



INCEPTION

★ ★ ★ WHOLESALE ★ ★ ★

CATALOGUE

www.inception-labs.com



INCEPTION WHOLESALE COMPETITIVE ADVANTAGE

At Inception Labs, we help wholesalers maximize profits by offering them a higher margin than the industry standard. We protect that margin by not supporting discounter stockists; we are committed to helping you stay competitive in an ever-changing market.

All orders are shipped from our New Zealand-based warehouse for fast and efficient delivery. Our short supply lines provide stock reliability, including protein and creatine monohydrate. We also have no annual shutdown to ensure you can order and receive stock year-round.

WHAT MAKES INCEPTION LABS DIFFERENT?

Inception Labs is a locally owned, New Zealand-based company. We ship throughout New Zealand and work with national and international partners who know our brand represents quality. The Inception Labs product range has been purposefully designed to deliver high-quality, performance-based supplements for everyday use. Founder Matt Walley's knowledge of nootropics inspired the unique combinations of high-quality, clinically dosed ingredients used in all Inception Labs products.

All our formulations are driven by scientific research and proven results. We focus on what works and what will deliver optimal results for all our customers. Our products have been developed with the consumer in mind. We have ensured that all Inception Labs products are safe to consume on a sustained basis. No extraneous ingredients are used in our products; every component is purposefully selected to maximize results.



ATP SCIENCE

ATP Science is an Australian company, and globally trusted brand, that produces and sells sports supplements that have been designed to drive better physical performance for sports people, athletes, and bodybuilders. Science is at the centre of everything they do, from conception of their natural supplements to execution of the results. The three principles at the core of ATP Science are Research, Educate and Create – giving their brand a solid foundation for excellence.

ATP Science have an array of natural supplements for weight loss, gaining lean muscle, boosting energy or alleviating a certain vitamin deficiency. Every ingredient they use is thoroughly tested and they have a range of fantastic vegan/vegetarian, gluten free, lactose free, paleo and low carb options.

Inception Labs is proud to partner with ATP Science to bring you supplements that support your health and fitness journey.




INCEPTION LABS PRODUCT RANGE

AETHER

NON-STIMULANT PREWORKOUT / PUMP

If you're looking for a non-stimulant pre-workout that will help you focus and perform at your best, look no further than Inception Labs Aether. With a potent blend of nootropics and vasodilators, Aether will help you achieve laser focus while you train and help deliver nutrients to your muscles for maximum muscle growth, muscle pump, and recovery.

Flavours: Lemon-lime, Mango, Pineapple

	Optimal Power		Explosive Pump
	Enhanced Recovery		Maximum Endurance

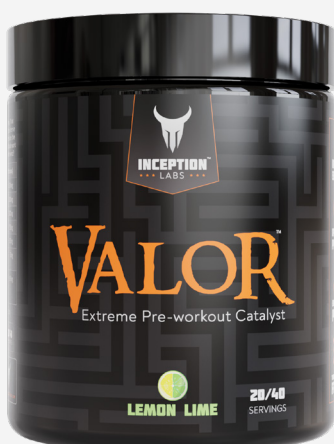






VALOR

HIGH STIMULANT PRE-WORKOUT

When it comes to pre-workouts, you want something that's going to give you an edge. You want to push yourself harder and longer without tiring - and that's where Inception Labs Valor comes in. This pre-workout delivers explosive power, tunnel vision focus, and intense energy. It features a 3-stage stimulant release so you'll never crash - meaning you can keep your eye on the prize and nail your workout every time. If you're looking for a pre-workout that will take your training to the next level, look no further than Inception Labs Valor.

Flavours: Mango, Pineapple, Lemon-lime







	Explosive Power		Tunnel Vision Focus
	Intense Energy		3 Stage Stimulant Release

1510

HIGH STIMULANT FAT BURNER

Looking to boost your metabolism and torch some serious calories? Inception Labs 1510 is a powerful thermogenic formula that will help you do just that! Not only will it help you burn fat, but it will also suppress your appetite to curb cravings as well as give you enhanced energy and focus levels both inside and outside of the gym. Plus, you'll enjoy the mental clarity 1510 provides thanks to the powerful nootropic ingredients in this formula. If you're looking for a fat burner that will help you get results fast, be sure to try Inception Labs 1510!

Flavours: Pineapple, Lemon-lime, Mango

	Metabolism Accelerator		Enhanced Energy
	Burning Thermogenic		Suppressed Appetite







FORTITUDE

BRANCHED-CHAIN/ESSENTIAL AMINO ACIDS



An amino acid supplement that helps you build muscle, repair tissue, and improve protein metabolism. Formulated with all the essential amino acids (EAAs) and branch chain amino acids (BCAAs) needed for optimal muscle growth and recovery, Inception Labs Fortitude is the perfect choice.

Flavours: Lemon-lime, Mango, Pineapple





	Advanced Recovery		Increased Hydration
	Maximum Endurance		Lean Muscle Growth

CREATINE MONOHYDRATE

SPORTS ESSENTIAL

We already know that creatine monohydrate is one of the most effective sports supplements on the planet, but not all creatines are created equal! Inception Labs Creatine Monohydrate helps to replenish energy stores in your body, giving you the energy you need to power through even the most intense workouts. Whether trying to build muscle, lose fat, or improve your overall athletic performance, Inception Labs Creatine Monohydrate is the champion of supplements to add to your arsenal.

Flavours: Mango, Pineapple, Lemon-lime




	Increased Strength		Optimal Power
	Lean Muscle Growth		Maximum Endurance



ICHOR

REVOLUTIONARY MUSCLE BUILDER

If you're looking for a product that will help you build lean muscle mass and burn stubborn body fat, Ichor is an all-natural supplement that delivers a dual-action formula unlike anything on the market today. The ingredients in Ichor are extremely effective, leading to rapid results that are visible within weeks.





	Maximum Strength
	Increased Stamina
	Enhanced Metabolism



TRANSCEND, ELYSIUM, ASCENSION

NATURAL TESTOSTERONE BOOSTING CYCLE

Looking for a safe and effective way to boost your testosterone levels? This three-stage cycle uses clinically proven ingredients to help support your body's production of testosterone by increasing, maintaining and restoring our testosterone to optimal levels, making it an ideal solution for anyone looking to increase their strength, stamina, and sex drive indefinitely.

	Increased Strength		Lean Muscle Growth
	Optimal Recovery		Enhanced Libido



ATP SCIENCE PRODUCT RANGE

NOWAY COLLAGEN PROTEIN POWDER

Noway Protein powder is 100% Hydrolysed Bovine Collagen Protein.

- Dairy-Free, Lactose-Free, Gluten-Free
- Artificial Flavour & Colour Free
- Low-carb, low-fat protein powder
- Gut friendly and superior bio availability to marine collagen
- Added benefits from collagen - hair, skin, nails

Flavours: Chocolate, Vanilla, Banana, Iced Coffee, Unflavoured



NOWAY JUICY



The Noway juicy range has four delicious flavours; add water to enjoy a delicious and refreshing drink while hitting your daily protein intake!

- Dairy-Free, Lactose-Free, Gluten-Free
- Easy on your digestive system
- Supports and boosts collagen
- Supports muscle growth & recovery
- Easily & rapidly absorbed

Flavours: Pineapple, Pink Lemonade, Wild Berry, Grape

NOWAY HOT CHOCOLATE

ATP Science Noway Hot Chocolate is an indulgent Belgian hot chocolate drink.

- Dairy free and GMO-free,
- containing 10g of hydrolysed collagen protein for muscle recovery
- 150mg of magnesium to encourage a deep, restful sleep
- Low in carbs, fats and sugar



GUTRIGHT

Gut right is a modbiotic that balances the ratio between good and bad bacteria. This allows the population of good bacteria to flourish and correct the health of the gut microbiome.

- Supports healthy gut digestive function.
- Supports intestinal bacteria balance.
- Plant based formula.
- High in fibre.
- Reduces bloating.



GUTRIGHT DAILY



All the goodness of GUTRIGHT in a great-tasting Modbiotic® formulation. Gutright Daily contains less fibre than Gutright original, the trade-off is having great flavours like Rich Chocolate or Raspberry which make this product great for any taste-sensitive customers.

- Supports healthy gut digestive function.
- Supports intestinal bacteria balance.
- Plant based formula.
- Reduces bloating.

BEAUTY COLLAGEN

ATP Science Beauty Collagen is a supplement designed to enhance the health of your hair, skin and nails.

- Improves skin hydration.
- Improves skin elasticity.
- Decrease the appearance of wrinkles.
- Boost collagen production.



MAX LIFT



Max Lift was created for the serious lifter or athlete, seeking a non-stimulant performance pre workout with maximum benefits. A comprehensive blend of performance aminos, growth inducing ingredients and hydrating electrolytes. Max Lift is the ultimate Nitric Oxide (NO) boosting supplement, for extended power, strength, and endurance.

- Superior energy & endurance.
- Enhances power during big lifts.
- Savage vasodilation.
- Increased Nitric Oxide output to working muscles.
- Reduces lactic acid build-up.

VITAL FOOD

Vital Food is a blend of wholefood plant powder naturally enriched with phytonutrients and co-factors from superfoods from around the world.

- Vital food is 100% natural and vegan friendly
- No synthetics or GMO ingredients.



ZMAG



ZMAG is a Zinc, Magnesium, Selenium and Taurine Supplement which provides these key nutrients that we tend to be deficient in.

- Magnesium is an essential mineral that is required to complete hundreds of daily processes.
- Advanced muscle recovery
- Improved sleep

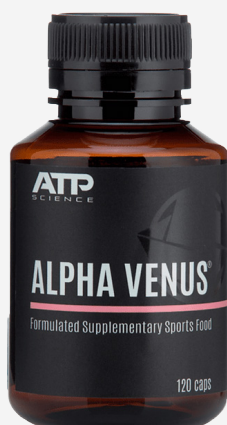
J.O.L.T

ATP Science JOLT is a unique formula for the body's joints.

- Collagen peptides assist with normal joint function
- Healthy cartilage production and maintenance of healthy bones.
- Collagen is an essential building block within the body and makes up a large amount of our tissues including bones, hair, skin, nails, tendons and ligaments



ALPHA VENUS



Alpha Venus is formulated for women to help maintain menstrual health and healthy hormonal levels naturally. Alpha Venus helps to reduce menstrual cycle irregularities and help to relieve symptoms such as:

- Mood changes/mood swings, irritability, and aggression.
- Relieve abdominal bloating and distension.
- Reduce the occurrence of symptoms of headache.
- Reduce water retention.
- Improved sleep.

CORT RX

Cort RX is an Adrenal and Immunity Support Supplement that works to promote healthy adrenal glands and maintain the body's normal immune and stress responses.

- Supports healthy stress response in the body.
- Relieves symptoms of stress.
- Relieves symptoms of anxiety.
- Supports general mental well-being.
- Support healthy emotional/mood balance.
- Maintains and supports healthy sleeping patterns.



T432



T 432 helps the Function of the thyroid which affects your body's temperature and the body's ability to burn fat.

- High-strength, thermogenic fat loss supplement.
- Increase your base metabolic rate.
- Increase in energy levels and forces your body to burn more calories throughout the day.

NOWAY COLLAGEN MARSHMALLOW BARS

ATP Science Noway Collagen Marshmallow Bars are the ultimate snack for those who want to satisfy their sweet tooth while also feeding their muscles! Made from whipped collagen, this bar is the perfect post-workout snack or anytime pick-me-up. The fluffy marshmallow center is encased in a rich, dark chocolate.

- Gut friendly.
- High protein, high fibre.
- Gluten free, soy free, nut free.
- Delivers 14g of collagen protein.

Flavours: Vanilla, Strawberry, Birthday Cake.



NOWAY COLLAGEN JELLY BARS



ATP Science Noway Collagen Jelly Bars are a protein bar that tastes more like confectionery; a delicious jelly-like textured bar coated in rich chocolate. Each bar delivers 20g of Bodybalance Collagen protein.

- Gut friendly.
- High protein, high fibre.
- Gluten free, soy free, nut free.
- Delivers 20g of collagen protein.

Flavours: Toffee, Choc Orange, Pineapple, Belgian Chocolate, Birthday Cake.

AMPERAGE

ATP Science Amperage is a pre-workout fat burner. It's a blend of essential fatty acids and oils which work on burning fat before and during any exercise.

- Enhances the release of stored fat from adipocytes.
- Encourages fatty acid oxidation.
- Induces thermogenesis (Fat Burning).
- Regulates appetite and metabolism.



ALPHA JUPITER



Alpha Jupiter is a natural testosterone Booster designed to assist in overall men's health. This results-driven supplement helps to restore balance in the body. Supporting healthy immune system function, blood flow in the body and healthy mitochondrial function. Alpha Jupiter's key ingredients - Shilajit, Tongkat Ali, Fenugreek, Stinging Nettle and Panax Ginseng, support men to achieve their training and fitness goals.

ACETYL L-CARNITINE

ATP Sciences Acetyl L-Carnitine assists with fat metabolism. Acetyl-L-Carnitine helps shuttle fatty acids from stored body fat into the mitochondria of muscle cells where they can be burnt for energy. This fat metabolism process helps your body use stored body fat for energy.



L-CITRULLINE MALATE



L-Citrulline Malate is L-Citrulline with Malic Acid added to the Citrulline, in this case, at a 2:1 ratio.

L-Citrulline is a non-essential amino acid that is converted into L-Arginine amino acid by the kidneys. The L-Arginine increases nitric oxide (NO) levels in the blood, leading to vasodilation of the blood vessels, which results in increased blood flow. Increased blood flow improves oxygen and nutrient delivery to the working muscles; in turn, improving endurance, power, and recovery.

L-GLUTAMINE

L-Glutamine is the most abundant amino acid in the body. L-Glutamine is considered vital to the production of proteins in the body, so it is essential for muscle recovery. This unflavoured supplement is easily mixed with water, juice, and other supplements.



BETA ALANINE



Beta-Alanine increases the concentration of carnosine in muscles, which increases stamina and muscle endurance by buffering metabolic waste as it is made. This means that you'll have less muscle pain alongside increased performance! Beta Alanine is ideal for endurance athletes such as cyclists and marathon runners as it enhances their ability to perform for longer.

CREATINE MONOHYDRATE

ATP Science Creatine Monohydrate helps supply energy to muscle cells by increasing the formation of adenosine triphosphate (ATP) in the body. ATP Science Creatine Monohydrate allows you to train harder and recover from workouts faster.

- Improve muscle recovery.
- Increase strength.
- Increase training intensity.



PROTOTYPE 8



ATP Science Prototype 8 is a serum that is designed to boost nitric oxide levels and vasodilation in the applied area.

- Enhances blood flow to muscles, resulting in better pump and vascularity.
- Promotes efficient nutrient and oxygen delivery to the muscles.
- Aids in muscle growth and reduction of muscle breakdown.