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Protein Pop Launches Protein Pop Balance, a Clear Prebiotic Soda with 15 Grams of Protein and 5 Grams of Fiber

Sip smart with our clear prebiotic soda — a balanced refresher for when you're on the go

SALT LAKE CITY, Sept. 3, 2026 /PRNewswire/ -- Rise Wellness announced the launch of Protein Pop Balance, the newest addition to its Protein Pop lineup of clear, ready-to-drink protein beverages. A sparkling, clear prebiotic soda, Protein Pop Balance is available now online at proteinpop.com and on Amazon, with distribution expanding to Target and other major retailers in mid-September. The beverage launches in four flavors — Lime Slush, Tropical Pineapple, Watermelon Lime, and Fruit Punch — giving consumers a lighter, gut-friendly option that rounds out the brand's growing portfolio of functional, protein-forward beverages.



Protein Pop Balance delivers 15 grams of protein, including 10 grams of clear whey protein isolate and 5 grams of collagen. The beverage also includes added prebiotics and 5 grams of fiber, working together to support a happy gut. This lightly carbonated, soda-like beverage is a balanced alternative to traditional protein shakes. The beverage contains 0 grams of sugar, is sweetened with a premium stevia leaf extract blend (Reb A, Reb M), and contains no artificial sweeteners, no caffeine, and no gluten, making it a refreshing, satisfying option for any time of day.

"Protein Pop Balance is all about giving people a lighter way to stay on track," said Darin Perry, CEO of Rise Wellness. "It's a smart way to support your gut and your protein goals at

the same time — without it feeling heavy. Balance brings together prebiotics, protein, collagen, and fiber in one can that's easy for consumers to grab and go."

Rounding Out the Protein Pop Lineup

Protein Pop Balance joins a lineup that now spans three distinct offerings. The original Protein Pop delivers 22 grams of whey protein isolate in a non-carbonated, clear format. Protein Pop Max (formerly Protein Pop Plus) delivers 30 grams of protein and bovine collagen in a carbonated can. With Protein Pop Balance, consumers receive a balance of lighter-protein, collagen, fiber, and prebiotic built for gut health, all in a refreshing beverage suited to any part of their day. All three — Protein Pop, Protein Pop Max, and Protein Pop Balance — are available at proteinpop.com, on Amazon, and at Target and other major retailers beginning mid-September.

About Protein Pop

Protein Pop is one of two brands owned by Rise Wellness, a wholly owned subsidiary of USANA Health Sciences, Inc. Protein Pop is a clear, ready-to-drink protein beverage brand delivering high-quality protein in a light, refreshing format. Designed as an alternative to traditional creamy protein shakes, Protein Pop offers a clean, modern approach to functional beverages that fit seamlessly into everyday routines. The Protein Pop lineup includes Protein Pop, Protein Pop Max, and Protein Pop Balance. For more information, visit www.proteinpop.com.

About USANA Health Sciences, Inc.

USANA Health Sciences, Inc. (NYSE: USNA) is a health and wellness company that owns and operates a portfolio of brands dedicated to helping people live healthier, more vibrant lives. Founded in 1992, USANA's core business develops and manufactures premium nutritional supplements, functional foods, and personal care products for Brand Partners and Preferred Customers across 25 global markets. Its portfolio also includes Hiya Health Products (78.8% controlling stake), focused on children's health and wellness, and Rise Wellness (100% owned), maker of Rise Bars and the Protein Pop line of clear protein beverages.

More information on USANA can be found at www.usana.com. More information on Hiya is available at www.hiyahealth.com. More information on Rise Bar is available at www.risebar.com.

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