



PRODUCT OVERVIEW

C4
ENERGY

HOW IT ALL BEGAN



2015 Edition of
C4 On The Go

In 2015, we entered the beverage space with our first nationwide launch of **C4 ON THE GO (OTG)**.

This product not only expanded the C4 lineup, which was already known globally recognized, but it quickly became a **best-selling product** across retailers nationwide.

How did we do it? Let's take a look...

1) INCREDIBLE FLAVOR




As everyone knows – anything with the C4 branding on it **is going to taste incredible**. When it comes to our categories, we proudly hold the top rank for flavor!

Our family of beverage products have continued that tradition, by incorporating an **incredible flavor experience** into every can or bottle.


We know that flavor is important to our customers, and **we don't disappoint...**

2) INCREDIBLE INGREDIENTS

TAP INTO THE EXPLOSIVE ENERGY OF C4® TO MAXIMIZE PERFORMANCE AND DOMINATE LIFE.



CARNOSYN®
THIS PATENTED FORM OF BETA-ALANINE HAS BEEN CLINICALLY SHOWN TO FIGHT FATIGUE AND IMPROVE MUSCULAR ENDURANCE. WITHIN MINUTES OF DRINKING C4®, YOU MAY FEEL A TINGLING SENSATION FROM BETA-ALANINE, SIGNALING THAT YOUR BODY IS PRIMED FOR SUPERHUMAN PERFORMANCE.^



BETAPOWER®
THIS CLINICALLY STUDIED, NATURAL FORM OF BETAINE IS DERIVED FROM BEETS, A POWERFUL SUPERFOOD THAT SUPPORTS HYDRATION AND PHYSICAL PERFORMANCE.

Major performance ingredients from the C4 family are present in our beverages. In addition, we bring efficacious dosages of these ingredients – to ensure that our product **performs just as good as it tastes.**

Just as our powder products are formulated with ingredients that deliver, **we ensure the same experience applies to our drinks!**

3) THE ZERO FACTOR



Even with the performance ingredients in the C4 beverage lineup, they still proudly contain

**ZERO SUGAR
ZERO CALORIES
& ZERO CARBS**
per serving.

In addition – all drinks contain NO artificial flavors, colors, or dyes, and we even have options with no artificial sweeteners! *(more on that soon...)*

Fun Fact:

Many versions of major energy drinks contain 50+ grams of sugar in every 16oz can, which is nearly the size of a 2oz shot glass...

LET'S LOOK AT **C4 ENERGY**



EXPLOSIVE ENERGY

200MG CAFFEINE

Every serving of C4 Energy contains 200mg of caffeine to provide key physical performance benefits.



HYDRATION

BETAPOWER® BETAINE

A superfood extract that delivers hydration and better physical performance.



ENDURANCE

CARNOSYN® BETA-ALANINE

Clinically studied to increase muscular endurance and muscle capacity.



ZERO SUGAR

CALORIES OR CARBS

C4 Energy is proudly formulated with ZERO sugars, carbs or calories, and no artificial colors or flavors.



CARBONATED

**NON
CARBONATED**

The formulas in the 16oz carbonated and 12oz non-carbonated are the same

EXPLOSIVE ENERGY. SUPERHUMAN PERFORMANCE.

LET'S LOOK AT **C4 ULTIMATE**



ULTIMATE ENERGY 300MG CAFFEINE

Every serving of C4 Ultimate contains 300mg of caffeine for ultimate, no-holds-barred energy.



ULTIMATE HYDRATION BETAPOWER® BETAINE

A superfood extract that delivers hydration and better physical performance.



ULTIMATE ENDURANCE CARNOSYN® BETA-ALANINE

CarnoSyn® Beta-Alanine to fight fatigue and deliver the ultimate full-body sensory experience.

**ZERO
SUGAR**

ZERO SUGAR CALORIES OR CARBS

C4 Ultimate is proudly formulated with ZERO sugars, carbs, or calories, and no artificial colors or flavors.



CARBONATED

**NON
CARBONATED**

The formulas in the 16oz carbonated and 12oz non-carbonated are the same

Non-carbonated options are fan favorites as ready-to-drink pre-workouts!

ULTIMATE **ENERGY.** OVERDRIVE **PERFORMANCE.**

LET'S LOOK AT

C4 SMART ENERGY



PLANT-BASED ENERGY

INNOVATEA®

Made from green tea leaves, this naturally derived caffeine delivers all-day energy and alertness.

Total Caffeine Per Can: 200mg



FOCUS + ATTENTION

COGNIZIN® CITICOLINE

This patented brain-boosting nutrient helps support mental focus, attention, and recall.



ZERO SUGAR

CALORIES OR CARBS

Smart Energy delivers the incredible C4 taste with zero sugars, carbs, or calories.



ZERO ARTIFICIAL

COLORS OR FLAVORS

Smart Energy is proudly formulated without artificial colors or flavors.



EXPLOSIVE ENERGY TO TURBOCHARGE YOUR BRAIN!

LET'S LOOK AT

C4 SMART ENERGY NATURAL ZERO



PLANT-BASED ENERGY

INNOVATEA®

Made from green tea leaves, this naturally derived caffeine delivers all-day energy and alertness.

Total Caffeine Per Can: 150mg



FOCUS + ATTENTION

COGNIZIN® CITICOLINE

This patented brain-boosting nutrient helps support mental focus, attention, and recall.



ZERO SUGAR CALORIES OR CARBS

Smart Energy Natural Zero delivers the incredible C4 taste with zero sugars, calories, or carbs.



ZERO ARTIFICIAL SWEETENERS, COLORS, OR FLAVORS

Smart Energy Natural Zero is proudly formulated without artificial sweeteners, and contains no artificial colors or flavors.



IT'S TIME TO **ELEVATE NATURALLY SWEETENED!**



**KEY
INGREDIENTS**

CAFFEINE ANHYDROUS

AKA: The main ingredient behind C4's Explosive Energy!



Caffeine Anhydrous supports energy, mental alertness, and can help in the performance of cognitive tasks and reaction times.

In addition, **Caffeine Anhydrous** has thermogenic properties, meaning that it can help to boost metabolism and burn fat.

Caffeine Anhydrous is found in

- **C4 Energy** (Carbonated and non-carbonated)
- **C4 Ultimate** (Carbonated and non-carbonated)

CARNOSYN® BETA-ALANINE

AKA: The “tingles”



CarnoSyn® Beta-Alanine is one of our favorite clinically-studied ingredients in C4. Beta Alanine is an amino acid which makes a compound in your body called carnosine, which supports muscular endurance.

Notice that ® symbol on CarnoSyn®? That means that this ingredient is registered, trademarked, patented, and clinically studied!

Beta Alanine can sometimes produce a harmless temporary “**tingling sensation**” throughout the body.

CarnoSyn® Beta-Alanine is found in

- **C4 Energy** (Carbonated and non-carbonated)
- **C4 Ultimate** (Carbonated and non-carbonated)

There’s MORE! That “tingling sensation” from **CarnoSyn®** is a huge experiential benefit of the ingredient – meaning that our customers can literally feel it! With more and more customers looking for an energy experience, having this effect in our product truly makes C4 a memorable experience!

BETAPOWER® BETAINES



Another clinically studied ingredient that elevates the C4 performance experience, **BetaPower® Betaine** is naturally derived from beets, a powerful superfood. **BetaPower®** helps to support healthy hydration and better physical performance.

BetaPower® Betaine is found in

- **C4 Energy** (Carbonated and non-carbonated)
- **C4 Ultimate** (Carbonated and non-carbonated)

INNOVATEA® CAFFEINE



InnovaTea® Caffeine is a clinically studied, plant-based source of caffeine, which is naturally derived from green tea leaves.

InnovaTea® has also been shown to support an increase in alertness, making it a perfect energy source for the Smart Energy lineup!

InnovaTea® Caffeine is found in

- C4 Smart Energy
- C4 Smart Energy Natural Zero

COGNIZIN® CITICOLINE



Citicoline is a naturally occurring nutrient that is found within the brain & body.

Cognizin® Citicoline is a clinically studied and patented version of citicoline, which has been shown to support an increase in focus, attention and mental alertness.

Cognizin® Citicoline is found in

- **C4 Energy** (Carbonated and non-carbonated)
- **C4 Ultimate** (Carbonated and non-carbonated)

QUESTIONS?

c4energy@lab6media.com