



See nature differently

PRESS RELEASE

Nuritas
199 Elm Street
New Canaan, CT 06840
Nuritas.com

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Contact: Erin Robbins
MarketPlace
erin.robbins@marketplacebranding.com
+1-314-366-3562

Nuritas Launches Peptide Intelligence Series and Brings Peptide Innovation to SupplySide Global

Show attendees can sip a Pepti-Pumpkin Spice Latte, pick up a WIN Rise + Restore Kit featuring PeptiSleep™, and hear CEO Dr. Nora Khaldi on the future of sleep and stress solutions

NEW CANAAN, Conn. (October 22, 2026) – [Nuritas](http://Nuritas.com), the global leader in peptide intelligence using AI to discover and clinically validate peptides from nature, today announces the **Peptide Intelligence Series**, a new educational webinar series for the nutrition industry, alongside its lineup for SupplySide Global, taking place October 28–30 at Mandalay Bay in Las Vegas. At booth #3345, Nuritas will serving peptide-powered coffee and showcasing PeptiSleep™ through a collaboration with Women in Nutraceuticals (WIN) and TSI Group.

The five-part Peptide Intelligence Series is designed for brand owners, product developers, formulators, and regulatory teams who want a clear, science-first understanding of how bioactive peptides are discovered, validated, and brought to market. Sessions include:

- **[Peptide 101](#)**: What peptides are, how they differ from protein, and how they signal in the body
- **Peptide Intelligence for VMS**: Applying clinically studied peptides in vitamin, mineral, and supplement formats
- **Peptide Intelligence for F&B**: Formulating peptides into foods and beverages that hold up to real-world processing
- **Peptide Intelligence for Product Innovation**: Using peptide science to identify and develop new product concepts
- **Peptide Intelligence for Regulatory & Claims**: Navigating the regulatory landscape and substantiating claims for peptide ingredients

The first session in the series, [Peptide 101: Peptide intelligence for the next generation of product innovators](#), will kick off Nov. 16. Other series dates and registration details will be available [here](#).

“Peptides are one of the most talked-about ingredients in nutrition right now, and with that attention comes a lot of noise,” said Dr. Nora Khaldi, founder and CEO of Nuritas. “Brands are asking smart questions: What are peptides?, How are they validated?, How do they perform in a formula? And what does it take to make a responsible claim? The Peptide Intelligence Series is our way of answering those questions openly, drawing on more than a decade of discovery and clinical work so the whole industry can innovate with more confidence.”

That focus on translating peptide science into practical industry applications will continue at SupplySide Global, where Dr. Khaldi will speak in the session, “[The future of sleep and stress solutions: Data-driven insights and innovation](#)” on Wednesday, October 28, from 2:15 to 2:45 p.m. PT on the Supplement Solutions Stage (booth #1359, Shoreline, Level 2). Moderated by SupplySide’s Cassie Smith, the session will explore how biometric data such as heart rate variability and sleep metrics can help brands build compliant solutions that resonate with consumers. The topic builds on Nuritas’ recent [peer-reviewed PeptiSleep pilot study](#) in *Sleep Medicine: X*, which paired a clinically validated sleep questionnaire with Oura Ring biometrics tracked in participants’ own homes.

Created in collaboration with WIN and TSI Group, the Rise + Restore Kit pairs complementary morning and evening formulas designed to bookend the day. Both come in TSI Group’s fizzy FZZR™ delivery format, which can be mixed into water or enjoyed directly on the tongue. The AM Rise formula features enfinity® paraxanthine and sageXtra™ for focus and energy, while the PM Restore formula combines PeptiSleep™ with AstaReal® astaxanthin to support sleep and nightly recovery. Kits are available while supplies last at the booths of participating partners: Nuritas (#3345), TSI Group (#5873), Stratum Nutrition (#4249), and AstaReal Inc. (#6637).

For attendees running on show-floor caffeine, Nuritas will be pouring PeptiStrong®-powered coffee and espresso at its booth, including a signature Pepti-Pumpkin Spice Latte. The seasonal menu showcases how easily Nuritas ingredients can be incorporated into familiar consumer formats, building on the company’s application work demonstrating heat stability in retort and Ultra-High Temperature beverage processing.

SupplySide Global attendees are invited to visit booth #3345 to explore applications for PeptiStrong® and PeptiSleep™. Brands interested in learning more or requesting a sample of any of Nuritas’ plant peptide ingredients can visit [Nuritas.com](https://www.nuritas.com) or email info@nuritas.com.

About Nuritas

Nuritas is a global peptide intelligence leader using AI to discover and develop scientifically validated bioactive peptides from nature. Through its AI-powered Magnifier™ platform, Nuritas identifies plant-derived peptides and translates them into branded ingredients for supplement, food and beverage companies seeking to improve health outcomes and empower people to live healthier lives. Learn more about branded

ingredients [PeptiStrong®](#) and [PeptiSleep™](#) at nuritas.com or by following Nuritas on [LinkedIn](#).