



CUSTOMER SUCCESS SPOTLIGHT



DAS Labs was founded by two brothers with over 20 years of experience in digital marketing. Both brothers started their first supplement company selling an l-arginine based heart health product. The product did well enough that it caught the attention of outside investors. With their first company doing well, the brothers decided to expand into sports nutrition and co-founded their second company in the wellness space, DAS Labs.

THE BIRTH OF A NEW DYNAMIC BRAND

DAS Labs launched with several SKUs - including a pre-workout using a similar nitric oxide pathway as their first company.

Unlike their first company, DAS Labs quickly entered the brick and mortar space, rapidly scaling with shelf space at GNC, Vitamin Shoppe, and more.

The sports nutrition industry is constantly innovating and bombarded with brands large and small. A new brand enters the space every month.

HOW DID DAS LABS NOT ONLY SURVIVE, BUT THRIVE IN THE ULTRA-COMPETITIVE NICHE OF PRE-WORKOUTS?

DAS Labs immediately knew they had to formulate a preworkout that end users could feel almost instantly. Taste was also a high priority.

When your target demographic consumes Red Bull and other flavor packed energy drinks, the taste profile has to be dialed in.

They chose to utilize AstraGin® in their pre workout, knowing that its primary benefit - increased amino acid absorption - would result in more bioavailable citrulline and arginine in the bloodstream for a faster and better "pump".

When DAS Labs eventually decided to expand their product lineup, they also included ActiGin® in their premium pre-workout. Woke AF is geared toward long-time supplements users, often times the most demanding and picky end user in the nutrition industry.

THE FUTURE IS BRIGHT

Now moving over 20,000 units a month and in 1,000+ GNC stores, DAS Labs has achieved considerable success within a short time frame.