



## Indur Launch Outpaces the Competition with Release of Most Advanced Workout Accelerator

*SR CarnoSyn® Sustained Release Beta-Alanine and Peak ATP® Standouts Among 12 Clinical Doses of Powerful Ingredients to Optimize Training Performance*

**DALLAS – June 26, 2017** – Indur., a health and wellness lifestyle and products company dedicated to empowering individuals to take control of their own physical health and appearance, will release its newest supplement product June 30, 2017. [Indur Launch](#), a clinically advanced workout accelerator, will be the first product on the market containing a superior and patented form of beta-alanine with a sustained release profile that provides increased daily dosing and improved muscle retention of carnosine. Beta-alanine is the building block of carnosine, a molecule that helps buffer lactic acid in muscles, increasing physical performance and aiding in lean-mass gain. Patented by CarnoSyn®, the unique microencapsulated form, SR CarnoSyn®, allows for sustained release that limits the tingling sensation caused by beta-alanine, allowing athletes to take higher single doses. In addition, Indur Launch is among the only leading workout supplements to contain Peak ATP®, an ingredient shown to double the effects of resistance training alone, resulting in a 100 percent (100%) potential increase in lean mass, 147 percent (147%) potential increase in total body strength, and 30 percent (30%) potential increase in power compared to a placebo.

The breakthrough workout supplement is designed for men and women, from high school, collegiate and professional athletes, to those who train regularly and want to maximize endurance and performance. With 12 powerful ingredients, Indur Launch is non-GMO, gluten-free, naturally sweetened, and free of any banned substances. Indur Launch was formulated to produce natural energy and focus without the use of caffeine and can be consumed on training days and on off-days.



Further differentiating itself from the competition, the suggested serving size of Indur Launch is 35 grams, compared to other leading brands' serving sizes ranging from six to 12 grams. By working with manufacturers and selling directly online to eliminate the middleman, Indur is able to deliver its powerful formulation at a cost substantially less per serving size than the leading competition. Clinical research shows the ingredients in Indur Launch naturally protect the integrity of muscle tissue at the cellular level, increase blood flow to working muscles, promote muscle hypertrophy, raise metabolism,

speed up recovery times, lessen muscle soreness and fatigue, support growth hormone levels, optimize antioxidant defenses, and support cognitive function and mood.

“I’m ready to challenge the sports supplement industry with the release of Indur Launch. Unlike other companies with products that contain negligible doses of key ingredients, that is, if they are using key ingredients, every ingredient in Indur Launch has been researched, tested and provided in specific dosages to deliver maximum effectiveness,” said Brandt Beal, founder and CEO, Indur.

Indur, launched earlier this year, offers an array of products and services to empower individuals to look and feel their best and offer a smarter approach to healthy living. The Indur system starts with diagnostic testing for individuals to first understand what’s going on inside their bodies and eliminate the guesswork. The lab results, reviewed by a board-certified physician, allow individuals to make better decisions about nutrition, fitness and lifestyle changes – at a fraction of the cost of traditional blood testing. Leveraging an individual’s medical laboratory test results, [Indur IQ](#) then provides specific product, as well as fitness, nutrition and lifestyle, recommendations, from supplements to skincare, to help that individual along the journey to optimal health, whether it be to lose weight, increase performance, build muscle or just feel better inside and out.

Beal continued, “We’ve become a society dependent on medicines and other quick-fixes, without fully understanding the underlying issue or cause. Through Indur, we have made blood testing accessible and simple for consumers to gain knowledge about their bodies starting from the inside and take that information to make better decisions. We offer supplement and skincare products, all clinically researched and tested, to complement each individual’s specific body type, goals, conditions and other lifestyle factors. Indur Launch is the newest in our lineup of clinically advanced products to help individuals achieve real results.”

Indur Launch is available for a limited time, from June 26-29, 2017, at a special pre-sale price of \$48.75 with coupon code LAUNCH25. On June 30, 2017, Indur Launch is available for shipping at its regular retail price of \$65. Each package of Indur Launch includes a 30-day supply. For more information, visit <https://getindur.com/indur-launch-367.html>.

### **About Indur**

Founded in 2017, Indur was created to help discerning men and women improve their health and appearance through direct access to laboratory services; wellness insight; and, healthy, effective supplementation and skin care solutions. Indur is dedicated to cutting through a crowded, ineffective, cookie-cutter industry with a contemporary approach to health and wellness that helps millions look and feel their best by supporting a lifestyle of empowerment and control regarding one's own physical health and appearance - from the inside out. For more information, visit [www.getindur.com](http://www.getindur.com). *Life is hard no matter what. It's all about how we INDUR.*

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