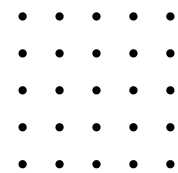




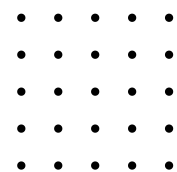
Science-Driven | Practitioner-  
Trusted | Clinically Validated



# PEAK

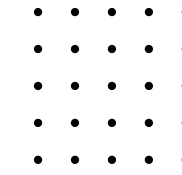
PROFESSIONAL FORMULAS

Essential Product Training: Mastering PEAK's  
Science-Driven Solutions



[www.peakpf.com](http://www.peakpf.com)

# Who We Are



- Science-Driven Innovation company focused on real clinical outcomes — not just product claims.
- PEAK delivers clinically validated formulas built with patented technologies, precision-selected ingredients backed by research and therapeutic efficacy.  
.....
- PEAK is Trusted by Practitioners Across North America to deliver measurable patient improvements and elevate the standard of care.

Science-Driven | Practitioner-Trusted | Clinically Validated

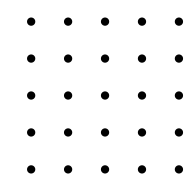


# What Sets PEAK Apart

- **Breakthrough Formulations Rooted in Science.**

PEAK isn't built on trends — it's built on clinical data. Every formula is purpose-driven, designed using scientifically validated, research-backed ingredients with real therapeutic intent.

- **Patented Technologies That Drive Outcomes.**



From BDMC50™ in Curcumin III™, to dual-action BHB-BA™ in NuBrain™, and high-potency Ashwith™ Ashwagandha in Stress Shield™ — PEAK delivers clinically differentiated compounds that outperform conventional supplements in both action and results.

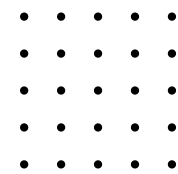
- **Clinically Effective. Patient-Centered. Practitioner-Trusted.**

At its core, PEAK exists to empower measurable health improvements. Our products are formulated for results — not marketing — and trusted by clinicians across North America for their ability to move the needle on real-world outcomes.

*PEAK is redefining what evidence-based nutraceuticals should look like — with patented innovation, practitioner integrity, and precision formulations that prioritize patient outcomes.*

# NuBrain™ – Advanced Cognitive, Neurological & Metabolic Support

Powered by Patented BHB-BA™ Technology



**Medicinal ingredients** (Each capsule contains): /  
**Ingrédients médicinaux** (Chaque capsule contient) :

<b>D-3 Hydroxyburate</b> .....	435 mg
<b>Calcium Dibutyrate</b> .....	80 mg
<b>Green Tea Extract / Extrait de thé vert</b> (50% Caffeine / 50 % de caféine) .....	20 mg
<b>Cinnamomum Aromaticum</b> .....	25 mg
<b>Potassium</b> (Citrate) .....	15 mg
<b>Chromium</b> (Polynicotinate) .....	12 mcg

**Non-medicinal ingredients:** Cellulose - microcrystalline, glycine, oryza sativa (rice) hull powder, silicon dioxide, tricalcium phosphate.

# What is NuBrain™?

NuBrain™ is a **next-generation cognitive and metabolic support formula** that combines patented BHB-BA™ technology — a clinically validated blend of  $\beta$ -hydroxybutyrate (BHB) and butyric acid (BA).

## What It Does:

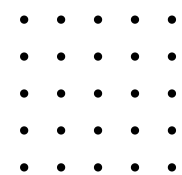
- Delivers **instant brain energy** by inducing clinical ketosis in 15 minutes — no diet changes required.
- **Boosts focus, clarity, and mental stamina** while protecting the brain against inflammation and oxidative stress.
- **Promotes fat metabolism and insulin sensitivity**, supporting weight management and blood sugar balance.

## Why It Matters:

- BHB fuels the brain without relying on insulin, ideal for patients with cognitive decline, brain fog, or metabolic dysfunction.
- Butyric acid strengthens the **gut-brain axis**, lowers systemic inflammation, and extends ketone production.

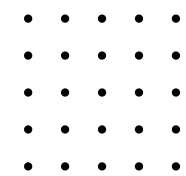
## Designed For:

- Busy professionals, aging adults, insulin-resistant patients, students, and anyone seeking clean, sustained energy with cognitive performance and fat loss support.



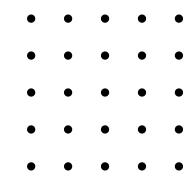
# Core Benefits of NuBrain™

**NuBrain™ delivers fast-acting, clinically validated benefits across three key systems:**



- Enhances cognitive function
- Enhances focus & clarity
- Promotes memory & memory recall
- Promotes Brain Health
- Elevates metabolism and insulin sensitivity.
- Provides clean, sustained energy — no crashes.

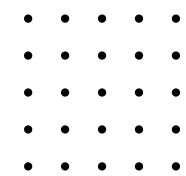
# How NuBrain™ Works: Dual Mechanism



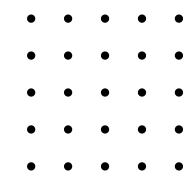
- BHB: Fuels neurons rapidly, mimicking ketosis.
- Butyric Acid: Enhances gut-brain health and fat oxidation.
- Synergy: Immediate cognitive boost + long-term neurological resilience.

# BHB: Immediate Brain Fuel for Cognitive Impairment & Type 3 Diabetes

- Crosses the blood-brain barrier within 15–30 minutes, delivering clean, fast-acting fuel directly to neurons.
- Bypasses impaired glucose metabolism in the brain — providing insulin-independent energy for individuals with Type 3 diabetes (brain insulin resistance), which is now recognized as a major driver of Alzheimer's and cognitive decline.
- Supports mitochondrial efficiency and neural firing, allowing for sharper focus, enhanced clarity, and reduced brain fog — even in patients with significant metabolic dysfunction.
- Boosts BDNF, a key neurotrophic factor that improves memory formation, synaptic plasticity, and long-term neurological resilience.



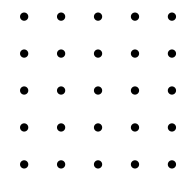
# Butyric Acid: Gut-Brain Axis Enhancer



- Reduces neuroinflammation.
- Strengthens gut-brain communication.
- Supports mood, resilience, and systemic anti-inflammatory effects.

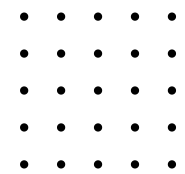
# Practical Consumer Outcomes

- Boosts brain energy, focus, and mental clarity within 15–30 minutes — ideal for patients with brain fog, fatigue, or insulin-resistant cognitive function (Type 3 diabetes).
- Supports healthy fat metabolism and metabolic flexibility, making it valuable for patients with weight management goals, insulin resistance, or metabolic syndrome.
- Supports memory, mood, and mental stamina, while protecting the brain from oxidative stress and inflammation linked to aging and neurodegeneration.
- Delivers clean, sustained energy without crashes — supporting both cognitive and physical stamina in high-demand individuals (students, busy professionals, athletes).



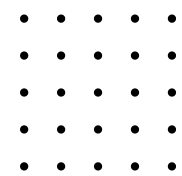
# Fat Loss & Metabolic Health

- Promotes fat oxidation through ketone support.
- Curbs appetite naturally (ghrelin suppression).
- Complements low-carb diets, fasting, or exercise regimens.

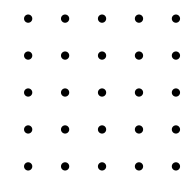


# What Makes NuBrain™ Unique?

- Patented BHB-BA™ Technology delivers dual-action support — combining rapid brain fuel (BHB) with sustained fat metabolism, gut-brain support, and neuroprotection (butyric acid).
- Induces clinical ketosis in 15–30 minutes without the need for fasting or dietary carb restriction.
- Outperforms generic ketone supplements by extending the duration of ketosis through enhanced mitochondrial activity and fatty acid oxidation — thanks to butyric acid.
- Provides benefits beyond energy: including reduced neuroinflammation, improved mood regulation, and support for brain insulin resistance (Type 3 diabetes).
- Does what nootropic stacks don't: delivers real bioenergetic change at the cellular level — not just neurotransmitter tweaks.

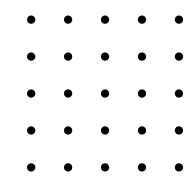


# Clinically Validated Outcomes



- Human studies show 18% improvement in cognitive function.
- Reduces oxidative stress and neuroinflammation.
- Enhances insulin sensitivity and fat metabolism.

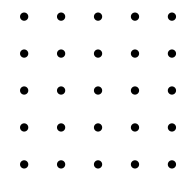
# Who Benefits Most from NuBrain™?



- Patients with brain insulin resistance (Type 3 Diabetes).
- Early cognitive decline or memory loss.
- Metabolic dysfunction and insulin resistance patients.
- Busy professionals, students, athletes and aging adults needing cognitive or metabolic support

# Dosing Guidelines

- Start: 2–4 capsules daily with food.
- Can be titrated up to 6 capsules twice daily (max 12/day).
- Dosing is highly flexible — can be personalized based on individual tolerance, therapeutic need, and desired clinical outcomes.



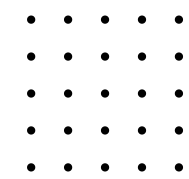
# NuBrain™ vs. Traditional BHB Salts & Standard Nootropics



Feature	NuBrain™	BHB Salts / Standard Nootropics
Technology	Patented BHB-BA™ — dual-action brain & metabolic support	Single-action BHB or stimulant-based nootropics
Cognitive Benefits	Enhances mental clarity, memory, and resilience	Temporary focus boost; often stimulant-driven
Energy Source	Provides immediate, insulin-independent brain fuel	BHB only — no sustained energy or insulin benefit
Metabolic Support	Promotes fat metabolism, insulin sensitivity, and flexibility	No effect on fat metabolism or insulin resistance
Type 3 Diabetes Applications	Supports brains with impaired glucose metabolism (insulin resistance)	No therapeutic value for Type 3 diabetes
Neuroprotection & Longevity	Boosts BDNF, supports neuroplasticity, reduces oxidative stress	Minimal or no neuroprotective mechanisms
Ketosis Induction	Triggers & sustains ketosis without strict diets	Temporary or inconsistent ketone delivery
Therapeutic Use Cases	Ideal for brain fog, fatigue, cognitive decline, metabolic syndrome	Not designed for clinical application or long-term use

*NuBrain™ is not just a smarter ketone or cognitive aid — it's a complete neuro-metabolic solution, designed for real-world clinical outcomes.*

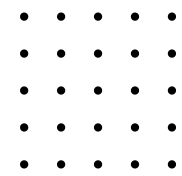
# Selling NuBrain™: Key Talking Points



- “Instant cognitive fuel — no dietary changes required.”
- “Elevates fat metabolism and brain energy, and mood — all in one clinically validated formula.”
- “Ideal for customers seeking sharper focus and fat loss support.”
- “Promotes clean energy while helping shift the body toward fat as a primary fuel source.”

# Focus on Patient Outcomes

- Sell solutions, not ingredients.
- Focus on cognitive performance, mental energy, cognitive resilience, fat loss, and metabolic health.
- NuBrain™ offers multi-system support in one simple formula.



# Curcumin III™: Advanced Anti-Inflammatory & Pain Modulation

BDMC50™ Technology | 50% BDMC | Clinically Validated



**Medicinal ingredients** (Each capsule contains): / • • • • •  
**Ingrédients médicinaux** (Chaque capsule contient): • • • • •

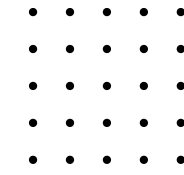
**Tumeric** (root) standardized extract (*Curcuma longa*)... 190 mg  
**Curcuma** (racine) extrait normalise (*Curcuma longa*)  
(95% curcuminoids / de curcuminoïdes)

**Curcuminoids / Curcuminoïdes** (*Curcuma longa*)..... 187 mg  
(97% bisdemethoxycurcumin / de bisdemethoxycurcumine)

#### CURCUMINOID PROPORTIONS / DE CURCUMINOÏDES

- |                          |     |
|--------------------------|-----|
| • Diferuloylmethane      | 35% |
| • Demethoxycurcumin(e)   | 8%  |
| • Bisdemthoxycurcumin(e) | 50% |

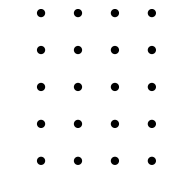
# What is Curcumin III™?



- Practitioner-formulated anti-inflammatory support.
- Combines curcumin with 50% BDMC — the most active curcuminoid
- Targets inflammatory, neurological, and degenerative conditions.



# How Curcumin III™ Works



- **Targets Inflammation at the Source**

Curcumin III™ contains 50% BDMC (Bisdemethoxycurcumin) — the most potent curcuminoid — which inhibits MSK1 activity in both the cytosol and nucleus, a deeper and more comprehensive action than standard curcumin.

- **Inhibits the Inflammatory Cascade More Effectively**

BDMC reduces transcription of pro-inflammatory cytokines by disrupting the MSK1 pathway, which is central to conditions like autoimmune disorders, chronic pain, and drug-resistant cancers.

- **High Antioxidant Capacity and Cell Protection:** :::

BDMC provides superior antioxidant support, protects against lipid oxidation, and enhances overall cellular stability — with 208x more antioxidant capacity than other curcuminoids.

- **No Piperine Required for Absorption**

Thanks to BDMC's structural stability and natural bioavailability, Curcumin III™ is rapidly absorbed without needing piperine or black pepper — making it highly tolerable and effective even at low doses.

- **Clinically Effective at Just 2 Capsules Daily**

With 375mg of active curcuminoids per 2 capsules, Curcumin III™ achieves a therapeutic effect quickly, with many patients noticing relief within hours to a few days.

*Powered by BDMC50™ Technology, Curcumin III™ is a next-gen anti-inflammatory designed for real clinical outcomes — deeper action, faster relief, and superior patient response.*

# Therapeutic Applications & Outcomes

- **Chronic Inflammation**

Targets inflammatory cytokines through MSK1 inhibition — highly effective for arthritis, IBD, and systemic inflammation.

- **Autoimmune Conditions**

Downregulates hyperactive immune responses by disrupting pro-inflammatory gene transcription; ideal for rheumatoid arthritis, lupus, and psoriasis protocols.

- **Joint Pain & Musculoskeletal Conditions**

Delivers noticeable pain relief in 1–3 days for patients with osteoarthritis, tendonitis, or post-surgical inflammation.

- **Neuroinflammation & Cognitive Decline**

BDMC's antioxidant effect and deep anti-inflammatory activity support long-term brain health and may complement protocols for early-stage Alzheimer's or brain fog.

- **Oncology Support**

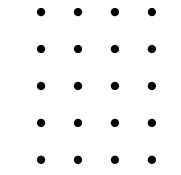
Adjunctive use for patients undergoing cancer care — BDMC has been studied for its role in drug-resistant cancers and apoptosis modulation.

- **Liver & Kidney Inflammation**

Protects organs vulnerable to oxidative damage and inflammatory overload — useful for patients with metabolic dysfunction or medication stress.

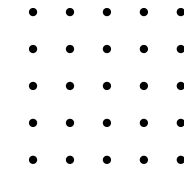
*Curcumin III™ delivers rapid, targeted inflammation control with superior tolerability — making it a cornerstone formula for practitioners managing complex, chronic conditions.*

# How Curcumin III™ Stands Apart



- **BDMC** is the most potent of all curcuminoids — but only 2% in standard curcumin.
- Curcumin III™ **delivers 25x more** BDMC per serving.
- **Targets MSK1** in both the **cytosol and nucleus** — deeper than standard curcumin.
- No need for piperine or absorption enhancers.

# Why BDMC is a Gamechanger



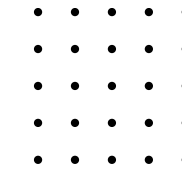
- **BDMC** is superior for **inflammation, antioxidant defence, and cell protection.**
- It inhibits **NF-kB activation** more effectively than standard curcumin.
- Curcumin III™ is **50% BDMC** — **highest concentration on the market.**



# Targeting MSK1 for Deeper Inflammation Control

- BDMC downregulates MSK1 in both the cytosol and nucleus.
- MSK1 is a major driver of cytokine transcription in autoimmune & inflammatory disorders.
- **Standard curcumin does not target MSK1 this way.**

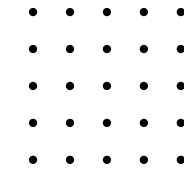
# Rapid Symptom Relief



- Curcumin III™ offers faster pain and inflammation relief — often within hours.
- Acute conditions: noticeable difference in 1–3 days.
- Chronic inflammation: gradual, deep-acting improvement over time.



# Dosing Guidelines



- Maintenance: 1–2 capsules daily with food.
- Acute inflammation: 2 capsules BID.
- Cancer support: 5 capsules BID (evaluate monthly).
- Titrate slowly for high doses to assess tolerance.

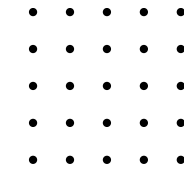
# Curcumin III™ vs. Standard Curcumin



Feature	Curcumin III™	Standard Curcumin
<b>BDMC Content</b>	50% Bisdemethoxycurcumin (BDMC) — highest clinical potency	~3–5% BDMC — significantly lower potency
<b>Mechanism of Action</b>	Dual-action: Inhibits NF-κB and activates MSK1	Primarily inhibits NF-κB only
<b>Absorption &amp; Bioavailability</b>	Fast-acting, no enhancers needed	Poor absorption; often requires piperine
<b>Speed of Relief</b>	Rapid onset — noticeable effects within hours	Delayed response — often days or weeks
<b>Use in Chronic Conditions</b>	Effective for joint pain, neuroinflammation, cardiovascular & metabolic health	Reduced efficacy due to poor cellular uptake
<b>Dosing Efficiency</b>	High potency at low dose	Requires higher doses for therapeutic effect
<b>Antioxidant Potency</b>	Enhanced antioxidant defence — combats oxidative stress effectively	Lower antioxidant protection overall

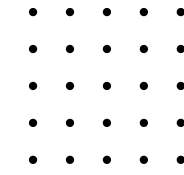
*Curcumin III™ is a next-generation curcumin clinically designed for measurable outcomes — deeper action, faster relief, and superior antioxidant support without the need for absorption enhancers.*

# Quick Sales Phrases That Work



- “Targets inflammation deeper than standard curcumin.”
- “Clinically validated and patented BDMC technology.”
- “Fast-acting relief — often felt within hours.”  
: : : :  
: : : :
- “No black pepper needed — clean, powerful, and stable.”

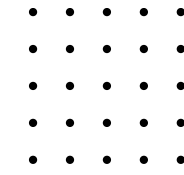
# How to Recommend It



- Focus on customers with chronic inflammation, arthritis, cognitive decline, or post-injury pain.
- “You’ll feel this one working — often by day 1 or 2.”
- Strong add-on in protocols for autoimmune or oncology support.



# Objection Handling



**Objection:** “I already take turmeric.”

**Response:** “Turmeric has about 2% BDMC. Curcumin III™ has 50% — and it targets inflammation more deeply.”

**Objection:** “Why no piperine/black pepper?”

**Response:** “BDMC doesn’t need it — it’s naturally more stable and better absorbed than standard curcumin.”

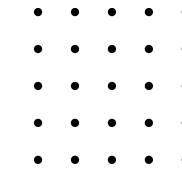
**Objection:** “Will I feel a difference?”

**Response:** “Yes — most people feel less pain or inflammation within 1–3 days. It works fast and deep.”

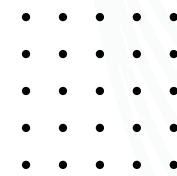
# Target Customer Profiles for Curcumin III™

- Those with inflammatory conditions or autoimmune history
- People with persistent joint or muscle pain
- Aging adults concerned with long-term health
- People disappointed by generic turmeric or curcumin brands

# Key Words That Sell



- Fast-acting pain support
- Deep inflammation relief
- Most potent curcumin on the market
- High-potency BDMC
- Clinically validated results
- Science-backed
- Practitioner-formulated

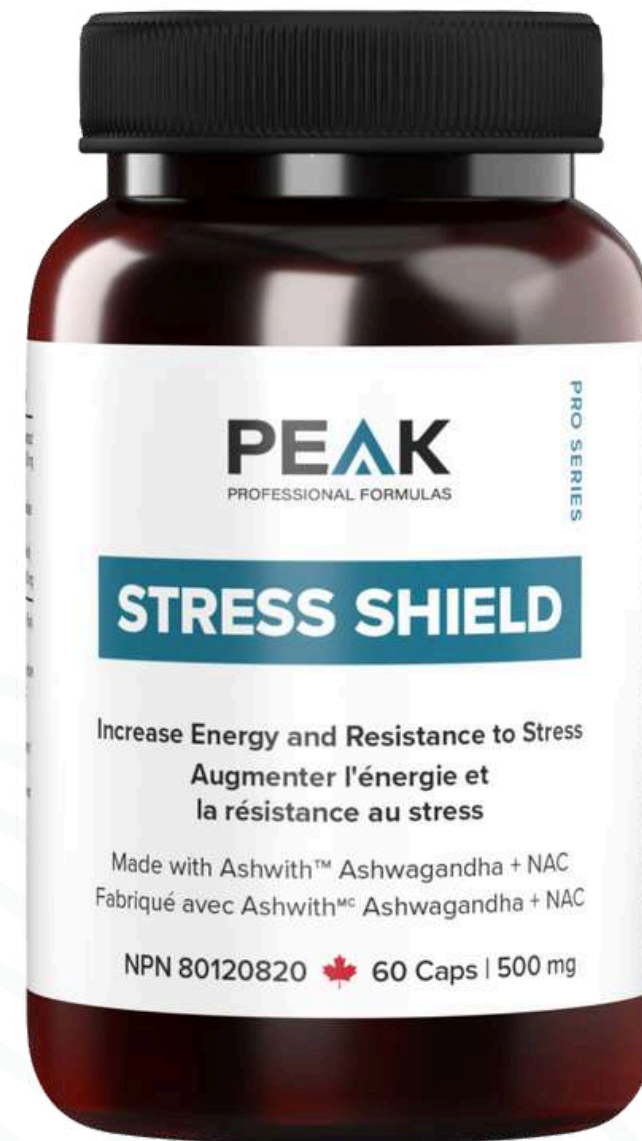
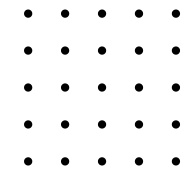


# Why Curcumin III™ Outperforms Other Curcumin Products

- 50% BDMC — highest concentration available
- Targets MSK1 — a unique, deeper mechanism
- Rapid relief, long-term protection
- Patented technology, trusted by clinicians
- Clean formulation — no piperine needed

# Stress Shield™: Adaptogenic & Antioxidant Support for Stress & Cognition

Powered by Ashwith™ Ashwagandha + NAC



**Medicinal ingredients** (Each capsule contains): /  
**Ingrédients médicinaux** (Chaque capsule contient) :

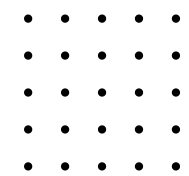
**Ashwith™ Ashwagandha** (root) 30:1 standardized extract  
(*Withania somnifera*)(12.0% withanolides) ..... 200 mg  
(Equivalent to 6,000 mg total dried ashwagandha)

**Ashwith<sup>MC</sup> Ashwagandha** (racine) 30:1 extrait normalise  
(*Withania somnifera*)(12.0% withanolides)  
(Équivaut à un total de 6 000 mg d'ashwagandha séché)

**N-Acetyl-L-cysteine** ..... 300 mg

**Non-medicinal ingredients:** Glycine, Oryza sativa (Rice) hull powder, Silicon dioxide, Tricalcium phosphate.

# What is Stress Shield™?



- Advanced, dual-action stress management formula.
- Combines patented Ashwith™ Ashwagandha and NAC for comprehensive support.
- Addresses stress, cognition, inflammation, metabolism, immunity, and recovery.



# How Stress Shield™ Works

- **Standardized 30:1 Ashwith™ Extract**

Delivers a clinical dose of bioactive withanolides — specifically standardized to 12% withanolides, ensuring targeted efficacy.

- **Modulates Nrf2 Pathway**

::::: Supports the body's internal antioxidant defense system by upregulating Nrf2, a master regulator of cellular stress response.

- **Increases GPX1 Enzyme Activity**

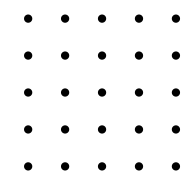
Promotes glutathione peroxidase-1 (GPX1), a critical antioxidant enzyme that protects against oxidative and neurological stress.

- **Synergized with N-Acetyl Cysteine (NAC)**

Enhances cellular glutathione levels and stress resilience, while complementing Ashwith™'s adaptogenic effects.

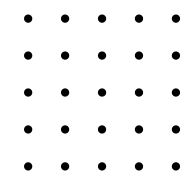
*Advanced Adaptogenic + Antioxidant Support. Formulated for real-world stress.*

# What Makes Stress Shield™ Unique?



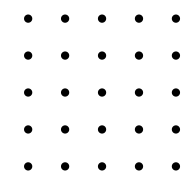
- Ashwith™ Ashwagandha: Clinically validated 30:1 extract with 12% withanolides.
- NAC: Enhances mood, glutathione production, antioxidant status.
- Works on both mental and physical stress resilience.
- No sedative effect — promotes clarity without drowsiness.

# Ashwith™: Precision Ashwagandha



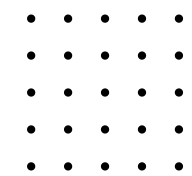
- Reduces cortisol levels more effectively than Sensoril®.
- Supports mood, energy, and cognitive function.
- Upregulates GPX1 for enhanced antioxidant protection.
- Balances HPA axis and enhances resilience.

# NAC: Cellular Recovery & Glutathione Boost



- Elevates glutathione — your body's master antioxidant.
- Reduces oxidative stress and inflammation.
- Supports immune health, liver detox, and fatigue recovery.
- Enhances mood and stress resilience.

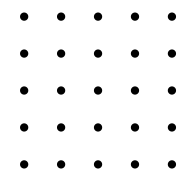
# How Stress Shield™ Works



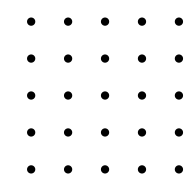
- Ashwith™ balances stress hormones (cortisol, DHEA).
- NAC improves cellular defense and mood.
- Together, they restore calm, clarity, and resilience without drowsiness.

# What Conditions Can It Help?

- Stress, anxiety, burnout, and mental fatigue
- Brain fog and cognitive decline
- Weight management via cortisol regulation
- Immune support, chronic inflammation
- Hormonal balance and sexual health
- Thyroid/metabolic support



# Key Health Outcomes



- Helps reduce anxiety
- Promotes focus & memory
- Reduces cravings and stress-related weight gain
- Improves energy and recovery from fatigue
- Supports libido, thyroid, and immune health



# Clinical Applications & Therapeutic Outcomes

- **Supports Stress Resilience**

Helps regulate cortisol and strengthen physiological resistance to chronic stressors without causing sedation or fatigue.

- **Enhances Cognitive Clarity Under Pressure**

Promotes mental clarity, focus, and adaptability during emotionally or physically stressful situations.

- **Supports Mood**

May support improved mood balance in individuals dealing with chronic stress or emotional fatigue.

- **Protects Neurological Health**

Antioxidant activity (via Nrf2 and GPX1) helps mitigate oxidative stress, potentially supporting long-term brain health and cognitive aging.

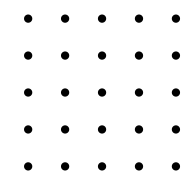
- **Ideal for Patients with Burnout or Overwhelm**

A clinical-grade adaptogen targeting both the brain and adrenal axis — excellent for modern, high-stress lifestyles.

- **Synergistic Support for Thyroid, Gut-Brain Axis, and Metabolic Health**

Adaptogenic and antioxidant properties may help improve resilience in systems sensitive to chronic stress load.

# Dosing Guidelines



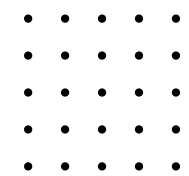
- Start: 2 capsules daily with food
- For higher stress loads: 2 caps BID
- No GI upset — well-tolerated long-term

# Stress Shield™ vs. Traditional Ashwagandha

Feature	Stress Shield™	Traditional Ashwagandha
Ashwagandha Extract	30:1 Extract with 12% Withanolides (Ashwith™)	5:1 Extract, typically 2–5% Withanolides
Mechanism of Action	Regulates cortisol, supports HPA axis, improves cognitive resilience	Primarily reduces cortisol only
Cognitive Benefits	Enhances focus, mental clarity, and stress adaptation	Minimal or no cognitive enhancement
Antioxidant Support	Contains NAC to boost glutathione and protect against oxidative stress	No added antioxidant or cellular protection
Absorption & Bioavailability	Optimized for faster uptake and higher potency at lower doses	Slower absorption, lower potency; higher doses required
Clinical Versatility	Supports stress, mood, immunity, hormonal balance, and burnout recovery	Primarily used for mild adaptogenic effects
Formulation Advantage	Dual-action: Adaptogen + Antioxidant (Ashwith™ + NAC)	Single-action: Adaptogen only
Designed For	Clinicians needing a targeted, fast-acting formula	General wellness or retail-grade stress support

*Stress Shield™ is the evolution of adaptogenic therapy — combining the most potent Ashwagandha with cellular defense from NAC for a modern, clinical approach to stress, mood, and neurological resilience.*

# Stress Shield™: What to Say



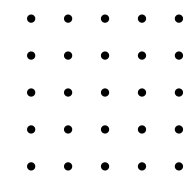
- “Fast-acting stress relief without drowsiness.”
- “Dual-action formula: calm + clarity + antioxidant protection.”
- “Targets stress hormones, not just symptoms.”
- “Great for fatigue, burnout, brain fog, or anxiety.”

# Objection Handling

**Objection:** “I already take ashwagandha.”

**Response:** “Most only offer 2–5% withanolides. Stress Shield™ is 12% — and paired with NAC for whole-body support.”

**Objection:** “I don’t want to feel drowsy.”



**Response:** “This formula promotes calm without sedation — perfect for focus and daytime use.”

**Objection:** “How is this different from KSM-66® or Sensoril®?”

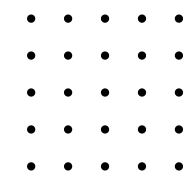
**Response:** Ashwith™ is more potent and more targeted. It’s been shown to reduce cortisol more effectively than Sensoril® and to activate GPX1, a key antioxidant enzyme. It’s also designed for clean daytime use — no sedation.

**Objection:** “Why NAC?”

**Response:** “NAC raises glutathione, supporting immunity, recovery, and mood — it amplifies ashwagandha’s effects.”

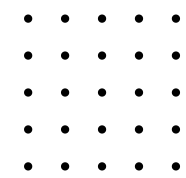
*Stress Shield™ is not just another adaptogen — it’s a modern, clinical-grade solution that outperforms traditional formulas across stress, cognition, and recovery.*

# Key Words That Sell



- Cortisol balance
- Stress resilience
- Cellular recovery
- Calm energy
- Brain clarity
- Immune support
- Hormonal balance

# Final Recap: Why It Works



- Dual-action formula (Ashwith™ + NAC)
- Clinically validated cortisol reduction
- Supports cognition, immune health, recovery, and hormonal balance
- Practitioner-grade — clean, premium, and comprehensive

# How to Sell PEAK Successfully



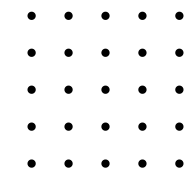
## **Start with Outcomes, Not Ingredients.**

- Help customers identify their core concern — stress, inflammation, cognition — and match them with a solution that delivers results they can feel.

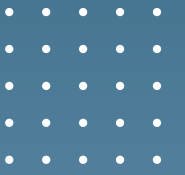
## **Use Simple, Confident Language.**

Example:

- “If you’re feeling foggy or drained, this helps energize your brain — fast.”
- “For inflammation, this goes deeper than regular turmeric or curcumin.”
- “For stress, this supports calm and clarity — without drowsiness.”



# How to Sell PEAK Successfully



## Highlight the Brand's Clinical Edge.

- Every PEAK product is built on clinically validated ingredients and patented technologies.

## Position PEAK as a Trustworthy Upgrade.

- “If what they’re taking isn’t working, PEAK is likely the next step.”
- “We’re talking about premium, professional-grade solutions — not just shelf fillers.”

## Reinforce the Clean, Practitioner-Formulated Message. :::::

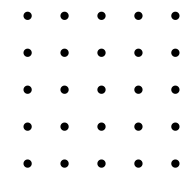
- “These are clean, professional formulations designed for results — without unnecessary additives like black pepper or sugar.”

# How to Sell PEAK Successfully

Words that sell PEAK across products:

## Highlight the Brand's Clinical Edge.

- Premium
- Clinical-grade
- Science-backed
- Practitioner-formulated
- Practitioner trusted



# Quick Access to Product Resources



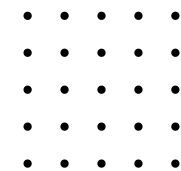
**NUBRAIN™ Info Sheet**



**CURCUMIN III™ Info Sheet**



**STRESS SHIELD™ Info Sheet**



**Tip:** Save these links to your phone for fast access during customer conversations. This makes it more actionable and reminds reps to actually use the tools.

**Full Resource Hub:** <https://peakpf.com/peak-education-portal/>



**CONGRATULATIONS!**

You've completed the PEAK Product Training!

**To verify your completion and receive your free NuBrain™ bottle, please complete the short 15-question quiz below.**

**Click here to take the quiz:**

<https://docs.google.com/forms/d/e/1FAIpQLSfBOzWvn39bhHlyLKG5EgWETaZoERh1Fo2ekrb5nfUE587sHw/viewform?usp=header>

www.peakpf.com 

support@peakpf.com 