

PROTOTYPE FORMULATIONS PROGRAM

POWERED BY CYPRESS INGREDIENTS

SPEED UP AND STREAMLINE PRODUCT DEVELOPMENT IN KEY GROWTH CATEGORIES

WE'VE MATCHED OUR GOLD STANDARD SCIENCE with LEADING INGREDIENT PARTNERS for the Formulation Categories:

- ✓ Prostate Health, Detox, Immune and Blood Sugar Management
- ✓ Cognition, Liver Health, Sports Recovery, Cardiovascular Wellness, Reproductive Health, Oxidative Stress, Thyroid



CYPRESS SYSTEMS PROTOTYPE FORMULATIONS PROGRAM WILL DIFFERENTIATE YOUR PRODUCTS FROM THE SUPPLEMENT AISLE CLUTTER

“Co-branding can develop consumer trust and provide clear signposts for differentiation, which can be converted into higher spend, loyalty and repeat purchases.” ~ Richard Clarke, Director of Ingredient Communications.

OUR VALUE PROPOSITION TO YOU

**FORMULATION
ADVICE**
from Jim Roufs,
M.S., R.D.

COLLABORATION
with
Dr. Geo Espinosa,
Naturopath

CO-BRANDING
with
SelenoExcell or
GTF Excell

CYPRESS SYSTEMS PROTOTYPE FORMULATION PROGRAM PROVIDES SUPPORT IN FIVE KEY AREAS:



- 1. Product development essentials and science review of all key ingredients**
- 2. Formulation worksheet of Cypress Systems Good, Better Best Formulations with:**

- ✓ Raw Materials Ingredient Lists
- ✓ Supplier Recommendations
- ✓ Ingredient Percent Formulations
- ✓ Cost per Kilogram
- ✓ Cost per Bottle
- ✓ Formulation Rationale from Jim Roufs, M.S. R.D. Leading Industry Expert

- 3. Access to guidance from Dr Geo Espinosa, Cypress Systems Medical Advisor**
- 4. Facilitate collaborations with our partner ingredient companies**
- 5. Bibliography of all related clinical trials associated with respective ingredients**



WHY DID CYPRESS SYSTEMS SELECT PROTOTYPES FOR PROSTATE, DETOX, IMMUNE AND BLOOD SUGAR MANAGEMENT?

1. Cypress Systems is the leader in providing clinically proven food-form selenium for men's health, immune and detoxification support. It is the ideal companion ingredient for your next formulation.

2. SelenoExcell, the most proven form of selenium on the market, provides the body with a necessary ingredient to produce glutathione, the body's master antioxidant for prostate, detoxification and immune health.

3. At Cypress Systems, we apply the same Gold quality standard to our other ingredients as we do our selenium. It's why we also produce an exceptional form of GTF chromium for healthy blood sugar management.

Our aim is to provide not only high-quality ingredients, but also Gold Standard service to our customers. Our success is your success. Don't Wait a Moment to Contact Us about **CYPRESS SYSTEMS PROTOTYPE FORMULATION PROGRAM**.

PARTNER WITH CYPRESS SYSTEMS FOR TRUST, QUALITY AND VALUE

SelenoExcell is the most affordable and trusted organically bound selenium on the market today. Our science is your gain when attracting new customers who seek quality, brand recognition and affordability.

"73% of 1300 consumers surveyed in EU, North America and Asia Pacific will pay higher retail for a food or drink product made from ingredients they recognize and trust. 44% of Americans agree to pay 75% extra for ingredients they recognize and trust."

~ Ingredient Communications Survey, surveygoo.com/food-ingredients-survey

- Americans are willing to pay more for ingredients they recognize
- Asian Pacific consumers value quality and will pay for the best ingredients
- India's consumers want trust from ingredients they recognize

WHY WORK WITH CYPRESS SYSTEMS ON OUR PROTOTYPE FORMULATIONS PROGRAM

We've done the vetting, research and homework so you can quickly develop scientifically supported, market-ready products. By partnering with Cypress Ingredients, you will gain quick and easy access to the best science, best practices and best prices for your next formulation launch.

Clinically Tested, GMP Compliant: Our formulation prototypes are based on proven clinical research and recommend only GMP compliant ingredient partners.

Quality with Affordability: When you formulate with SelenoExcell and GTF Excell, you get only the best science at very affordable prices.

Branded Ingredients: We partner with suppliers of the highest quality ingredients, instead of *me-too* knockoffs.

Consumer Relevance: Our formulations protocols target top consumer health concerns.

Innovation and Flexibility: Our suggested formulations are a spring board for new ideas. We will work with your company to develop products within or outside these proposed formulations.

How do we get started working together?

CONTACT Rob Lutz, rob@cypressingredients.com, 970.291.9029

