

COMET

PROTEIN POWDER

FEATURING

ARRABINA[®]

CASE STUDY



Protein & Fiber, A Hunger Crushing Duo

Consumers are busy! They need convenient, on-the-go options that align with their nutritional goals. Protein shakes are consumed regularly as a quick meal replacement or snack to keep hunger at bay. The combination of protein and fiber provides even greater benefits and longer satiety.

64%

of nutritional
drink consumers
look for high
protein options*

fiber ranks second
on the list of desired
nutrients that
respondents are
trying to consume at
61%, closely trailing
protein at 67%***

32%

of US nutrition drink
consumers are
interested in prebiotic
ingredients in weight
loss, nutrition or meal
replacement drinks**

46%

of GLP-1 users said
they increased their
fiber consumption
after starting the
medication****



*Kantar Profiles/Mintel, January 2023

**Kantar Profiles/Mintel, January 2024

***IFIC Food and Health Survey, 2023

****Innova Ozempic & UPF Survey 2024 (Average US)

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Contact Our Sales Team:

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Arrabina® L Fits Every Formulation Need:

Light-colored, fully soluble powder

Heat & acid stable

Low viscosity & neutral mouthfeel

Low serving size for prebiotic claim*

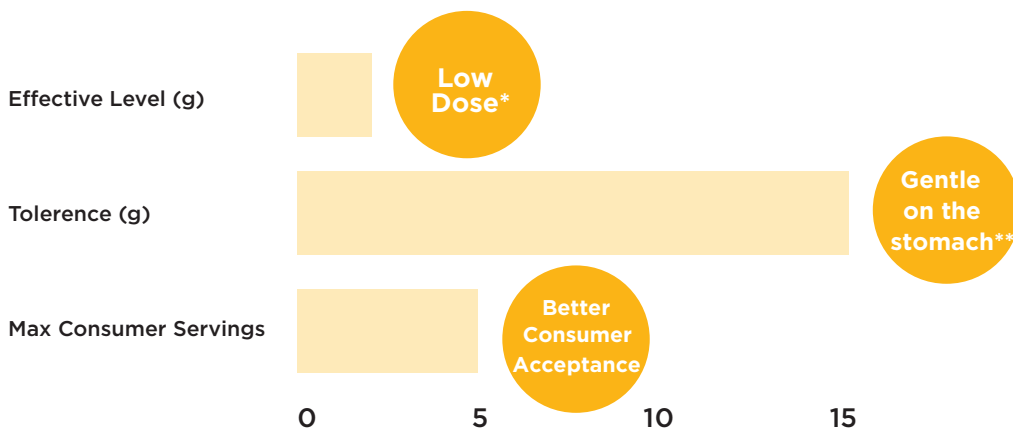
Tested in 20+ applications

Challenge:

The protein powder market is more competitive than ever, with countless options lining grocery store shelves and dominating Amazon listings. To stand out, brands must innovate. One effective strategy is formulating protein powders with added functional benefits, such as prebiotic dietary fiber to support gut health. However, not all dietary fibers are created equal—many can be gritty or contribute to bloating and digestive discomfort.

Solution:

Arrabina L makes it easy to formulate protein powders that are high in fiber and taste great, making it a treat rather than a chore to consume protein and fiber. The fully soluble powder boasts excellent stability in solution and no gritty texture. In addition, Arrabina L is gentle on the stomach. Clinical trial results prove that even when 15 grams are consumed, there are no negative GI symptoms including bloating and gut discomfort. Though multiple servings can be consumed at a time, Arrabina L is a low-dose prebiotic dietary fiber with only 3.6 grams needed to promote the growth of bifidobacteria.*



*Damen, et.al., 2012; Chen, et.al., 2021; Walton et al. 2012; Windey et al., 2015; François et al., 2014; Maki et al., 2012; Collins et al., 2023

**Oliver Chen, Traci Blonquist, Kristen Sanoshy, Kathleen Kelley, Eunice Mah, The Effect of Arabinosyl on Gastrointestinal Tolerance in Generally Healthy Adults: A Randomized, Placebo-Controlled, Crossover Study, >, Volume 5, Issue Supplement_2, June 2021, Page 304.

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Better Nutrition Labels

Arrabina® L provides prebiotic fiber benefits and enables powerful on-pack claims.

Protein Powder with Arrabina® L

Nutrition Facts

servings per container

Serving size (36g)

Amount per serving

Calories 190

% Daily Value*

Total Fat 7g 9%

Saturated Fat 0.5g 3%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 370mg 16%

Total Carbohydrate 14g 5%

Dietary Fiber 6g 21%

Total Sugars 6g

Includes 4g Added Sugars 8%

Protein 21g

Vitamin D 0mcg 0%

Calcium 120mg 10%

Iron 3mg 15%

Potassium 80mg 2%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Potential On-Pack Claims at This Inclusion Level Include:

- ✓ Supports the growth of beneficial bacteria in the gut*
- ✓ Bifidogenic*
- ✓ NutraStrong™ Prebiotic Verified
- ✓ Supports digestion/digestive health*
- ✓ Supports healthy blood sugar levels**
- ✓ Supports glucose metabolism**
- ✓ Promotes metabolic health**
- ✓ Modulates metabolic homeostasis**



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