

## February new product launches: Manuka honey immune support, energy for eSports, and more

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From Manuka honey immune support tablets to a stimulant-free pre-workout powder, here's a round-up of the latest product launches in recent months:

### Immune Forte and Vitamin C + Manuka Honey by Swisse

Two of **Swisse's** latest product launches are positioned for immune support. Immune Forte is a blend of plant ingredients including andrographis, elderberry, echinacea with vitamin C and the mineral zinc, compressed into a daily tablet.

The second product launch is Vitamin C + Manuka Honey, delivered in a chewable tablet format so consumers can enjoy the sweet taste of Manuka honey. The chewables also contain lemon and acerola cherry extract, formulated to help support the immune system.

### Omega Q Plus MAX by Healthy Directions

Launched at GNC earlier this month was a new omega-3 blend supplement called **Omega Q Plus MAX**. It contains turmeric, omega-3s, CoQ10, L-Carnitine, Resveratrol, Chromium, and B vitamins.

The product was developed, and is co-branded, with Dr. Stephen Sinatra, an American integrative cardiologist.

### Grapefruit G-Fuel Energy Formula by G Fuel

**G Fuel** brands itself as the official energy drink of eSports. Its new pink grapefruit flavor was launched in time for Valentine's Day.

This powder supplement comes in 280 g tubs with 40 servings. G Fuel products in its Energy complex line contain 150 mg of caffeine, as well as taurine, L-Citrulline malate, n-acetyl-l-carnitine HCl, and velvet bean seed extract.

## **All Moringa**

A new company based in Los Angeles called **All Moringa** recently launched. Its products include topical skin care as well as dietary supplements. For its line of ingestible products, All Moringa offers two varieties of moringa leaf teas, powdered moringa, as well as moringa capsules.

## **Huel Ready-to-drink by Huel**



Meal replacement company **Huel**, which entered the market with pouches of powdered meal replacement, recently entered the ready-to-drink (RTD) space, a **burgeoning category with many newcomers as well as stalwart brands** that are revamping their brand image and messaging.

## INFOGRAPHIC

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Huel's RTD variety launched with two flavors, vanilla and berry, each with 400 calories per serving (40g carbohydrate, 20 g protein, and more).

## Dr. Jekyll Stimulant-Free Pre-Workout by ProSupps

This new pre-workout powder by **ProSupps** was designed based on consumer feedback.



*“Many in our community shared that they consumed coffee and energy drinks throughout the day and weren't looking for more stimulants in their pre-workout, others told us they worked out at night and didn't want to disrupt their sleep,”* said Priscila Prunella, senior director of marketing at ProSupps.

It contains a new branded ingredient by Nutrition 21 called nooLVL, which ProSupps describes as *“a pump and focus combined super-compound that is designed to power blood flow and energy for sustained workouts.”*

The supplement also contains creating hydrochloride, beta-alanine, and *Aframomum melegueta* for thermogenic activity.

## Genius Blend coffee bag by VitaCup



VitaCup, which launched a few years ago with vitamin-fortified coffee pods, has launched a bag of ground coffee beans fortified with MCT oil, turmeric, and cinnamon called **Genius Blend**, marketed for energy and focus.

*"Our customers asked for ground coffee and we listened,"* said Brandon Fishman, founder and CEO, VitaCup. *"The response to our 'better for you brews' of functional coffees in pods has been tremendous, but we recognize that many coffee drinkers prefer to brew their own. We want them to enjoy the benefits Genius Blend has to offer too."*

## **Do you have a finished product you'd like to share?**

Our monthly new product gallery gives our industry readers a sense of what's trending in the finished product space. How are brands marketing certain botanical products? What's the latest consumer demand in sports nutrition? What are some non-pill formats gaining traction? If you have a product launch you'd like to share, please send a press release and product images to [adi.menayang@wrbm.com](mailto:adi.menayang@wrbm.com).

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