

E-fuel Expand your limits Digital eye health



I am young and fit. Life is a party and the world is a village. I am passionate about gaming, E-sports and I am hyper-connected to social media. I need to be alert and completely present – no matter what. I am aware that my lifestyle is full-on and non-stop but I accept that. I am going to take advantage of my youth while it lasts, and if there is an easy way to take care of myself I will try it out.



E-fuel: expands your limits

Consumers globally have a high awareness of eye health. When thinking about their personal health, 75% of consumers express concern about their eye health¹. 'E-fuel' supports e-gamers and social media fanatics with unlimited energy and maintenance of good eye health.

¹ Global consumer health concern study, DSM 2021



Insights & key ingredients

OCCASION / CATEGORY

- Night shifts for e-gamers and the social media addicted

FORMAT

- Sparkling energy drink

FLAVOUR

- Ginger Ale – Pineapple - Citrus

BENEFITS

- Energy & eye health (blue light protection)

INGREDIENTS

- Vitamins B2, B3, B5, B6, B12
- Vitamin C
- FloraGLO® Lutein 10% CWS/S-TG
- Sugars (sucrose & glucose)
- Caffeine
- Taurine
- Inositol
- Minerals Magnesium (Mg), Zinc (Zn)

POSITIONING

- Unlimited energy for e-gamers and social media fanatics who are aware of the blue light induced eye health threat of digital screens.

Premix Code UF44663 ENERGYxtreme

INGREDIENT	CONSUMER CONCERN	CLAIMS & SCIENCE	NRV*
Vitamins B2, B3, B5, B6, B12	Alertness/fatigue Endurance/energy supply Cognitive function Visual function	Vitamins B2, B3, B5, B6 and B12 contribute to the reduction of tiredness and fatigue. Vitamins B2, B3, B5, B6 and B12 contribute to normal energy yielding metabolism. Vitamin B5 contributes to normal mental performance. Vitamin B2 contributes to the maintenance of normal vision.	129 % (B2) 125 % (B3) 83 % (B5) 214 % (B6) 200 % (B12)
Vitamin C	Alertness/fatigue Brain energy Brain function Cell protection	Contributes to the reduction of tiredness and fatigue. Contributes to normal energy yielding metabolism. Contributes to normal psychological function. Contributes to the protection of cells from oxidative stress.	62 %
Lutein (5 mg) (and Zeaxanthin)	Eye health Blue light shielding	Contains lutein (and zeaxanthin) "lutein and zeaxanthin are found in the macula of the human eye and absorb blue light."	
Caffeine (80 mg)	Alertness/fatigue	Contains caffeine "Scientific data show the role of caffeine in attention and concentration."	
Taurine (1000 mg)	Alertness/fatigue Physical performance	Taurine is an amino acid that occurs naturally in the human body. It is particularly concentrated in the brain, eyes, heart and muscles. "Science show its role in improving muscular strength and reducing muscle fatigue by reducing oxidative stress."	
Inositol (50 mg)	Alertness/fatigue Mood/mind	Contains inositol. "Inositol may decrease blood glucose (through an improvement in insulin sensitivity)."	
Magnesium (Mg)	Alertness/fatigue Brain energy Brain function	Contributes to the reduction of tiredness and fatigue. Contributes to normal energy yielding metabolism. Contributes to normal functioning of the nervous system. Contributes to electrolyte balance	19 %
Zinc (Zn)	Mental performance Visual function	Contributes to normal cognitive function. Contributes to the maintenance of normal vision.	19 %

*per serving

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