



Amp Human

**MAXIMIZING
HUMAN POTENTIAL**



WHO WE ARE

Amp Human is dedicated to discovering why the human body is limited, and how we can solve those limitations. We optimize the body by absorbing substances through the skin and avoiding the gut.

Our flagship product, PR Lotion, gives the body more bicarb (a natural electrolyte) to neutralize lactic acid in muscles which allows athletes to push harder, feel better and go for longer.



A NEW PIECE TO THE HUMAN PERFORMANCE PUZZLE



Amp Human



PR LOTION

Workout harder, for longer, with faster recovery.

PR Lotion is the first and only product that makes bicarb, a natural electrolyte, practical to use in sport.

Bicarb has more than 40 years of research to support its performance benefits, but traditionally it has been difficult to incorporate due to gut sensitivity.

Our patented absorption technology allows for bicarb to bypass the gut and be delivered directly to the working muscles.

More bicarb means neutralizing lactic acid as it's created, enabling you to go harder for longer, with faster recovery, and ultimately giving your body what it needs.



BACKED BY SCIENCE



Our flagship product unlocks 40 years of research on the performance benefits of science behind sodium bicarbonate loading.

+ 11%

lactate levels to help
fuel muscles

+ 25%

more high-intensity intervals
completed to exhaustion

- 53%

reduction in DOMS
(Delayed onset muscle
soreness)

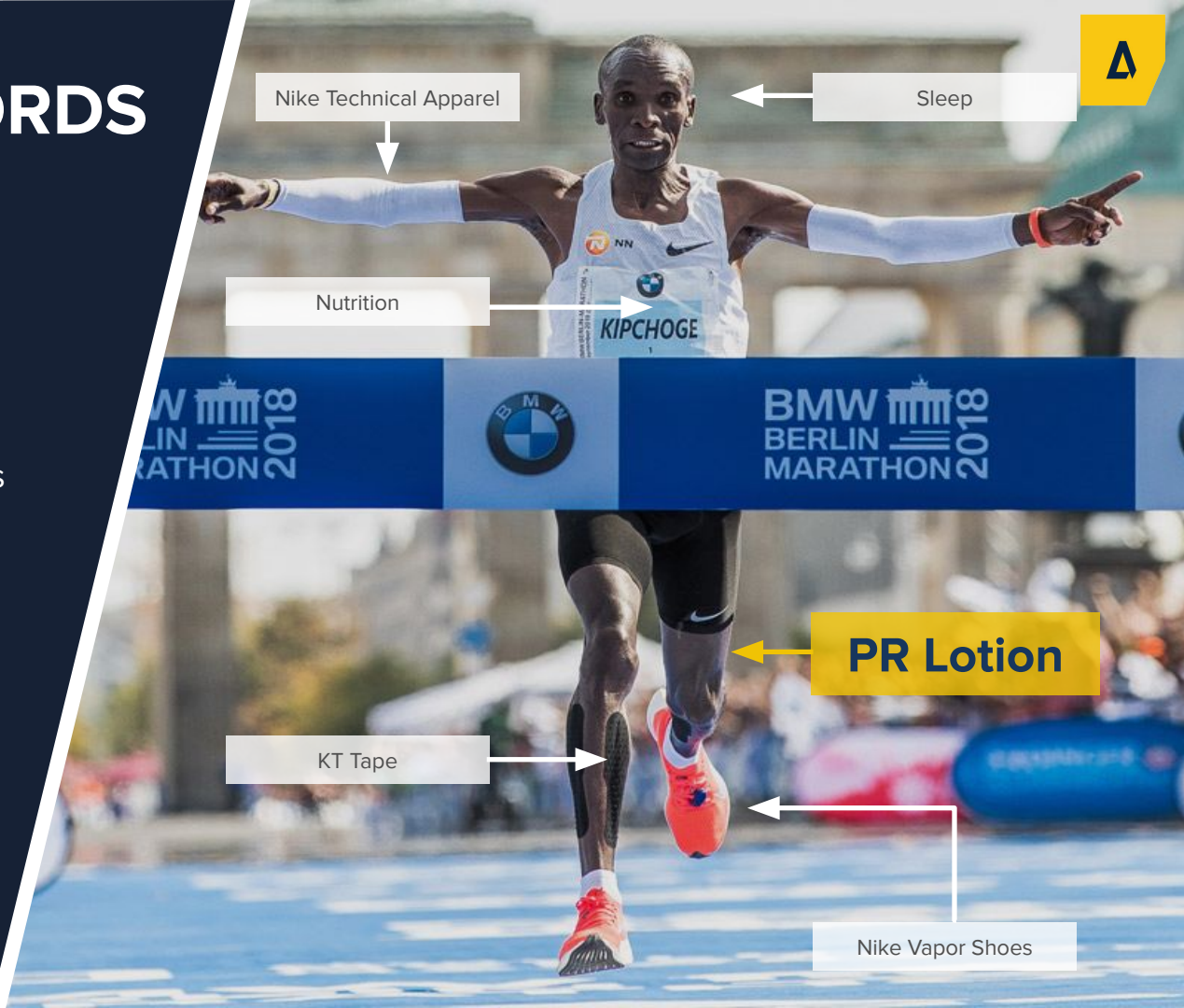
- *Studies presented at the American College of Sports Medicine (ACSM) 2018 annual conference.*
- *Abstracts published in Medicine & Science in Sports & Exercise (MSSE), a leading exercise physiology journal.*
- *Four randomized, double blind, placebo controlled studies completed to date.*

BREAKING RECORDS

In September 2018, Kenyan Eliud Kipchoge broke the marathon world record.

Kipchoge also won the two previous years. He tightly managed training, nutrition, hydration, sleep, and gear. So what made 2018 different?

PR Lotion was used regularly in training and in his record breaking run.



USED BY THE WORLD'S BEST



Active within 50+ Pro Sports Teams



Training tool of World leading athletes



Tour de France Winners:
Chris Froome, Geraint Thomas



Mountain Bike World Champions:
Lea Davison, Kate Courtney



IRONMAN Pros:
Cam Wurf, Matt Russell, Lucy Charles,
Skye Moench



NBA All-stars:
Jrue Holiday & Al Horford



A HIGH-PERFORMANCE TRAINING TOOL



“I started using Amp Human’s PR Lotion at the start of the 2019 season before Time Trials, and quickly noticed how much of an advantage it was. I really feel like it helped buffer the lactic acid in my legs during the extreme effort required in TTs. I believe that it is a crucial part of the puzzle in relation to success..”

Lawson Craddock

Team EF Rider

THE SECRET OF TOP ATHLETES

*“PR Lotion allows you to **push your muscles past** their normal point of **fatigue** which gives you the opportunity to **truly test your limits** and **train at a higher level.**”*

Joseph Gray

9x US Mountain Runner

16x National Champion



STRATEGIC PARTNERSHIPS



Building Awareness with Millions of Athletes



Strong Retail Partnerships to serve our core



PRODUCT INFO



STANDARD TUBE
300g
EACH STANDARD TUBE
SUPPORTS 10-15 WORKOUTS

MSRP TUBE \$49.00 CAD

Wholesale pricing available upon request



SRP UNIT 7 x 5 PACKS
5 X 20g
EACH 5 PACK
SUPPORTS 5 WORKOUTS

MSRP 5 PACK \$28.00 CAD

OUR TEAM

SCIENTIFIC ADVISORY BOARD

- Brad Wilkins, Ph.D., Founder of the Nike+ Sports Performance Laboratory; advisory board chairman and Amp Human executive
- Nigel Mitchell, Technical Lead of Performance Nutrition at English Institute of Sport & Head of Nutrition EF Education First Pro Cycling Team
- Andy Jones, Ph.D., Professor of Applied Physiology, University of Exeter, world leading research in exercise physiology
- Jason Siegler, Ph.D., Western Sydney University, world's foremost expert in bicarb use in exercise
- Brett Kirby, Ph.D., Senior Scientist at Nike High Performance
- Per Lundstrom, Director of Athlete Performance at Red Bull & High Performance Manager
- Hoby Darling – President of Human Performance Division at Logitech



CO-FOUNDERS

Employees #3 and #5 at biotech who created technology. Served 3 years each before spinout.



JEFF BYERS
CEO

Former NFL player. Finance, growth, and partnerships background, MBA



ERICA GOOD
COO

Formerly at McKinsey & Co. Engineering & business background, MBA

WE ARE COMMITTED TO CLEAN SPORT AND COMPLIANCE



Every batch of our flagship product is tested for banned substances under the Informed-Choice and Informed-Sport programs at an accredited lab to provide the highest level of assurance that it is safe for athletes to use and permitted in sport.

We are committed to clean sport and our products will always remain compliant with the World Anti-Doping Agency (WADA) list of prohibited substances.

THANK YOU

Thank you for your interest in our brand.

We look forward to hearing more from you.

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