

## Nuritas Launches PeptiSleep™ Campaign: Revolutionary AI-Discovered Sleep Peptide Ready to Transform Consumer Wellness

**Dublin (June 30<sup>th</sup>, 2025)** - [Nuritas](https://nuritas.com), the pioneering AI-precision technology company creating next-generation cell-signaling peptide ingredients from nature, launched its first multi-pronged campaign centered on [PeptiSleep](#), a powerful new product that improves both the quantity and quality of a night's sleep. This initiative spotlights the groundbreaking clinical evidence behind the world's first AI-discovered plant-based peptide specifically designed to enhance all stages of sleep.

"Quality sleep shouldn't be a luxury – it's fundamental to human wellbeing, yet millions struggle with sleep issues that impact every aspect of their lives," emphasizes Dr. Nora Khaldi, Founder and Chief Executive Officer of Nuritas. "Traditional sleep solutions often address only one aspect of sleep or come with unwanted side effects. [PeptiSleep](#) is fundamentally different. It's the first AI-discovered peptide that works naturally across all four phases of the sleep cycle, offering a completely novel approach to improve sleep for the millions that struggle to get quality sleep."

### The Science Behind PeptiSleep

PeptiSleep represents a paradigm shift in natural sleep enhancement, born from Nuritas' cutting-edge AI platform that unlocks the hidden potential of plant-based bioactive peptides. Derived from brown rice, this revolutionary ingredient addresses sleep challenges by working synergistically across all four phases of the sleep cycle.

The clinical evidence is nothing short of extraordinary. In a comprehensive clinical study utilizing advanced smart ring technology with biometric sensors, there was an increase of 32% in heart rate variability (HRV is an indicator of how well your body can adapt to its environment and perform), 17% deep sleep, and 40 minutes of total sleep when taking PeptiSleep™. Readiness and sleep scores also improved with PeptiSleep™. Unlike traditional sleep aids that can leave users groggy, PeptiSleep delivers these benefits with no morning hangover effects.

The research data demonstrates measurable improvements in sleep readiness scores and overall sleep quality metrics, positioning PeptiSleep as a breakthrough ingredient that product formulators and brand managers need to pay attention to in order to serve the millions of consumers seeking natural and effective sleep support.

### Sleep Like You Mean It: Because rest this good needs a plan

PeptiSleep's summer campaign gives consumers the opportunity to try PeptiSleep in a sleep gummy form, so that they can experience the product's benefits for themselves. The campaign is Nuritas's most comprehensive consumer engagement initiative to date, featuring multiple strategic activation channels designed to maximize reach and impact across key consumer touchpoints. The program also focuses on the creation of User Generated Content (UGC) and encourages samplers to track their sleep stats, providing social proof that the time for brands to bring a winning sleep product to market is now.

### Consumer Sampling via PinchMe: The Better Sleep Kit

The campaign kicks off with an exclusive consumer sampling program through PinchMe, a leading sample distribution platform with 11 million members. This strategic partnership enables qualified consumers to experience PeptiSleep firsthand, creating authentic product trial opportunities. The PinchMe activation is designed to reach sleep-conscious consumers who actively seek natural wellness solutions.

### Subject Matter Experts & Influencers Weigh in on PeptiSleep

Nuritas is launching an innovative dual-track program featuring both social media influencers and subject matter experts in the wellness and sleep science communities. This carefully curated program pairs lifestyle influencers on Instagram and YouTube known for their authentic wellness content with sleep experts and nutritionists who can speak about their personal experience

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with PeptiSleep. Each partner receives a unique VIP sample kit with sleep swag, including an eye mask and satin pillowcase, in addition to a three-day supply of PeptiSleep sleep gummies.

The [PeptiSleep](#) campaign launch marks a pivotal moment for Nuritas as the company expands into new markets and reaches new consumer segments with more peptide ingredients in its mission to impact the lives of billions. As the campaign unfolds, Nuritas anticipates exciting market response and consumer engagement, positioning PeptiSleep as a must-have ingredient for brands and for consumers seeking science-backed, natural sleep support.

## About Nuritas

Using its AI-powered Magnifier™ platform, Nuritas identifies and develops scientifically backed plant peptide ingredients for supplement, food, and beverage brands seeking to improve health outcomes and empower people to live healthier lives. Learn more about branded ingredients PeptiStrong®, and PeptiSleep™ at [nuritas.com](https://nuritas.com) or by following Nuritas on LinkedIn.

Brands interested in learning more or requesting a sample of any of Nuritas' plant peptide ingredients can visit [our website](#) or email [info@nuritas.com](mailto:info@nuritas.com).

## For media inquiries:

*Nuritas Communications Team*

Email: [press@nuritas.com](mailto:press@nuritas.com)

Phone: +353-1-234-5678

Website: [www.nuritas.com](https://www.nuritas.com)