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LTH Launches NOURISH - A Comprehensive Daily Greens + Multivitamin Supplement During National Nutrition Month



NOURISH is the latest product in Life Time's expansive, third party tested LTH supplement line

CHANHASSEN, Minn., March 24, 2025 /PRNewswire/ -- Life Time (NYSE: LTH) has launched its long-awaited drinkable multivitamin + greens powder, NOURISH, as part of the expanding line of proprietary LTH supplements. Created by Life Time's team of in-house product developers and registered dietitians, one scoop of NOURISH provides 23 essential vitamins and minerals – 21% more than another leading brand – including the optimal, superior forms of key nutrients such as vitamins A and B6, and zinc.

NOURISH was formulated in-house with third party testing to ensure its potency, safety and efficacy to support energy, immune health, focus and healthy gut function. With the addition of probiotics, digestive enzymes, and choline, as well as the advanced Peak O2 Mushroom blend, Sensoril® ashwagandha, CoQ10 and AstaReal® astaxanthin, it is a robust foundational daily product for those looking to meaningfully upgrade their supplement routine

with a more transparent formula than other alternatives.

"We've leveraged years of experience to build LTH NOURISH to ensure it's a potent, research-supported formula with high-quality ingredients and third-party testing," said Paul Kriegler, Registered Dietitian and Senior Director of Nutritional Products at Life Time. "In a world where drinkable greens are becoming a staple in many people's lives, NOURISH stands out by helping fill common nutritional gaps with essential vitamins, minerals, antioxidants, and gut-supporting nutrients to simplify and enhance daily wellness routines."

The global market for greens powders is projected to reach $991 million by 2031. With this growing demand comes an increasing number of options, making it challenging for consumers to identify high-quality, science-backed products. To give consumers peace of mind, NOURISH and all LTH products undergo extensive development to ensure they meet Life Time's unmatched standards for safety and effectiveness. Each product is consistently third-party tested and formulated by Life Time's expert team of registered dietitians.

NOURISH is now available for purchase on the Life Time Shop. It can also be purchased on Amazon.

A limited selection of LTH supplements are now also available on the LTH Tik Tok shop, with more products coming soon.

The launch of NOURISH is part of Life Time's continued expansion of its relaunched LTH supplement line of more than 50 products, including superior offerings such as REWIND Collagen Elixir and REVIVE Colostrum Powder, in addition to multi- and other vitamins, fish oil, protein, pre-workout, creatine, electrolytes, and more. Looking ahead throughout 2025, Life Time will introduce new products, including (Re)FUEL collagen protein bars, DREAM multivitamin magnesium sleep support powder and more.

For more information about Life Time, visit www.lifetime.life or follow on social media at Facebook, Instagram and LinkedIn. LTH is also on Instagram featuring education, experts and recipes.

About Life Time
Life Time (NYSE: LTH) empowers people to live healthy, happy lives through its portfolio of more than 175 athletic country clubs across the United States and Canada, complimentary, comprehensive healthy way of life app and nearly 30 of the most iconic athletic events in the country. The health and wellness pioneer uniquely serves people 90 days to 90+ years old through its healthy living, healthy aging, healthy entertainment communities and ecosystem, along with a range of healthy way of life programs and information, and trusted LTH nutritional supplements and products. Life Time was recently certified as a Great Place to Work®, reinforcing its commitment to fostering an exceptional workplace culture on behalf of more than 42,000 dedicated team members.

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