

INGREDIENTS

Examples of ingredients included in the study listed below. Final ingredient list will be driven by sponsor selection on a first come first serve basis.

Turmeric	Antioxidants
Bone broth	Fiber
CBD	Omega-3
Collagen	Protein
Seaweed and algae-based ingredients	Probiotics
Adaptogens (Ashwaganda, Ginseng, maca)	Whole grains
Botanicals (e.g., elderflower, hibiscus, lotus flower, Echinacea)	B-Vitamins
Inulin/Chicory root	Vitamin C
Functional/Medicinal mushrooms	Plant protein
MCT	Zinc



FUNCTIONAL BENEFITS

Examples of functional benefits to be measured against each ingredient includes the following. Final list will be added to by sponsor need on a first come first serve basis.

Healthy aging	Appearance (skin, hair, nails)
Digestive/Gut health	Weight management
Mental energy	Heart health
Physical energy	Athletic performance
Relaxation/Down energy	Inflammation
Brain health/cognition	Eye health
Mood/Stress	Blood sugar management
Immunity	Just generally healthy. No specific benefit.



CATEGORIES

Examples of categories to be measured against each ingredient includes the following. Final list will be added to by sponsor need on a first come first serve basis.

Juices and smoothies	Snack bars (e.g., protein bars, cereal bars, breakfast bars)
Waters (e.g., sparkling, flavored, fortified, etc.)	Cereal
Soft drinks/soda	Ready-to-eat soups and side dishes
Ready to drink tea/coffee	Frozen meals
Sports drinks (e.g., Gatorade, Powerade)	Frozen desserts
Plant milks (e.g., almond, cashew, rice, coconut, soy)	Condiments/Sauces
Alcoholic beverages (e.g., beer, hard seltzer)	Dairy products (e.g., milk, yogurt, cheese)
Salty snacks (e.g., crackers, chips, nuts)	Meat alternatives/substitutes
Sweet snacks (e.g., cookies, candy, chocolate)	

