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Soylent Unveils Complete Protein Powder: Science-Backed Formula Sets New Bar for Protein Powder Category

LOS ANGELES--(BUSINESS WIRE)-- **Starco Brands** (OTCQB: STCB) announced today that **Soylent** — maker of award-winning, science-backed nutrition shakes with a mission to make complete, sustainable nutrition accessible, appealing and affordable to all — unveiled its latest innovation, **Soylent Complete Protein Powder**. Initially available on soylent.com and amazon.com in both Chocolate and Vanilla, Soylent Complete Protein Powder levels up the protein shake category by offering a blend that is as nutritious as it is delicious.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240416559806/en/

New Soylent Complete Protein Powder levels up the protein shake category by offering a blend that is as nutritious as it is delicious. (Photo: Business Wire)

The Science of Complete Nutrition

Soylent's Complete Protein Powder is a marvel of nutritional science, offering a comprehensive solution to daily dietary needs. "With 30g of complete protein, 0g of sugar, and 25% of 28 essential vitamins and minerals, we've created a product that doesn't just meet the standard for protein powders — it sets a new one," said Jamie Sullivan, vice president of marketing at Soylent.

This product boasts 5g BCAAs (branch chain amino acids), 3.5g MCT (medium-chain triglycerides), and 65mg DHA (docosahexaenoic acid), supporting muscle recovery and bone health and contributing to a cholesterol-lowering diet.

Soylent's Complete Protein Powder also boosts immune health and enhances brain function thanks to its rich omega-3 fatty acids, vitamins, and minerals. Its zero-sugar content and inclusion of MCT oil further distinguish it as a superior choice for individuals of all ages seeking to maintain a healthy lifestyle.

Ross Sklar, founder and CEO of Starco Brands, commented, "With Soylent Complete Protein, we have harnessed the power of science to create the world's most perfect protein powder. This product reflects our dedication to innovation and our passion to deliver superior nutrition that meets the needs of today's consumers."

Taste Meets Nutrition — for All

"We believe that you shouldn't have to sacrifice taste for nutrition, which is why our team has worked tirelessly to perfect the flavor profiles of our Chocolate and Vanilla powders," Sullivan added. This dedication to quality ensures a product that is not only effective but

enjoyable to consume.

Soylent Complete Protein ensures maximum digestibility and absorption, making every sip count. Suitable for vegans and vegetarians, this clean formula is free from artificial flavors, colors, and gluten, embodying Soylent's commitment to providing pure, effective, science-backed nutrition.

"Our goal is to provide a product everyone can enjoy, regardless of dietary restrictions. Whether you are powering through a late-night coding session or crushing it in the gym, Soylent Complete Protein has your back. Say goodbye to bland, chalky shakes and hello to a protein powder that is as smart as you are," Sullivan added.

Growing Market

Researchers forecast that the global vegan protein powder market could surpass revenues of US$ 9.07 billion by 2033, achieving a Compound Annual Growth Rate (CAGR) of 7.4%. With the United States at its core, North America is a pivotal market for vegan protein powder. This market growth is propelled by an increasing adoption of veganism and a rising number of vegetarians in the region.

About Soylent

Founded by software engineers who craved a simpler, science-backed answer to nutrition, Soylent offers an efficient, affordable, and tasty way to stay sharp throughout the day - the ultimate lifehack to consume the nutrients you need to function at your best. Recently named the "Best Meal Replacement Shake" by Kantar Research, Soylent's innovative product line-up includes Complete Meal Powders and Ready-to-Drink shakes, 100-Calorie Complete Snack Bars, Complete Protein Nutrition Shakes, and Complete Energy Shakes, each of which are formulated with the perfect amounts of vitamins, minerals and macronutrients to take the guesswork out of food. Soylent is headquartered in Los Angeles and operates as a separate business unit under the Starco Brands, Inc. (OTCQB: STCB) umbrella. To learn more about Soylent, please visit the brand website or social channels via Facebook, Twitter, Instagram, TikTok or LinkedIn.

About Starco Brands

Starco Brands (OTCQB: STCB) invents consumer products with behavior-changing technologies that spark excitement in the everyday. Today, its disruptive brands include Whipshots®, the world's only vodka-infused whipped cream; Art of Sport, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona® Pure, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand. A modern-day invention factory to its core, Starco Brands identifies whitespaces across consumer product categories. Starco Brands publicly trades on the OTCQB stock exchange so that retail investors can invest in STCB alongside accredited individuals and institutions. Visit starcobrands.com for more information.

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