

## Nuritas Announces New Consumer Product Launches Featuring PeptiSleep™, PeptiStrong™, and PeptiYouth™

**Dublin (August 18<sup>th</sup>, 2025)** — Nuritas, the leader in AI-discovered cell-signalling peptides from plants, announces a series of major consumer product launches across sleep, muscle health, and skin wellness, featuring its signature ingredients: [PeptiSleep™](#), [PeptiStrong™](#), and [PeptiYouth™](#).

These launches mark a significant step forward in the global expansion of Nuritas-powered functional products — bringing clinically backed, natural peptide innovation to everyday wellness routines.

### Sleep Innovation Goes Mainstream with PeptiSleep™

Nuritas' newest ingredient, PeptiSleep™, is now available in multiple new consumer products that just launched both in stores and online:

- [Nutrabio – Deep Sleep](#)
- [Nutrabio x EndurELITE – Sleep Elite](#)
- [Healthgevity – Sleepgevity](#)
- [The Feed / Foundation – Dream Shot](#)
- [Brik – Sleep Gummies](#)

These launches represent the first wave of consumer products featuring PeptiSleep™, Nuritas' breakthrough plant-based sleep ingredient. Clinically proven to support all phases of the sleep cycle — from faster sleep onset to improved sleep quality and next-day refreshment — PeptiSleep offers a melatonin-free alternative for those seeking natural, effective sleep solutions. Its rapid adoption by leading brands reflects growing demand for next-gen sleep ingredients backed by science and sustainability.

### PeptiStrong™ Expands Its Global Reach

Nuritas' muscle health ingredient PeptiStrong™, already recognized for its clinically proven effects on muscle maintenance and recovery, is now featured in several new launches:

- [Vital Nutri \(Japan\) – Vital Strong](#)
- [Essential Nutrition \(Brazil\) – LiveStrong](#)
- [MuscleTech \(USA\) – Recovery Peptide-144](#)

PeptiStrong is continuing to gain traction with major brands in key global markets, now making its debut in Japan, a market known for high consumer standards and innovation in functional nutrition. The launch with Vital Nutri underscores PeptiStrong's global scalability and appeal. In the U.S., MuscleTech's adoption of PeptiStrong marks its entrance into one of the most competitive sports nutrition categories, aligning the ingredient with a brand known for performance credibility and mainstream reach. Together, these launches accelerate PeptiStrong's positioning as a premier ingredient for recovery and muscle health.

### PeptiYouth's™ Newest Skin Wellness Product

- [Sonäge – A-Eye Peptide Serum™](#)

This marks the first new consumer product in several years to feature PeptiYouth™, Nuritas' bioactive peptide for skin health and rejuvenation. Known for supporting collagen production and reducing visible signs of aging, PeptiYouth is now powering a targeted eye serum from Sonäge, a clean beauty brand committed to plant-based science. The launch signals renewed interest and momentum in the cosmetic application of Nuritas' peptide portfolio.

## 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.

# NURITAS

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).

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