



SimplySport T

All-purpose natural flavor modifier to enhance overall flavor profile and mask off-notes in sports performance powders/beverages.

- Usage level range 0.10-0.30% by weight in finished goods. Optimum usage level will vary by application.
- GMO Free
- Free of US recognized allergens
- No added MSG, HVP, gluten, soy, nucleotides, and yeast
- Manufactured in full compliance with the Food Safety Modernizations Act (FDMA) of 2011
- GFSI Standard-Certified
- FDA Registered
- SQF Certified
- Certified Kosher

APPLICATIONS

- Sports nutritional powders/beverages
- Nutraceuticals
- Candies
- Pies and cakes

BENEFITS

- Increase tart flavor
- Reduces off-notes of high intensity sweeteners
- Masks off-notes from caffeine bitterness
- Assists in calorie reduction while achieving desired sweetness
- Improves overall sweetness
- Enhances overall flavor profile



Get to know us.

At LifeWise Ingredients,
we're a family, and
we treat our customers as family.

Flavor is just the beginning.


LifeWise is a flavor modification company with more than 30 years of working in the food and beverage industry. We pride ourselves on natural flavor solutions that help our customers remove their flavor pain points. Our total focus is flavor modification.

Being a small company, we can turn on a dime and service our customers quickly and on point. What makes LifeWise unique is we have complete freedom to innovate within our market parameters to ensure that our products will be a perfect fit for our customers. We're innovative and always looking at upcoming trends in the food and beverage industry.

At LifeWise you will connect with a human being in a meaningful way. We're close to our customers, and they have come to expect immediate attention when needed.

If there is ever anything you need from LifeWise, please let us know. We would love to have you join our LifeWise family!

Dean Antczak



Scan here
to request a
sample:



WHAT MAKES US DIFFERENT

- **Focus:** Our knowledgeable staff is at the forefront of flavor trends and what consumers are looking for in taste and "good for you" foods.
- **Flexibility:** We run a lean business with fewer layers and efficient operation. That means we can get you what you need quickly.
- **Experience:** Established in 1991, LifeWise is celebrating 30-plus years of developing flavor modifiers.
- **Expertise:** LifeWise is a trailblazer. Our pioneer product was designed to replace the controversial ingredient, MSG.
- **Uniqueness:** Through innovation, ideation, research and development, we provide solutions to your food and beverage challenges.
- **Personal Service:** When you contact us you are connecting with an individual who will work closely with you, hear your concerns, and provide you the desired end product.
- **Heart:** We take pride in our work.