

PRIMAL[®]

BRAND OPPORTUNITY

2024



THE PREPRIMAL PATH

Launched in 2020 from the heart of Utah County, PrePrimal has quickly made its mark in the fitness and wellness industry. Founded by Alma in honor of his and his late wife's dedication to peak gym performance, PrePrimal's mission is to create products that not only taste delicious but also feature formulas with high-quality ingredients and straightforward labels.

From our signature Pre-Workouts to Post-Recovery and more, the dedicated experts at PrePrimal have poured hundreds of hours into rigorous testing and refinement, ensuring every formulation doesn't just meet but exceeds expectations.

This steadfast commitment to excellence is the foundation upon which PrePrimal has built its reputation. It's not just about creating supplements. It's about fostering a lifestyle of peak performance and optimal health. This dedication is why PrePrimal enjoys a fiercely loyal and continuously growing customer base.

From our unique gorilla tub packaging and engaging brand personality to products that consistently deliver, PrePrimal stands out as a beacon of quality and innovation.



OUR TARGET AUDIENCE

They are actively engaged in bodybuilding, fitness, and gym culture, looking to elevate their physical potential.

AGE RANGE: **18-40 Years old**

GENDER: **Predominantly Male**

INTERESTS:

- **Muscle Gain**
- **Strength Enhancement**
- **Athletic Performance**



THE PREPRIMAL PATH



HIGH-QUALITY INGREDIENTS & FORMULAS

Our experts at PrePrimal have spent countless hours coming up with innovative formulas made from simple, trusted ingredients to create the ideal pre-workout, post-recovery, and more.



FULL VERTICAL INTEGRATION

From research & development to manufacturing & fulfillment, we control the quality from start to finish.



NSF-GMP CERTIFIED FACILITY

PrePrimal products are made in an NSF Certified & GMP Compliant Facility and are third-party tested for purity and safety.



PREPRIMAL GIVES BACK

5% of all proceeds are donated to the conservation of gorillas through the Dian Fossey Gorilla Fund.



PRE-WORKOUT & BEYOND



PRE-WORKOUT

Pre-Primal Pre-Workout is developed with one purpose: to help maximize your workouts with the best pre-workout on the market. With hundreds of 5-star reviews, we're doing just that — in three delicious flavors.



PURGE PRE-WORKOUT

Purge is a high-stim pre-workout for those looking to dial their workouts up to 11. With 300mg of caffeine per serving, High Stim Pre-Workout is sure to give you all the power you can handle to tackle your workout.



BCAA

With 7,000 milligrams of pure BCAAs in each serving, you'll experience muscle recovery and on an elite level. This product features 45 servings with zero sugar, 1 gram of clean carbs, and just 5 calories.



ORGANIC DAILY GREENS

Primal Organic Daily Greens come in a delicious Mixed Berry flavor and is packed with 12 essential greens your body needs! Add a scoop to a smoothie, shake, juice, or water. Primal Organic Daily Greens will turn your next drink into a powerful nutritional drink.



CREATINE

Like everything else we make, our micronized creatine was designed with one purpose in mind: to help you maximize your workouts at the highest level. Each tub features 80 servings of industry-leading micronized creatine monohydrate.



PRODUCTS & PRICING

PRODUCT DESCRIPTION	MAP	RETAIL	WS PRICE
Creatine Monohydrate (400 grams)	\$21.95	\$30.00	\$13.79
Organic Daily Greens Mixed Berry (475.20 grams)	\$36.00	\$43.20	\$21.37
Pre-Workout Jungle Juice (444 grams)	\$36.00	\$43.20	\$17.36
Pre Workout Primate Punch (453 grams)	\$36.00	\$43.20	\$17.36
Pre Workout Tropical Rain (447 grams)	\$36.00	\$43.20	\$17.36
Purge Pre-Workout Rapid Lightening (360 grams)	\$36.00	\$43.20	\$18.01
Purge Pre Workout P.O.G (360 grams)	\$36.00	\$43.20	\$18.01
Recovery BCAA's + Hydration [45 SERV] [Green Apple]	\$29.60	\$35.52	\$15.51
Recovery BCAA's + Hydration [30 SERV] [Blue Raz]	\$29.60	\$35.52	\$15.51
L-Glutamine Powder [100 SERV] [Unflavored]	\$18.95	\$33.54	\$19.17
N-Acetyl L-Tyrosine Capsules [350 MG] [120 CAPS]	\$13.959	\$15.59	\$8.21
KSM-66 Capsules [600 MG] [60 CAPS]	\$16.95	\$20.34	\$11.75
L-Theanine [200 MG] [120 CAPS]	\$16.95	\$20.34	\$10.90
Tongkat Ali Capsules [60 CAPS]	\$15.95	\$19.14	\$10.87
L-Tyrosine Capsule [500 MG] [180 CAPS]	\$16.95	\$17.94	\$7.99
L-Glutamine Capsules [800 MG] [180 CAPS]	\$11.50	\$17.94	\$12.30
L-Citrulline Capsules [1500 MG] [180 CAPS]	\$17.95	\$21.54	\$11.57
HMB Capsules [1000 MG] [120 CAPS]	\$14.99	\$16.74	\$8.92
Beta-Alanine Capsules [3400 MG] [120 CAPS]	\$13.99	\$15.54	\$8.02



