

PRTCL Products Disrupts Nutritional Supplement Industry & Celebrates One-Year Anniversary

70% of Women Surveyed Prefer Taking A Supplement Created Specifically For The Female Body



Atlanta, Georgia Jan 31, 2022 ([Issuewire.com](https://www.issuewire.com)) - While approximately 50 percent of businesses fail in the first year, [PRTCL Products](#) has beaten the odds even amidst a pandemic, completely disrupting the nutritional supplement industry by meeting an unmet demand for a nutritional supplement scientifically formulated specifically for women.

In a recent survey, 69 percent of women said they would like to take a nutritional supplement created specifically for the female body. While the global protein supplement market was estimated at \$38.5B in 2020, none of those products were scientifically formulated for women.

One year ago this month, PRTCL launched a new line of sports nutrition supplements formulated specifically for a woman's body and her nutritional needs. The scientifically backed collection, which includes protein powders, an immunity booster, and pre- and post-workout formulas, is the only line on the market created by and for women, filling a gaping void in the industry. The products provide a holistic solution to help women reach their athletic and wellness goals, touting sustainable packaging and flavorful mixes.

The survey also indicated 92 percent of women experience low energy, which can often be attributed to a calorie-restrictive diet. This can be detrimental to an active woman's health. In fact, a recent study from Rutgers University indicated female athletes are often deficient in vitamins B and D, zinc, magnesium, and calcium from exercise-related stress and inadequate dietary intake.

Formulated with vitamins, minerals, and antioxidants to complement a woman's unique nutritional needs and hormonal cycle, PRTCL products are intended to help build strength and energy levels, and promote overall wellness. Most of the currently available nutritional supplements marketed to women are the same products sold to men in generic packaging. Additionally, many are geared toward weight or fat loss alone, instead of total health.

"Women have been waiting to be seen in the sports nutrition space, and our products not only help them reach a peak level of overall wellness, but also hold space for them in a market long saturated by products only for men," said Donna Burke, Managing Director of PRTCL Products and NASM certified personal trainer, health coach/nutritionist, and an Oh! Baby pre/post-natal fitness specialist. "Everything about what we are doing with PRTCL, including our official brand sponsorship of the [North Carolina Courage](#) professional women's soccer team, aims to better represent women and equalize them in all aspects of sports, not just sports nutrition. We are just getting started," states Burke.

Developed by a team of 90% women, PRTCL Products truly are made for and by women. The collection aims to help women get back on track with vitamins and minerals that improve energy, provide an immune boost and replace much-needed nutrients. The PRTCL collection includes:

- **ESSENTIAL**, a whey protein powder, is fortified with vitamins and minerals such as vitamin D, magnesium, and iron, which are often limited in a low-calorie diet. ESSENTIAL contains 20 grams of protein per serving, the optimal dose for women's bodies. ESSENTIAL was formulated to be a dietary additive that can be used in cooking and baking and comes in unflavored, French vanilla and dark chocolate flavors.
- **STAMINA**, a pre-workout and lifestyle supplement, is designed to provide energy throughout

the day. While many formulas contain 300mg of caffeine, STAMINA contains about the same caffeine as a cup of coffee (approximately 95mg) with added B vitamins and amino acids to slow absorption for sustained energy without the crash. STAMINA helps to provide more blood flow to muscles to improve function and energy and is available in lemon citrus and cranberry grapefruit flavors.

- **REPAIR**, a post-workout supplement, is designed to help the body recover after a strenuous workout. With all nine essential amino acids, coconut water powder for potassium, and vitamins D, E, K, C, calcium carbonate, and antioxidants, this product helps fight the oxidative state and repair muscle quickly. Flavors include blackberry lemon and mint limeade, which can be added to water or used as an ingredient in mocktails.
- **SUPPORT**, an immunity booster, aids recovery from workouts and promotes overall wellness. SUPPORT is formulated with vitamins A, C, D, E, folic acid, potassium, sodium, green tea, magnesium, elderberry, and zinc. SUPPORT is unflavored and can be added to most beverages, including coffee and smoothies.

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About PRTCL:

PRTCL (pronounced “particle”) is the only line of nutritional supplements created by women, for women and formulated for their specific nutritional needs and everyday health goals. Founded in 2020, PRTCL’s products are backed by scientific research and contain the essential vitamins, minerals, and nutrients that women need to build strength, sustain energy, promote muscle recovery, and support immune function. To learn more about PRTCL, visit prtclproducts.com.



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