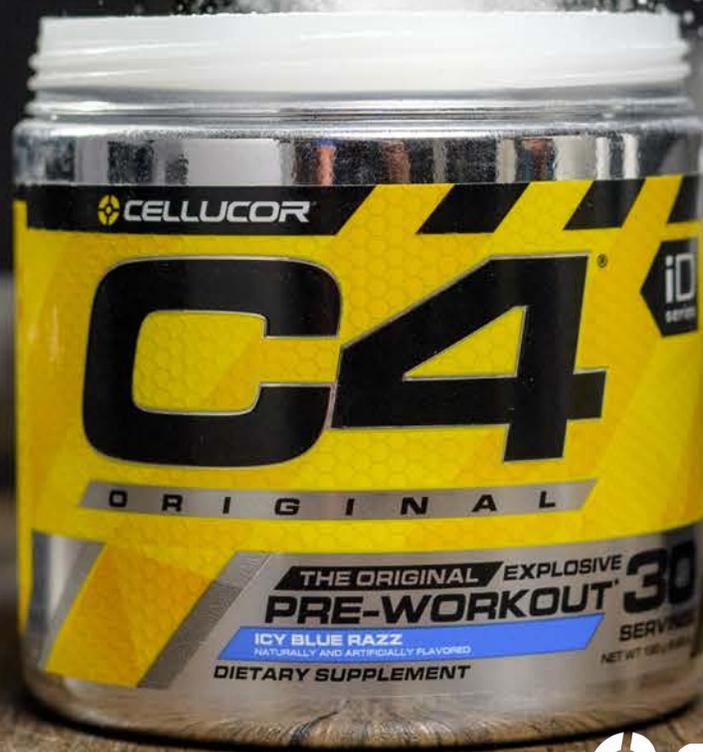


C4[®]

THE C4 FAMILY



 **CELLUCOR**

**LET'S GET YOU
UP TO SPEED**

THE JOURNEY TO #1



Since C4's launch in 2011, the brand has seen incredible growth and recognition, and has officially held the title of **“America's #1 Pre-Workout Brand”** with over 40% industry market share.

Here's how we got there...

THE JOURNEY TO #1

Incredible, innovative packaging.



The Cellucor brand has always been known for **incredible packaging**, and the C4 lines have been no exception. With every generation and iteration, the **C4 packaging continues to visually dominate every shelf.**

THE JOURNEY TO #1

Patented & clinically studied ingredients



The C4 brand incorporates **patented and clinically studied ingredients** into every product. This allows us to provide our customers with **research-backed ingredients** which help to support their fitness goals. In addition, it enables us to speak to these specific benefits in our marketing materials, as we have clinical science to substantiate the claims.

These ingredients often come at a premium price, but it's an investment that we're happy to make!

THE JOURNEY TO #1

Absolutely incredible flavoring



In our industry, there used to be the belief that

“The worse it tastes, the better it works.”

C4 was the first product of its kind to completely **revolutionize the flavor experience**. This rocketed our product’s popularity and has continued to be a factor that drastically separates us from the competition.

Fun Fact: Our product develop team has tried up to 35 versions of a flavor before approving a product for sale!

THE JOURNEY TO #1

Accessible to ALL



Regardless of their fitness goal, their budget, or their shopping location of choice, our goal is to meet our customers at every step in their journey.

We continue to accomplish this by offering a robust family of C4 products, to support our customers – wherever we meet them!

**WHAT IS A
PRE-WORKOUT?**

PRE-WORKOUT 101



A **pre-workout** is a product taken before exercise or physical training.

They are widely sold in the powder and ready-to-drink (RTD) formats...

...And often contain ingredients to support

- Energy (stimulants)
- Strength
- Endurance
- Pumps
- Focus

**LET'S MEET
THE LINEUP**

C4 Sport

Explosive Energy & Performance



What's it got? (Per Serving)

Ingredient	Benefit
135mg Caffeine Anhydrous	Explosive Energy!
CarnoSyn® Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.
Micronized Creatine Monohydrate	Strength & Performance

What makes it awesome?

C4 Sport is the perfect option for a consumer that is looking for a lower price point, a lower stimulant option, but still includes great flavoring and ingredients. Think of it as C4 Original's little brother!

Who's it for?

- Consumers looking for mild stimulant levels
- Price point is important to them
- A strong choice for consumers who are new to the fitness life



There's MORE! This product proudly wears the NSF® Certified for sport logo. The NSF® certification mark on our products helps athletes of all layers buy our supplements with confidence. Certified supplements must meet rigorous standards that include comprehensive lab testing and extensive evaluation of the manufacturing process to ensure contaminated substances or hidden ingredients are not added to a product.

C4 Ripped Sport

Explosive Energy And Cutting Formula



What's it got? (Per Serving)

Ingredient	Benefit
135mg Caffeine Anhydrous	Explosive Energy!
CarnoSyn® Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.
C4 Ripped Sport Blend	Weight Loss Support

What makes it awesome?

C4 Ripped Sport is the perfect option for a consumer that is looking for a lower price point, a lower stimulant option, but still includes great flavoring and ingredients for weight loss. Think of it as C4 Ripped's little brother!

Who's it for?

- Consumers looking for mild/intermediate stimulant levels
- Weight loss is important to them
- Can be new or experienced in the gym. Everyone loves C4!



There's MORE! This product proudly wears the NSF® Certified for sport logo. The NSF® certification mark on our products helps athletes of all layers buy our supplements with confidence. Certified supplements must meet rigorous standards that include comprehensive lab testing and extensive evaluation of the manufacturing process to ensure contaminated substances or hidden ingredients are not added to a product.

C4 ORIGINAL

The ORIGINAL Explosive Pre-Workout



What's it got? (Per Serving)

Ingredient	Benefit
150mg Caffeine Anhydrous	Explosive Energy!
1.6g CarnoSyn® Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.
1g Creatine Nitrate (NO3-T®)	Strength & Performance

What makes it awesome?

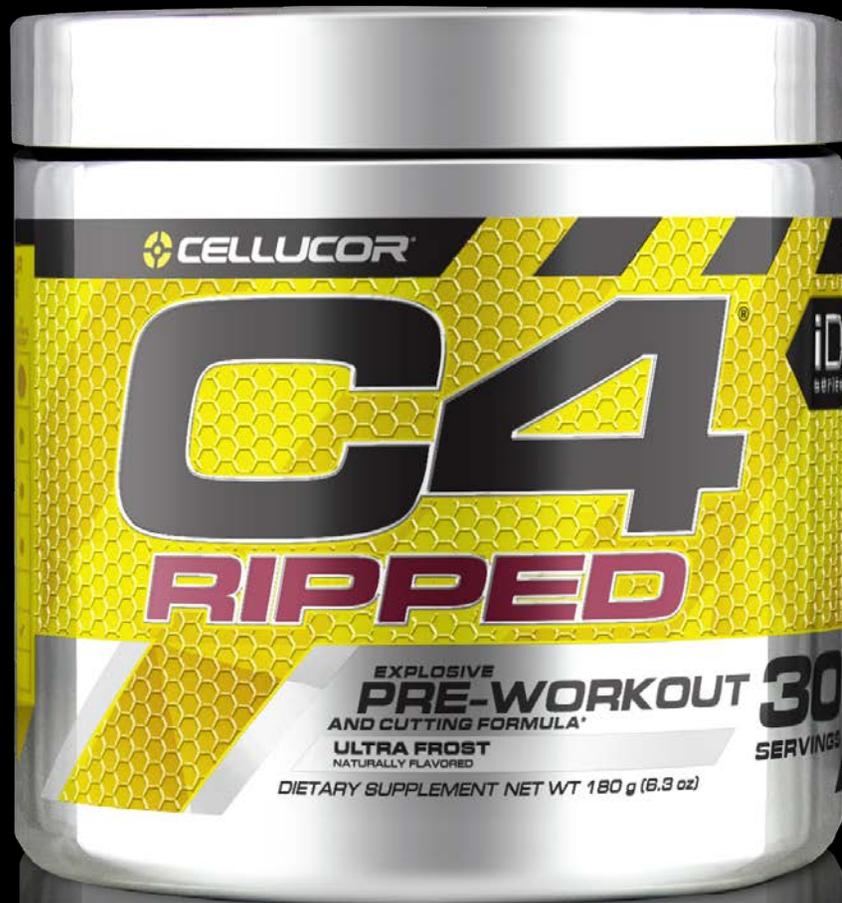
It's the ORIGINAL, and the most FAMOUS Pre-Workout! Plus, it was the first Pre-Workout to hit the market with INCREDIBLE FLAVORING!

Who's it for?

- Consumers looking for mild/intermediate stimulant levels
- Strength & Performance is important to them
- Can be new or experienced in the gym. Everyone loves C4!

C4 RIPPED

The Explosive Pre-workout And Cutting Formula



What's it got? (Per Serving)

Ingredient	Benefit
150mg Caffeine Anhydrous	Explosive Energy!
1.6g CarnoSyn® Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.
C4 Ripped Weight Loss Blend	Weight Loss support

What makes it awesome?

Take the explosive energy and amazing flavor from C4 Original, remove the Creatine Nitrate, and add in a blend to support weight loss!

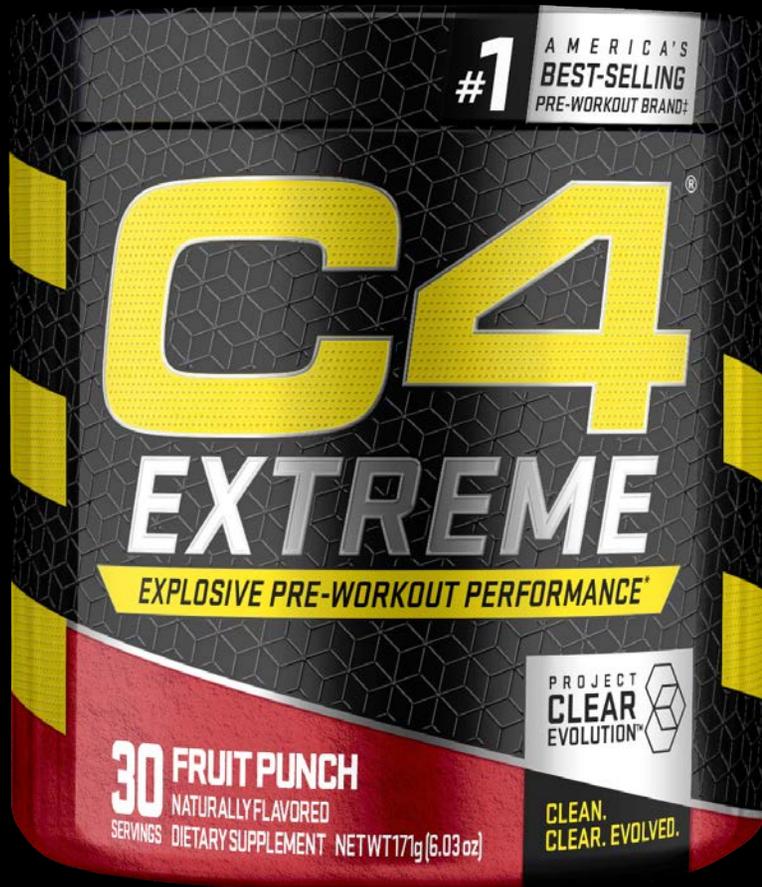
Who's it for?

- Consumers looking for mild/intermediate stimulant levels
- Weight loss is important to them
- Can be new or experienced in the gym.

There's MORE! One of the ingredients in C4® Ripped that we love is Capsimax® Cayenne, which is a Cayenne fruit extract. When you use two daily servings of C4® Ripped – the Capsimax® alone will help to increase your body's caloric burning, equivalent to the same amount as running ONE MILE!

C4 Extreme

Explosive Pre-Workout Performance



What's it got? (Per Serving)

Ingredient	Benefit
200mg Caffeine Anhydrous	Explosive Energy!
1g NitraMax (NO3-T) [™] Citrulline Nitrate & 1g Creatine Nitrate (NO3-T [®])	Ultimate nitric oxide + performance support
2g CarnoSyn [®] Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.

What makes it awesome?

Our first C4 into the PCE family, with a transparent label, NitraMax[™] Citrulline Nitrate, and increased doses above the Sport & Chrome line.

Who's it for?

- Consumers looking for mild/intermediate stimulant levels
- May have tried C4 Sport/Original before, and seeking next level
- Strength & Performance is important to them
- Can be new or experienced in the gym. Everyone loves C4!

There's MORE! This product has SO MANY INGREDIENTS, that we literally can't fit them all on this sheet. Check out the product detail page on Cellucor.com to see all the ingredients for Energy, Endurance, Strength, Performance, Nitric Oxide, and Focus support!

C4 Ultimate

The Most Explosive Pre-Workout



What's it got? (Per Serving)

Ingredient	Benefit
300mg Caffeine Anhydrous	HIGHLY Explosive Energy!
6g Super Citrulline Matrix	Ultimate nitric oxide support
3.2g CarnoSyn® Beta-Alanine	Muscular endurance! Helps to flush out lactic acid.

What makes it awesome?

It is the ULTIMATE C4, with ULTIMATE support for Energy, Endurance, Strength, Performance, Nitric Oxide, and Focus!

Who's it for?

- Consumers looking for a **HIGH ENERGY** product!
- Consumers looking for clinically-studied doses of key ingredients
- Higher experience with energy products & pre-workouts

There's MORE! This product has SO MANY INGREDIENTS, that we literally can't fit them all on this sheet. Check out the product detail page on Cellucor.com to see all the ingredients for Energy, Endurance, Strength, Performance, Nitric Oxide, and Focus support!

C4 Ultimate Shred

The Most Explosive Pre-workout & Cutting Formula



What's it got? (Per Serving)

Ingredient	Benefit
300mg Caffeine Anhydrous	HIGHLY Explosive Energy!
6g Citrulline Malate	Ultimate nitric oxide support
Ultimate Cutting Formula	Ultimate weight loss support

What makes it awesome?

Take the DNA from C4 Ultimate, and blend in an ULTIMATE weight-loss blend. Think of this like the big bad brother of C4 Ripped – with higher energy and weight loss support!

Who's it for?

- Consumers looking for a **HIGH ENERGY** product!
- Consumers looking to SHRED body fat and lose weight!
- Consumers looking for clinically-studied doses of key ingredients
- Higher experience with energy products & pre-workouts

There's MORE! This product has SO MANY INGREDIENTS, that we literally can't fit them all on this sheet. Check out the product detail page on Cellucor.com to see all the ingredients for Energy, Endurance, Strength, Performance, Nitric Oxide, and Focus support!

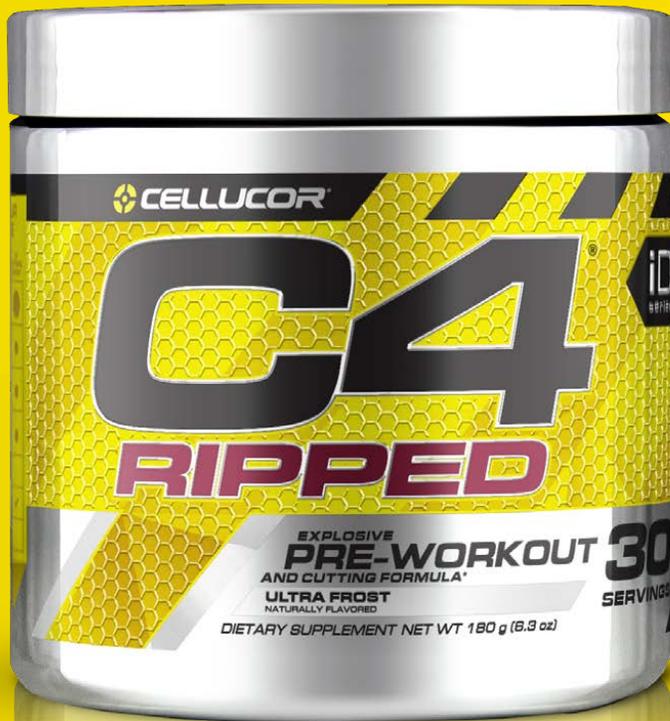


KEY INGREDIENTS

EXPLOSIVE ENERGY:

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 it can help to boost metabolism and burn fat.

TeaCrine®

AKA: The ingredient that helps C4 to “Hit like the first time – every time!”



TeaCrine® is an alkaloid which is structurally similar to caffeine that has been studied and the preliminary results of the human studies on **theacrine (TeaCrine®)** indicate the body does not adapt as quickly as it does to caffeine, therefore prolonging tolerance buildup.

TEACRINE®

There's MORE! See that “®” symbol next to “TeaCrine®”? That means that TeaCrine® is a registered ingredient with the US Patent & Trademark Office (USPTO). Why is that important? Because registered ingredients help us to differentiate from our competitors, and often include clinical research and support.

Rauwolfia Root Extract

AKA: The “Stimulant Supercharger!”



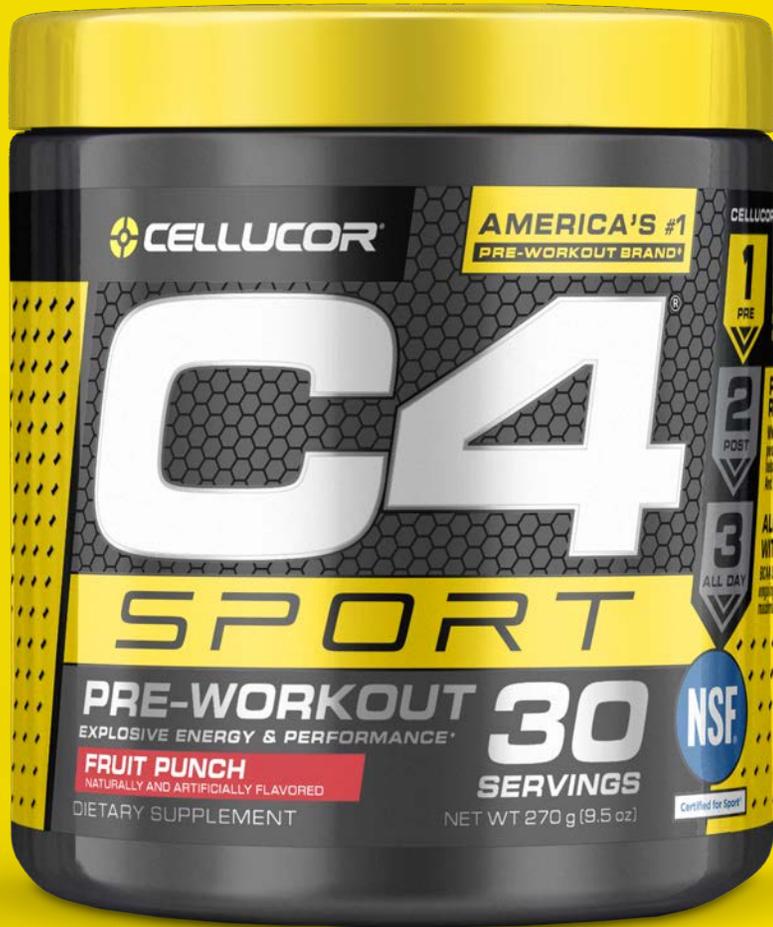
Formulated for its Rauwolscine content, **Rauwolfia Root Extract** is similar in structure to an ingredient called Yohimbine. It is a stimulatory ingredient that has serotonin like effects which triggers the release of a powerful fat burning neurotransmitter called noradrenaline.

Effects may be potentiated by caffeine and other stimulatory ingredients.

MUSCULAR ENDURANCE

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.

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

CarnoSyn®

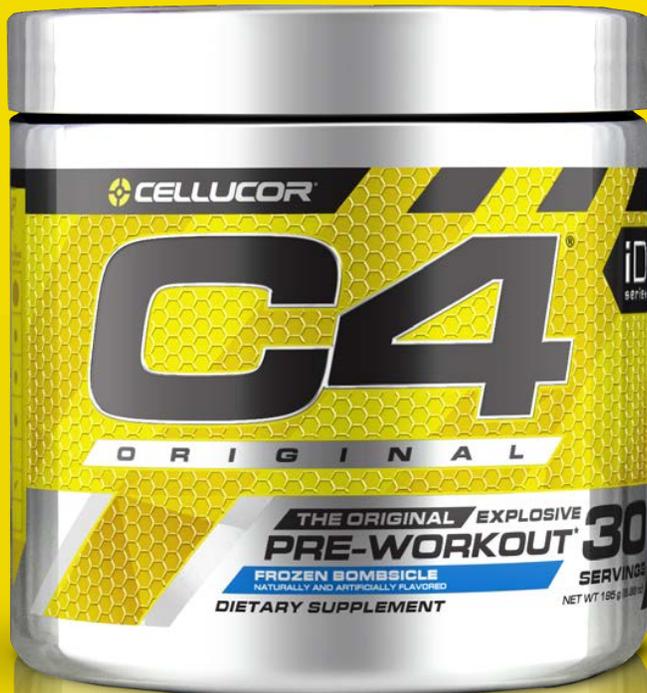
There's MORE! That “tingling sensation” from CarnoSyn® is a huge experiential benefit of the ingredient – meaning that our customers can literally feel it! With more and more customers looking for an energy experience, having this effect in our product truly makes C4 a memorable experience!

STRENGTH & PERFORMANCE

Creatine Nitrate (NO3-T®)



AKA: The “2-in-1 Super Compound”



Creatine Nitrate is a patented, advanced, university studied form of creatine. It is considered a super compound and formed when creatine is bonded with nitrate anions (Negatively charged ions).

On the individual level, Creatine and nitrate are powerhouse elements, but when fused together, they create an unstoppable bond. In addition to these characteristics, **Creatine Nitrate** is also very soluble, making it a perfect ingredient for powder products.

NITRIC OXIDE

Citrulline



Citrulline helps to support an increase in nitric oxide levels, commonly referred to as the “Pump,” or the feeling of muscles feeling firm while training.

We use a variety of Citrulline ingredients in our products, all which help to support nitric oxide creation in the body.

Versions Used:

L-Citrulline

Citrulline Malate

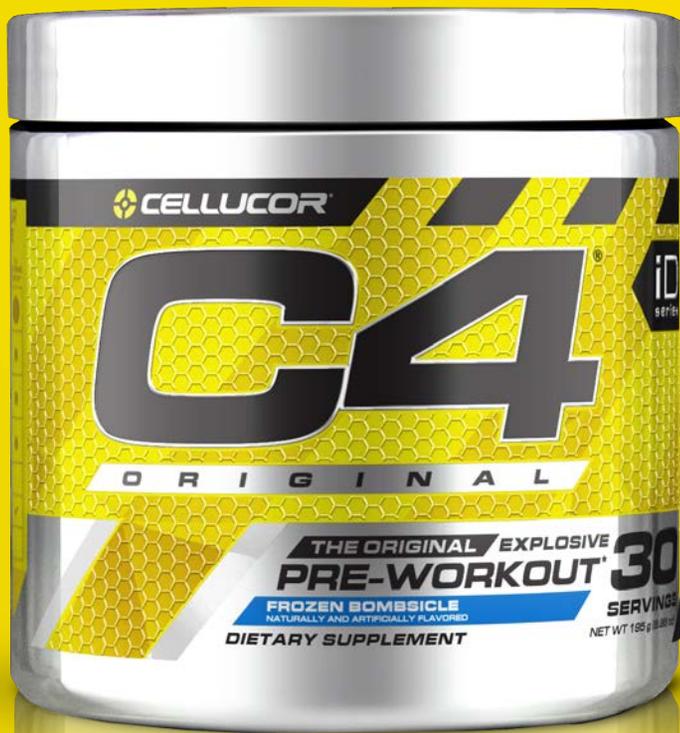
Citrulline Nitrate (As NitraMax NO3-T)[™]



There's MORE! Want to know something crazy? The 6g dose of Citrulline (in C4 Ultimate) is the ENTIRE scoop size of C4 Original! Now THAT is a dose for ULTIMATE pumps!

COGNITIVE PERFORMANCE

N-ACETYL-L-TYROSINE



N-Acetyl-L-Tyrosine is a more soluble form of L-Tyrosine, which supports the production of noradrenaline and dopamine, in turn supporting mental and cognitive health during stressful activities – such as physical training.

ALPHASIZE® ALPHA GPC



Alpha GPC (Alpha glycerylphosphorylcholine) is a choline compound that is naturally found in the brain.

AlphaSize® A-GPC is a patented version of A-GPC and supports an increased mind-muscle connection in the gym.

QUESTIONS?

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