



Natural Caffeine from Tea

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.

Features & Benefits

Caffeine triggers a range of performance-specific benefits including improved focus, elevated alertness, faster reaction time, reduced fatigue and increased endurance.

InnovaTea® is:

Standardized to $\geq 98\%$ Caffeine, from a natural tea source

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

Highly soluble in water; ideal for beverage use

Non-GMO Project Verified

Fully traceable back to the farm

Natural Energy source; can be used to replace chemically synthesized caffeine anhydrous

Energizing effects without the added sugar or calories

Upcycled, fermented source of energy from nature

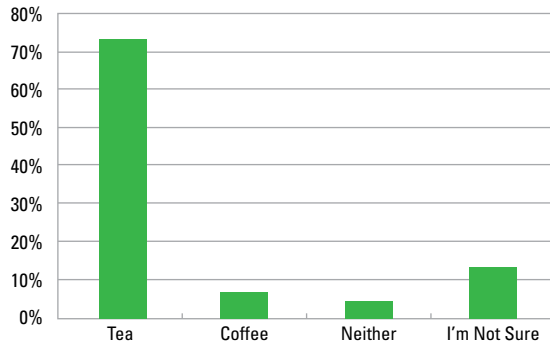
Natural vs. Synthetic Caffeine

Natural caffeine is structurally identical to the chemical form of synthetic caffeine; it offers the same benefits but is isolated from a natural source. Analytical chemistry methods (carbon radioisotope analysis and Infrared Spectroscopy) are able to distinguish natural caffeine from its synthetic form. While most researchers say there is no difference in physiological function, there is some evidence that there are differences, especially with respect to blood glucose.

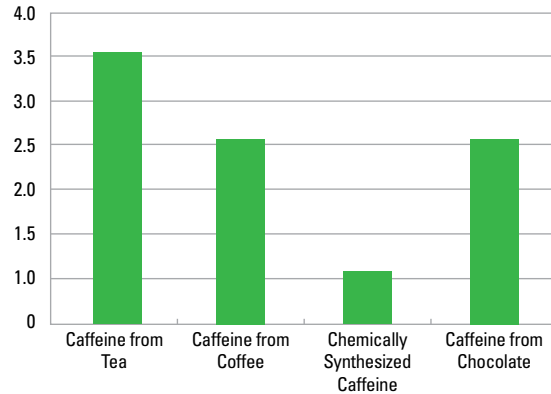
Consumer Perceptions on Caffeine Sources

In a recent consumer survey of 198 respondents, most believe tea is healthier than coffee and choose caffeine from tea to be the healthiest option when compared to caffeine from coffee, chocolate and chemically synthesized sources.*

Between tea and coffee, which do you believe is healthier to consume?



Preferred Caffeine Source



Applications

Sports & performance

Functional beverages

Energy products

Functional foods

Dietary supplements

Mental sharpness products

Gummies, candies & caffeine bars

Structure/Function Claims

Improves focus

Elevates alertness

Improves reaction time

Reduces fatigue

Increases endurance

Certifications & Quality Assurance

Non-GMO Project Verified

OU Kosher Certified

Halal Certified

Vegan

Gluten-Free

Clean Label

There are no excipients or added ingredients in InnovaTea®. There are many ways to label InnovaTea®, below are a few examples:

InnovaTea® Caffeine

InnovaTea® Caffeine from Tea
(*Camellia sinensis*)

InnovaTea® (Caffeine derived from
Fermented Tea Leaves)

Safety/Regulatory

Caffeine is safe up to 400 mg per day. Caffeine is FDA GRAS [21CFR182.1180] (<0.02% in beverages) and is EU compliant (>150 mg requires a "High Caffeine Content" statement).



Check out our InnovaTea® video! Click here!

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Ingredients Matter.

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InnovaTea® is a registered trademark of NutriScience Innovations, LLC. | *Survey on Consumer Perceptions Regarding Caffeine Sources, conducted by NutriScience Innovations, LLC, 2019.

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