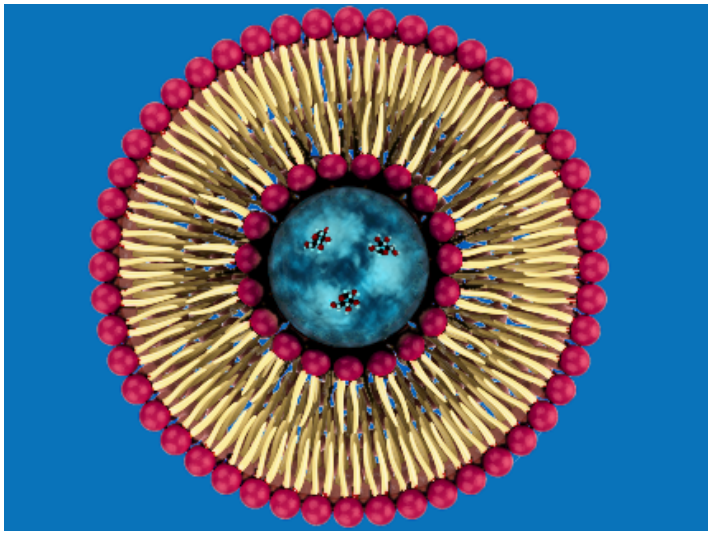
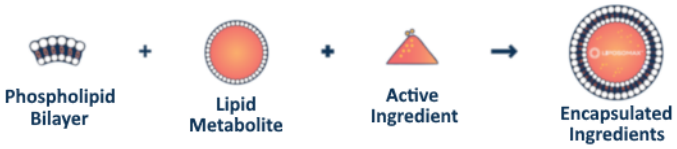
PLAY VIDEO

PureWay® Creatine is a researched, high quality creatine monohydrate, optimised for superior absorption and uptake. New research demonstrates its efficacy in sports nutrition and cellular health.





PRODUCT PROFILE SHEET

PureWay® Creatine is different from standard forms of creatine available on the market as it is manufactured in a true liposomal form, which facilitates the uptake, distribution and release kinetics of actives.

Creatine & Sports Nutrition

Athletes commonly use high amounts of creatine to boost strength, enhance performance, and increase muscle mass[1,2]. Typically, adenosine triphosphate (ATP) is depleted after around 10 seconds of intense activity. Studies indicate that creatine may increase **ATP production**, helping maintain peak performance for a longer period. **Recent research**[3] shows that PureWay® Creatine could provide **improved creatine delivery and absorption**. Therefore, this innovative solution may be relevant for professional athletes, particularly when used at higher dosages.

Creatine & Cellular Health

Creatine is well known for its role in muscle energy, but what is often overlooked is its critical role in **protecting cells** from oxidative damage, especially under high metabolic demand. **New research**[3] shows that PureWay® Creatine not only supports ATP production more efficiently but also provides statistically significant **protection** against **oxidative stress at a cellular level.**

How does LiposoMax® work?

Liposomes are spherical structures enclosed by a phospholipid bilayer. Phospholipids are similar to the makeup of cell membranes, so **when an ingredient encapsulated in liposomes is ingested, the body recognises it more efficiently**.

Liposomes pass through the digestive tract without much nutrient loss and travel directly into the bloodstream where they can be delivered directly into the body's cells.

Product Advantages

- ✔ **Beyond Traditional Creatine Supplementation**
  superior benefits supported by specific new research
- ✔ **Improved Absorption and Fast Creatine Delivery**
  thanks to the lipid metabolites in LiposoMax™
- ✔ **Dosage Flexibility**
  allows for combination with other ingredients, interesting delivery forms and high dosages for demanding athletic performance
- ✔ **Proprietary All-Natural Process**
  no alcohols or solvents are used
- ✔ **Stable**
  can be used in different applications (including liquids) independent of pH
- ✔ **Vegetarian & Vegan**
- ✔ **Kosher & Halal Certified**

Research

PureWay® Creatine Research

New in-vitro research[3] (2025) highlights the ability of PureWay® Creatine far beyond traditional creatine supplementation by offering superior antioxidant protection and support for mitochondrial function and improved intracellular absorption.

Key highlights from Study:

- **Nearly 2x better absorption vs standard creatine**: Faster and far greater intracellular creatine levels at every time point tested (1, 3, 6 & 12 hours).
- **Enhanced mitochondrial protection**: In oxidative stress conditions (H_2O_2), PureWay® Creatine delivered improved cellular protection and viability compared to non-liposomal creatine.
- **Full viability restoration:** At 10 mM concentration, only PureWay® Creatine was able to restore 100% mitochondrial enzyme activity (MTT assay), demonstrating superior cytoprotective efficacy**.**
- **Rapid and efficient cellular delivery:** Liposomes delivered creatine directly into cells, bypassing transporter limitations and allowing better support for ATP regeneration.

PLAY VIDEO

PUREWAY® Creatine

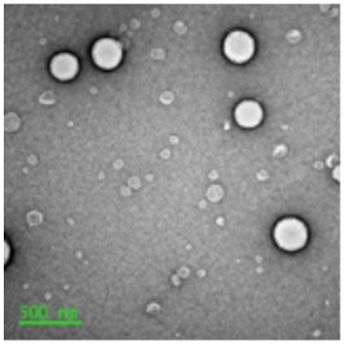
- **Dual benefit:** According to this research, PureWay® Creatine may not only boost ATP production but it may also reduce the accumulation of reactive oxygen species (ROS), thus promoting healthier cellular metabolism, physical performance and recovery.

Manufacturing Process

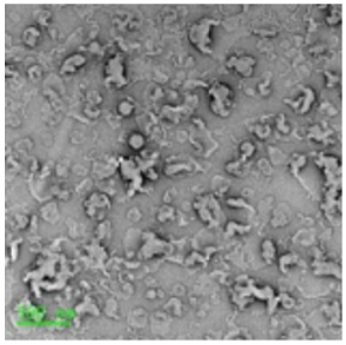
The market is saturated with liposomal products that rely on "thin film dispersion" or "double freeze-dried emulsions" - methods that may unfortunately produce volatile liposomal delivery where the nutrients disperse before making it into the cell.

After years of research and improvements, One Innovation Labs has perfected LiposoMax®, an advanced liposomal delivery encapsulation technology which encapsulates ingredients with a lipid bilayer to deliver superior results.

The technology is created with a proprietary all-natural process using no alcohols or solvents and with Non-GMO, Vegan, Halal and Kosher sunflower lecithin. Micro-analytical images show LiposoMax® vs other liposomal foms (in the example, the active used is Vitamin C) highlighting the benefits of this technology:



Liposomal PureWay-C® 70% Powder



Other liposomal brands

Product Safety

Creatine is one of the most extensively studied dietary supplements and is recognised for its safety and efficacy.

The liposomal formulation of creatine is **not known** to alter the inherent safety profile of creatine and may further enhance its tolerability and absorption efficiency.

This product is manufactured in accordance with current Good Manufacturing Practices (cGMP) and complies with relevant safety and quality standards.

Product Range

Ingredient	Active	Concentration	Available Grade
PureWay Creatine	Creatine	65-75%	Powder

More available PureWay® Liposomal grades:

Ingredient	Active	Concentration	Available Grade
PureWay B	Vit B Complex	Ask for details	Powder
PureWay C	Vitamin C	67-73%	Powder
PureWay C	Vitamin C	47-53%	Water Dispersible*
PureWay D	Vitamin D3	Min. 1.625mg/g	Powder
PureWay G	Glutathione	68-75%	Powder
PureWay M	Melatonin	50-55%	Powder
PureWay Multi	Multi Vitamin	Ask for details	Powder
PureWay Q	Quercetin	68-75%	Powder
PureWay Q10	CoQ10	70-80%	Water Dispersible*

**Powder Form*

Product Pack Size

The pack size for PureWay® Creatine is 15kg bags.

Product Applications

The PureWay® range is stable to use in all applications, e.g. tablets, sticks, sachets, gummies, powder to be mixed in hot and cold beverages – independent of pH. We highly recommend sampling PureWay® Creatine to ensure it meets the requirements of your specific application.



PLAY VIDEO

PUREWAY® Creatine

Approved Health Claims

Creatine benefits from the following health claims, officially approved by the European Food Safety Authority (EFSA):

Creatine increases physical performance in successive bursts of short-term, high intensity exercise

- This health claim is permitted exclusively for foods that deliver a daily intake of 3 grams of creatine. To use this claim, it is essential to clearly inform consumers that the beneficial effect is achieved with a daily intake of 3 grams. Additionally, this claim applies only to products aimed at adults engaging in high-intensity exercise, in accordance with EFSA regulations (2011;9(7):2303 739, 1520, 1521, 1522, 1523, 1525, 1526, 1531, 1532, 1533, 1534, 1922, 1923, 1924).

Daily creatine consumption can enhance the effects of resistance training on muscle strength in adults over the age of 55

- To ensure proper use of this claim, it is crucial to clearly communicate that it is intended exclusively for adults aged 55 and above who consistently participate in resistance training. The positive impact is realised when individuals consume a daily intake of 3 grams of creatine in conjunction with ongoing resistance exercise. This approach requires gradually increasing the intensity of workouts, aiming for sessions at least three times per week over several consecutive weeks, and maintaining an effort between 65% and 75% of their one-repetition maximum. It is important to note that this health claim applies solely to products designed for adults over the age of 55 who follow a regular resistance training routine, as stipulated by EFSA regulations (2016;14(2):4400).

In summary, to satisfy the requirements for both EFSA-approved health claims, it is necessary to provide a **daily intake of 4.5 grams of PureWay® Creatine**. This amount ensures compliance with the regulatory standards and delivers the benefits outlined for each claim.



About

one INNOVATION LABS

One Innovation Labs is a global science-based company specialising in R&D and manufacturing of unique, safe and efficacious proprietary ingredients.

References

1. *Mills et al. (2020)* Effects of Creatine Supplementation during Resistance Training Sessions in Physically Active Young Adults.
2. *Rawson & Volek. (2003)* Effects of Creatine Supplementation and Resistance Training on Muscle Strength and Weightlifting Performance.
3. *Perez et al. (2025)* LiposoMax Liposomal Creatine® demonstrates superior metabolic and mitochondrial support through improved cellular absorption. *Unpublished Data.*

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