

Innova 
Natural Caffeine Solutions

InnovaTea

InnovaBean

InnovaGreen



The Innova Natural Caffeine family includes three high purity, plant-based caffeine options, all featuring naturally derived, sustainable sources of caffeine: InnovaTea® (*Camellia sinensis*), InnovaBean™ (*Coffea canephora, aka: robusta*) and InnovaGreen™ (*Coffea + Camellia sinensis*). Caffeine has been consumed for centuries as a drink; while many people enjoy a cup of tea or coffee there is now a growing demand for new and convenient ways to increase energy, alertness and focus while on the go. These three natural caffeine options offer natural, clean energy that can be used to replace chemically synthesized caffeine anhydrous; they provide energy without the added sugar or calories. All three Innova Natural Caffeine options are extremely versatile, offering excellent solubility and flexible use in a variety of applications.

Applications

Sports Performance Products

Functional Foods & Beverages

Energy Products

Dietary Supplements

Mental Sharpness Products

Gummies, Candies & Caffeine Bars

InnovaTea

InnovaTea® is our flagship natural, clean energy caffeine option, long sought after and trusted by both brands and consumers alike. InnovaTea® High Purity Natural Caffeine is a unique, naturally derived source of caffeine extracted from fermented *Camellia sinensis* (tea leaves). The tea leaves used to produce InnovaTea® are grown by farmers who utilize sustainable farming practices to help reduce environmental impact. The leaves are also fully traceable back to the farms where they are grown. InnovaTea® is an excellent, clean label alternative to chemically synthesized caffeine and is the ideal option for brands seeking a premium, clean energy option to help their products stand out.

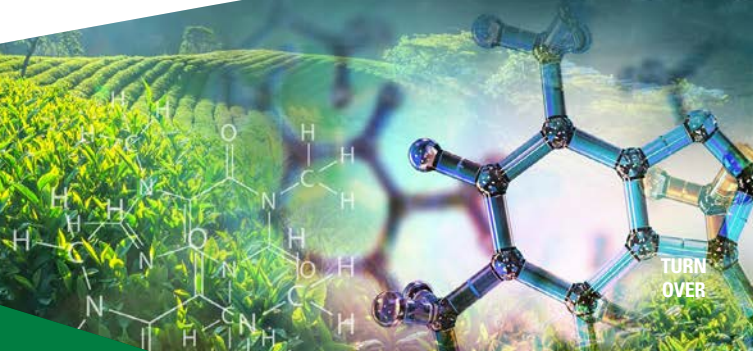
Features & Benefits

Standardized to ≥ 98% caffeine, from a natural tea source

Closer to nature: 100 pounds of dried tea leaves to produce 1 pound of InnovaTea®

Upcycled, fermented source of energy from nature


NutriScience
Ingredients Matter.





InnovaBean™ is a high purity, water extracted, natural caffeine produced from green coffee beans (*Coffea canephora*, aka: *robusta*). Green coffee beans are one of the most abundant plant sources of natural caffeine, making it an economical clean energy option. Utilizing specialized technology, the caffeine is extracted from the green coffee beans and then further refined, resulting in a high purity (98%) water extracted natural caffeine. InnovaBean™ is a great, cost-effective, clean energy option.

Features & Benefits

Standardized to ≥98% caffeine, from green coffee beans

Solvent free production process

Natural vs. Synthetic Caffeine

Natural caffeine is structurally identical to synthetic caffeine, but health experts believe that natural caffeine behaves differently. Studies have found differences in blood glucose response and insulin levels, and differences in C-peptide responses. There are also studies showing that synthetic caffeine absorbs through the digestive system much faster than natural caffeine. This means a quicker spike, but it also means a quicker crash – and this is the key problem with synthetic caffeine.

Consumer perceptions are important to note as well. In a recent consumer survey of 198 respondents, most prefer caffeine from natural sources such as tea or coffee as a healthier option rather than chemically synthesized sources.

Structure/Function Claims

Improves focus

Elevates alertness

Increase mental awareness

Improves reaction time

Increase energy

Reduces fatigue

Reduces/Decreases drowsiness

Increases endurance

Increases stamina

Increases vigor

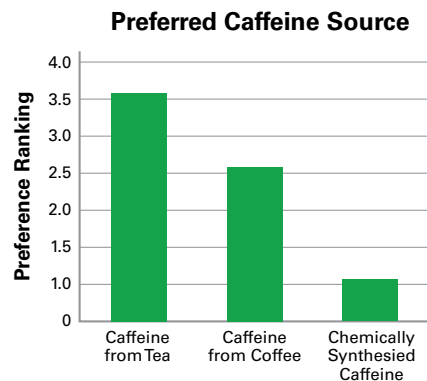


InnovaGreen™ is a unique, high-purity, plant-sourced, natural caffeine blend delivering clean energy from dual plant sources: green coffee beans and green tea leaves, making it a one of a kind clean energy ingredient. InnovaGreen™ allows brands to deliver a truly unique natural caffeine option that will appeal to wide range of consumers seeking natural energy sources. InnovaGreen™ is a new, innovative approach to clean, plant-based energy that delivers excellent value.

Features & Benefits

Standardized to ≥98% caffeine, from both tea and green coffee beans

A novel clean energy option - pairing two of the most popular forms of natural caffeine



Safety & Regulatory

Caffeine is safe up to 400 mg per day. Caffeine is FDA GRAS [21CFR182.1180] (.002% in beverages) and is EU compliant (>150 mg requires a “High Caffeine Content” statement).

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