C)CC(=O)O + NC(C)CC(=O)O → NC(C)CC(=O)NCC(C)CC(=O)O
Beta-alanine Histidine Carnosine

The amino acids beta-alanine and histidine are the building blocks of carnosine. SR CarnoSyn® sustained-release beta-alanine naturally combines with the body's existing histidine to create carnosine, providing powerful antioxidant properties.

Patented SR CarnoSyn® Beta-Alanine Supports Healthy Aging & Wellness
Carnosine is essential for both healthy aging and everyday wellness. As we age, carnosine levels decrease. Beta-alanine is a rate limiting factor of carnosine synthesis. It is challenging to get the required amount of beta-alanine through diet alone.

Why Supplement?
20+ human studies show muscle carnosine increases with SR CarnoSyn® supplementation.

Why is This Important?
Because functional capacity changes as we age. Carnosine decreases as we age, leading to declines in physical and cognitive function.

Production and Packaging

Turnkey Private Label and Custom Formulation
Using SR CarnoSyn® as a starting point to your supplement line couldn't be easier. We offer tablets, capsules, and turnkey programs.

Packaged for Your Success
We provide expert labeling compliance per FDA status.



Research Shows SR CarnoSyn® Is Primed for Sell-Through Success

The National Marketing Institute states that the prime target for SR CarnoSyn® is MORE THAN 42 MILLION PEOPLE WITH THE INTENT TO PURCHASE.

More consumers are investing in their health and wellness, and it will only continue to grow.

87% of adults typically use some type of vitamin, mineral, or supplement.

66% of consumers say supplements are an important part of their wellness routine.

80% of these people are 55+.

87% of consumers prefer tablets

2X Supplement users prefer branded ingredients over generic ingredients, regarding them as important purchasing factors.

The USA Dietary Supplement market is estimated at US \$55 BILLION, and projected to grow at a 4.6% CAGR through 2023.

Supplement Trends for Specific Healthy-Aging Benefits

Adding SR CarnoSyn® to your portfolio meets the needs of consumers in these growing categories:

CAGR Compound Annual Growth Rate

Category	Historical Forecast	CAGR
BRAIN HEALTH SUPPLEMENTS	From 2017 - 2028	9.9%
BONE HEALTH SUPPLEMENTS	From 2017 to 2027	6.6%
HEART HEALTH SUPPLEMENTS	From 2021 to 2028	4.8%
PROTEIN SUPPLEMENTS	From 2021 - 2028	9.1%
IMMUNE HEALTH SUPPLEMENTS	From 2022 to 2027	7.4%

SR CarnoSyn®: Backed by the Power of Science

VIDEOS

CK created a series of videos promoted through a variety of mediums (web, trade media, social), featuring the following strategies:

- Educational/explainer
- Animated FAQs
- Consumer testimonials



Watch The Science Behind SR CarnoSyn®



Watch SR CarnoSyn® Frequently Asked Questions



Watch Dan | SR CarnoSyn®



Watch Mary | SR CarnoSyn®



Watch Lana | SR CarnoSyn®

LINKEDIN

CK established the brand's presence on LinkedIn with a paid and owned program. We developed a mix of engaging content to inform prospective customers of the health benefits and consumer demand for SR CarnoSyn®. By creating numerous brand awareness and lead generation LinkedIn ads, we were able to drive social engagement and web traffic as well as collect leads.

The results showed a 281% increase in social media engagements, and consequently, a 143% increase in web traffic from social media.

SR CarnoSyn®
142 followers
6d · 🌐

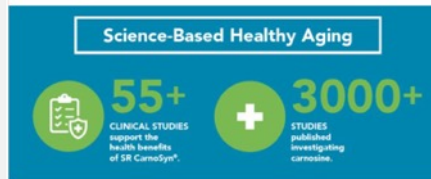
Scientific research played a fundamental role in the development of SR CarnoSyn®. With over 55 clinical studies and broad scientific evidence from over 3,300 scientific publications, SR CarnoSyn® offers clinically proven v...see more



SR CarnoSyn®
142 followers
1w · 🌐

Did you know that SR CarnoSyn® offers a science-based healthy aging solution? At SR CarnoSyn, we invest in studies to create the safest and most re...see more

Science-Based Healthy Aging



SR CarnoSyn®
142 followers
3mo · 🌐

SR CarnoSyn® patented beta-alanine helps your consumers stay sharp both physically and mentally! Are you keeping up?



SR CarnoSyn®
142 followers
1mo · 🌐

SR CarnoSyn® patented beta-alanine naturally combines with the body's existing histidine to create the antioxidant carnosine. Carnosine, in turn, provides: ...see more



SR CarnoSyn®
142 followers
2mo · 🌐

"In the US, annual incidence of bone fractures in women exceeds that of stroke, breast cancer, and heart disease combined. A hip fracture, for example, can be especially debilitating." ...see more



SR CarnoSyn®
142 followers
2d · 🌐

Supplementing with SR CarnoSyn® can help to increase muscle carnosine. This is crucial, as carnosine levels decrease in the body as we age, leading to decline in physical and cognitive function. ...see more

Why Supplement With SR CarnoSyn®?




SR CarnoSyn®
142 followers
1mo · 🌐

With more and more consumers taking proactive measures to preserve their health, it's important to include healthy aging supplements in your product portfolio! #consumerinsight ...see more



SR CarnoSyn®
142 followers
1d · 🌐

After years of rigorous clinical testing, one of the most science-backed supplements is available for private labeling from Natural Alternatives International, Inc. Discover everything this amazing product can do. ...see more





colinkurtis

CHOOSE A STRATEGIC PARTNER

Get in touch with Mitch Robinson
mitch@colinkurtis.com to find out
what the marketing and creative
experts at ColinKurtis can do for you
and your business.