



■ WHY BLONYX?



# WHY BLONYX?



Blonyx is founded on our belief that the supplement industry needs to change. An industry with foundations in science has now become driven by marketers who push the boundaries of the word “proven”, brands who cut corners to compete on price, and celebrity athletes that will promote almost anything if they are paid enough.

The athletes we sell to put their trust in us when using our products. Blonyx is about respecting the trust given by producing simpler products with solid scientific backing and promoting these with integrity; how the industry should be.

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**SIMPLICITY - DEPTH - INTEGRITY**

## SIMPLICITY

As an athlete, you should know what ingredients you are putting in your body and why. We promise to keep our products simple and understandable to support this.



## DEPTH

Science is the engine behind our business, our guiding pillar. We promise to only produce products that are backed by a depth of relevant science. Each of our ingredients has at least 10 published research studies on exercising human subjects backing their effectiveness. No pseudo-science, no false claims.







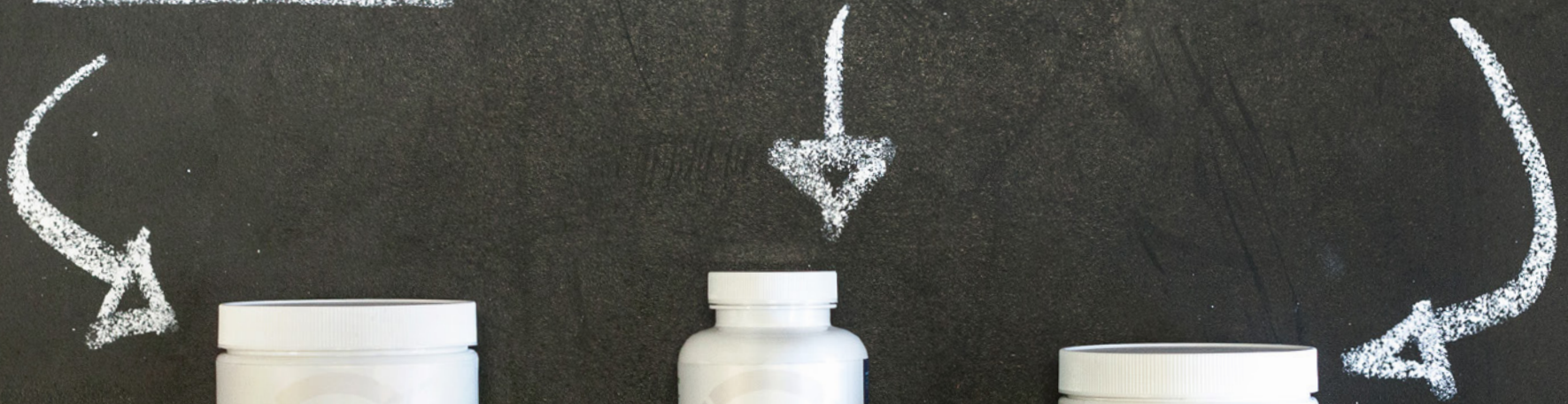
# INTEGRITY

We believe in the importance of being true to the athletes we serve. We focus on education and integrity rather than marketing hype to sell our products. We will always be upfront on our labels, we will never undersell on dosage or supply to cut our pricing.



## PRODUCT PROMISE

STRENGTH      RECOVER      METCON



We go out of our way to ensure our products are of the highest quality. This means making them in the best manufacturing facility we could find (GMP, NSF for sport, Informed Choice certified) and testing

our finished products to ensure they adhere to the label, meet our purity standards and are free of contaminants or banned substances. We do this out of respect for the athletes we serve.

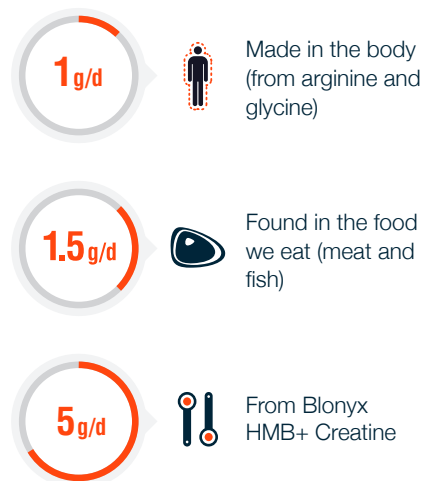




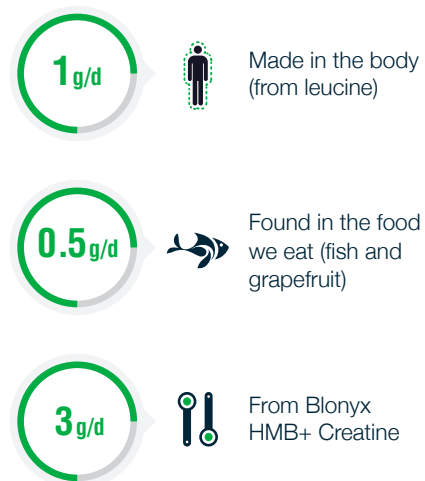
## HMB+ CREATINE MAP: \$60

30 DAY SUPPLY

### CREATINE



### HMB



## about:

HMB and creatine are two of the most researched supplement ingredients proven to improve athletic performance by speeding strength development and muscle repair in training athletes.

HMB is important in muscle health. It is stored in the muscles and used to build, maintain and repair muscle cells. Creatine is stored in the muscle and acts as a very rapid, but limited source of energy for very high-intensity muscle contractions.

## research shows\*:



Supplementing with HMB and creatine speeds muscle growth and increases strength with weight training.



Taking HMB reduces the recovery time required between training sessions by reducing muscle damage.



HMB is shown to improve endurance performance (running and cycling).



Creatine adds muscle water weight - good for strength athletes but not ideal for athletes working on body weight movement, speed or endurance.

## ideal for:



CrossFit athletes focused on strength



Powerlifters



Weightlifters



Athletes wanting to gain muscle



Strength athletes



## HMB SPORT

30 DAY SUPPLY

MAP: \$55

x2 PER DAY



Made in the body  
(from leucine)



Found in the food  
we eat (fish and  
grapefruit)



From Blonyx  
HMB Sport

## about:

HMB Sport contains nothing but the extensively researched ingredient HMB, shown to increase overall training performance. HMB is needed by the body to protect and repair muscle tissue. It is thought to do this by slowing muscle protein breakdown and speeding protein synthesis, and also by preserving the structural integrity of your muscle cells.

## research shows\*:



Supplementing with HMB increases muscle mass.



Taking HMB increases strength with weight training.



HMB speeds improvements in endurance performance running, cycling and rowing.



Taking HMB reduces the recovery time required between training sessions by reducing muscle damage.

## ideal for:



CrossFit athletes



Sportspeople



Weightlifters



Athletes working on  
metcon performance



Endurance  
athletes



Masters athletes

\*References found at BLONYX.COM

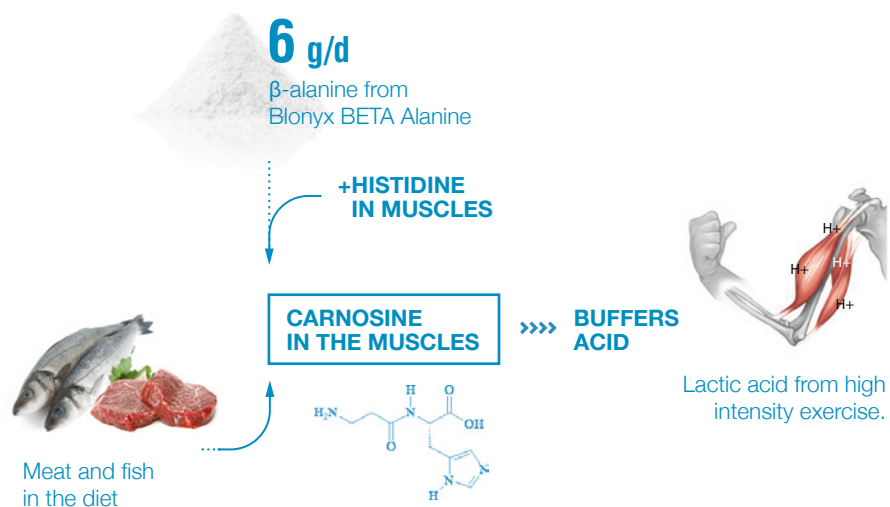




## BETA ALANINE

30 DAY SUPPLY

MAP: \$40



## about:

BETA-Alanine increases muscular endurance during short to mid-range, high-intensity training. It is ideal for athletes wanting to squeeze a few extra reps out of a 10+ rep set or a few more meters/calories from their short interval sprints.

High-intensity training causes a buildup of lactic acid in the muscle, resulting in a burning sensation, a loss of power and eventually fatigue. In muscle cells, BETA-Alanine is combined with the amino acid histidine to create carnosine. Carnosine buffers lactic acid buildup slowing the onset of fatigue.

## research shows\*:



Beta-Alanine enhances rowing performance at shorter distances (500-2000m).



Beta-Alanine improves cycling capacity and sprint performance.



Beta-Alanine extends time to exhaustion in high-intensity, short-bout training (up to 5 mins).



Beta-Alanine increases the volume of training (reps) an athlete is capable of.

## ideal for:



CrossFit athletes



Soccer, hockey and rugby players



Sprint cyclists



Athletes who use interval training as part of their routine



Sprinters and runners (200-800m)



## APPAREL

We are constantly updating the Blonyx apparel line with new colors and fun designs. We only put our logo on high quality apparel we would wear ourselves. These are our favorite gym shirts and we want them to be yours too. Check out [Blonyx.com/collection/apparel](https://Blonyx.com/collection/apparel) for the latest styles.

### shirts & tanks

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#### KEY FEATURES:

- Athletic fit hugs your arms and shoulders just right
- Moisture-wicking so you can stay lighter during your workout
- Quick drying because you have things to do
- Tri-blend fabric
- Sizes: M-XL (shirts), XS-M (tanks)
- Preshrunk but will lose some size if drying on high





## ACCESSORIES

### shaker bottles

We teamed up with Blender Bottle to bring you Blonyx versions of the Classic Shaker Cup. We kept the leak-proof seal, iconic design, and the BlenderBall® wire whisk, then added infinite value by sticking our logo on the side.



### headbands

Blonyx will help you train harder which means more sweat, blood, and tears in the gym. We created the Blonyx headband to deal with the additional sweat... now to develop something for the blood and tears.



### hats

Part function, mostly fashion. We source some of the best hats out there to keep you looking good while you train.



## MARKETING PACKAGE

If your first order qualifies, you will receive a marketing package to help educate and promote Blonyx in your gym.



### wall banner

Spark your members' curiosity, get them asking questions and show your product endorsement by getting your Blonyx banner hung loud and proud.



### product cards & posters

There's a lot of research and science behind Blonyx that proves how it works. Our posters and product cards are perfect for helping members find the right supplement for them.



### t-shirt & tank top

CrossFitters love new shirts! Wearing your Blonyx gear around the gym will help increase awareness and grab the attention of your members.



### Blonyx swag

Your package includes other fun Blonyx swag to make sure you are fully decked out. Shaker bottles, window decals, stickers and more. Items vary depending on supply.





## RESOURCES & VALUE ADDS

As a new wholesaler, we want to ensure you are set up for success. Our aim is to provide you with everything you need to educate your members on our products so that they can make their own decision on safe and effective supplementation. We're here to help you do this the right way. No hard sell, no hype, just awareness, education and information.



### a dedicated sales manager

Your success is our responsibility so we will assign you a dedicated sales manager to help you introduce Blonyx to your gym. Questions about the products? Need help educating your coaches or promoting to members? Want guidance on how to increase sales or shift old stock? They're there to help.

### event sponsorship

Running a competition? Increasing awareness of our products to your members and beyond only helps to build your business and ours. We love working with our wholesalers to build creative and customized co-marketing strategies around events.



### fun perks

Be the first to know about new promotions, accessories, apparel and company news to pass along to your members.

### marketing and educational support

As a Blonyx wholesaler, you have access to images, videos, research, downloads and social media posts to use at will to help educate your coaches and members.



### the Blonyx community

As a member of the Blonyx community, you will have access to opportunities and resources that others don't. Want to represent us at a local event? Have ideas/feedback on products, apparel and more? We want to hear from you.



# WHOLESALE PRICING

To qualify for Blonyx wholesaler pricing, a minimum of \$300 spend is required.

## how to use this pricing sheet:

- 01** Calculate the retail price of the order you wish to place (e.g. a 12 unit case of HMB+ Creatine is  $12 \times \$60 = \$720$ ).
- 02** Multiply the discounted rate / unit by the number of units  
 $12 \times \$39 = \$468$ .
- 03** Check which discount rate applies (The example order would qualify for a \$550 and above 35% discount rate).
- 04** To get above the next discount tier, add more product, apparel, and accessories.

## amount spent at retail price:

PRODUCT	RETAIL PRICE	\$300 AND UP	\$550 AND UP	\$1100 AND UP	\$3000 AND UP
DISCOUNT RATE	0%	20%	35%	40%	45%
HMB SPORT	\$55.00	\$44.00	\$35.75	\$33.00	\$30.25
HMB+ CREATINE	\$60.00	\$48.00	\$39.00	\$36.00	\$33.00
BETA ALANINE	\$40.00	\$32.00	\$26.00	\$24.00	\$22.00
ACCESSORIES					
SHIRTS/TANKS	\$25.00	\$20.00	\$16.25	\$15.00	\$13.75
SHAKER CUPS	\$12.00	\$9.60	\$7.80	\$7.20	\$6.60
HEADBANDS	\$12.00	\$9.60	\$7.80	\$7.20	\$6.60
WALL BANNERS	\$35.00	\$28.00	\$22.75	\$21.00	\$19.25
WINDOW DECALS	\$5.00	\$4.00	\$3.25	\$3.00	\$2.75
POSTERS AND BROCHURES	Free	Free	Free	Free	Free

\*Taxes not included.

\*All supplements are sold in multiples of 6 (no exceptions).

\*Wholesalers are not permitted to retail Blonyx products online for more than 10% below the MSRP rate without written consent from Blonyx.

\*Wholesalers are NOT permitted to sell via third-party sites including, but not limited to Amazon, Ebay, Walmart, etc. without signing a reseller agreement with Blonyx.

## the two ways to place an order:

**01**

Log in to your wholesale account at [www.blonyx.com](http://www.blonyx.com) and place your order via the web site (email [sales@blonyx.com](mailto:sales@blonyx.com) if you are unsure how to need an account set up).

**02**

Contact your assigned Blonyx rep and simply tell them what you need (email [sales@blonyx.com](mailto:sales@blonyx.com) if you are unsure who your sales rep is).

Initial orders qualifying for the 35% and above discount rate will receive a marketing package that consists of a wall banner, product cards, posters, a shirt or tank and other goodies (while stocks last) to help promote Blonyx at your location.

## TESTIMONIALS & REVIEWS



"Blonyx has had an amazing impact on my performance as a competitive Masters athlete. It's also important to me that the products I stock for my athletes are the best available, which is why we stock Blonyx at CrossFit Fort Atkinson."

**JEB SIMMONS**

- CrossFit Games Athlete and Head Coach/Owner  
- CrossFit Fort Atkinson



"There are so many sports supplements on the market today it's hard to know which brands are going to best help me get the most out of my body. Blonyx is a brand I trust. Every product they sell has the quality control and research backing to keep me performing at my best."

**TASIA PERCEVECZ**

- CrossFit Games Athlete - CrossFit Free/CrossFit Mayhem



"Our athletes love the simple and effective results that Blonyx offers".

**MIKE MARTIN**

- Head Coach - Mad Apple Crossfit



"Without a doubt HMB is the best and most effective product I have ever taken. I can honestly say I have never been so excited to share my results I have had with HMB to clients and other athletes."

**SAM DANCER**

- CrossFit Games Athlete - QTown CrossFit





[www.blonyx.com](http://www.blonyx.com)