

LUS HEALTH / KETOGENIC INGREDIENTS



ELECTROLYTES

EMPOWER & (RE)HYDRATE THE BODY!



YOUR RATIO OF INDIVIDUAL ELECTROLYTES
ADD 1: FUNCTIONAL INGREDIENTS
ADD 2: NATURAL FLAVOURING
ADD 3: POTENTIAL NATURAL COLOURING



Ketogenic
INGREDIENTS

OUR AIM

As Lus Health / Ketogenic Ingredients, our mission is to help companies make the change to a healthier and more sustainable future.

One of our recent favorite products are the electrolytes, as they replenish not only our needed minerals, but also spark you with energy!

ELECTROLYTES

NEEDED BY THE BODY

"The word *electrolytes* specifically refers to minerals dissolved in the body's fluids, carrying an electric charge. We all need minerals, as they are essential to perform a variety of important body processes. Our bodies consist of about 60% water, which means that nearly each fluid and cell contains electrolytes. In some cases, we can lose minerals by for instance sport activities, doing a keto diet (keto Flu) or on those hot and sweaty summer days. Replenishing them is vital and this goes further than just table salt!"



LOTTE DAMEN -
DIETITIAN

YOUR RATIO OF ELECTROLYTES

The minerals sodium, potassium, magnesium, and calcium are essential to maintain muscle function and other important physiological processes. A low-carb or ketogenic diet or high physical activity level may lead to depletion. Supplementing with these minerals becomes then necessary. Add them to your formula in a ratio that fits your target audience.

STAND OUT FROM THE REST

To make your formulation unique think about adding micronutrients that help in **Recovery** (like Astaxanthin plus Vitamin C), **Manage Keto Flu** (with MCT), **Muscle & Bone health** (with Calcium) or **Give energy** (like B vitamins).



MARKET GROWTH

"THE MARKET FOR ELECTROLYTES IS HOTTER THAN IT HAS EVER BEEN - MILLENNIALS ARE DRIVEN BY NON SUGAR REPLENISHMENTS THAT WORK!"

FUNCTIONAL

Like with any supplement, it needs to work and minerals give an (instant) effect. They replenish the body much quicker than water alone would do, up to 3 times!

TARGET GROUPS

The boost in interest for electrolytes is driven by millennials that focus on their health and know what they want, but it doesn't stop there. (Endurance) athletes but also elderly, that walk & bike a lot, are examples of primary consumer groups.

SUGAR FREE & VEGAN

Vegan is the BUZZWORD of the decade which is all about sustainability, fitting so well with Lus Health. As we make only sugar free products, you will be able to position this product in diets like low-carb & Keto.

TASTE

Yes, you can take electrolytes in a capsule, but you would need to take 5 of them to get to what you need and you'd be missing out on flavour. This drink is enjoyable and guilt free!

SHAREABLE

To boost your brand and grow your sales it helps when a product has "instagram appeal". People love the colours of this healthy refreshment. Easy to share and inspire!



We use JungleScout™ to help analyse the most recent Amazon sales data and translate into valuable insights for our customers. This helps them to make educated choices when launching a product. For electrolytes, we share a few packaging insights here, but more are available for you as a client!



The top selling format in June 2022

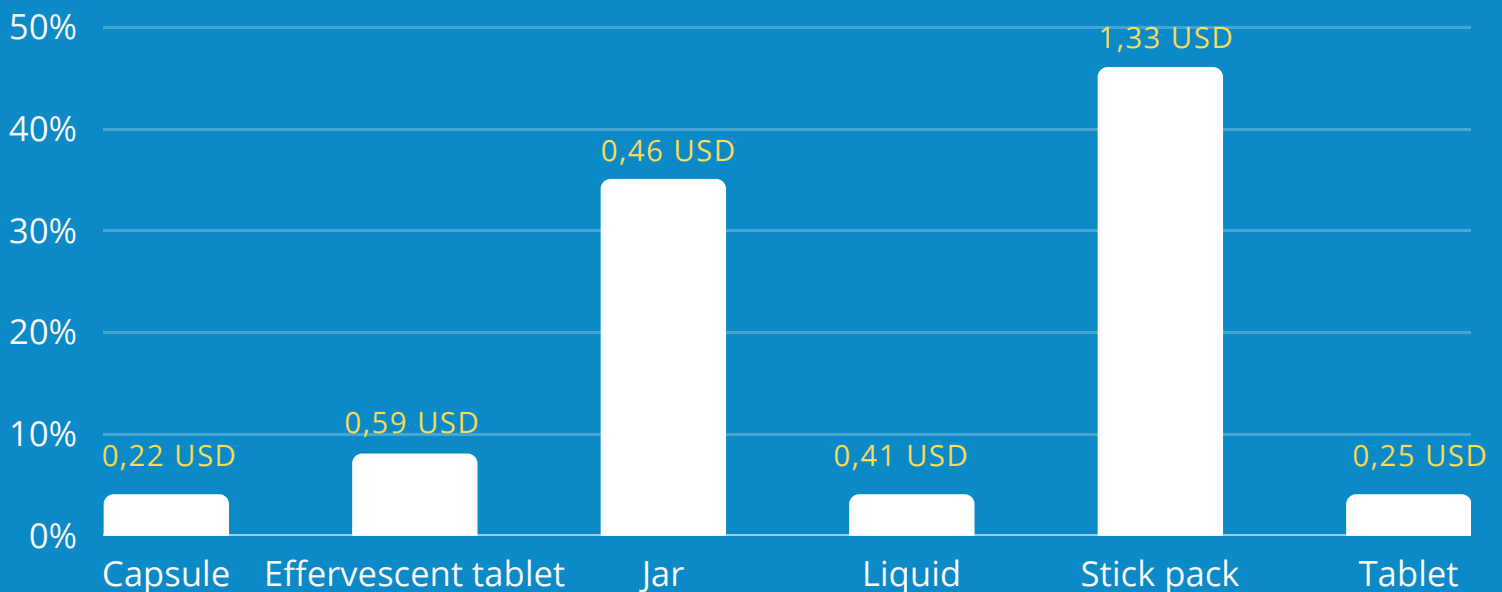
"PACKAGING PLAYS A DOMINANT ROLE IN PRODUCT SUCCESS, WITH STICK PACKS & POWDER-IN-A-JAR BEING THE TOP SELLERS"

JORINDA MES - ACCOUNT MANAGER

Of the top 25 electrolytes sold on Amazon (June 2022) 46% was in a stick-pack format, usually sold in a stand-up pouch bag. Though this format is least cost effective per serving, it did sell the most units in 30 days (326.000).

RATIO OF PACKAGING FORMATS ELECTROLYTE SUPPLEMENTS ON AMAZON

Top 25 in value of June 2022, US data. In yellow price per serving



Other data available to clients:

- Flavour types
- Price positioning
- Packaging sizes
- Electrolyte contents
- Marketing claims

MARKET ANALYSIS

Powered by JungleScout™





AVAILABLE MINERALS

**DIFFERENT SOURCES ARE
AVAILABLE THAT VARY IN
UPTAKE AND PRICE**

SODIUM

Table Salt - Celtic Sea Salt - Sodium bicarbonate - Himalayan Salt

POTASSIUM

Chloride, Iodine, Tricitrate

MAGNESIUM

Tricitrate, Marine Magnesium

CALCIUM

Carbonate, Phosphate, Picolinate

OTHERS

Iron Sulphate, Zinc Glycinate, Zinc Gluconate

REQUESTS

If you have a specific request or idea about a mineral you want to have in your formulation please let us know.

AVAILABLE NATURAL FLAVOURINGS & COLOURINGS



NATURAL FLAVOURINGS

APPLE
BANANA
BLUEBERRY
FOREST FRUIT
LEMON
ORANGE
PEACH
STRAWBERRY(-CHERRY)

NATURAL COLOURINGS

ASTAXANTHIN
BETA-CAROTENE
CHLORELLA
GRAPE SKIN EXTRACT
RED BEET POWDER
TURMERIC
ORANGE-RED
ORANGE
PISTACHIO GREEN
RED-PURPLE
PINK
YELLOW

PRODUCT INSPIRATION

**WE CAN BUILD NEARLY ANY
CONCEPT YOU WANT!
A FEW EXAMPLES BELOW**

ENDURANCE & ENERGY

Your choice of Potassium, Magnesium, Calcium, together with B vitamins and Iron to power up!



Flavour: Lemon, coloured by Turmeric

RECOVERY

Your choice of Potassium, Magnesium, Calcium together with Vitamin C and Astaxanthin to recover quicker after a workout.



Flavour: Strawberry, coloured by Grape Skin Contract


HYDRATION

Your choice of Potassium, Magnesium, Calcium and Vitamin C. Replenish and help build immunity during or after a warm summer day!



Flavour: Orange, coloured by Beta Carotene

PACKED IN A HDPE JAR OR STICK PACKS



Need more information or would you like to discuss your own development? Reach out to us on info@lusingredients.com