



**FOR IMMEDIATE RELEASE**

**Beachbody Expands Nutritional Offerings;  
Introduces New and Innovative Supplements to Support Healthy Lifestyles**

**SANTA MONICA, Calif. – May 19, 2021** – Beachbody, a leader in health and wellness that offers comprehensive digital streaming fitness and nutrition solutions, celebrates the expansion of its nutritional offerings with the introduction of two new nutritional supplements – Focused Energy BEVVY and a new gluten-free formula of Shakeology in a new ‘Cookies & Creamy’ flavor.

With a mission to help people lead healthy fulfilling lives, the growth of Beachbody’s nutritional supplements portfolio is part of its ongoing commitment to provide customers with high quality and efficacious products that offer meaningful wellness benefits. Built on Beachbody’s pillars of breakthrough formulations, high quality ingredients, efficacy, and vigorous testing, each new product addresses specific nutrition gaps in a unique way.

“We know that fitness is a big part of staying healthy, but nutrition plays such an important role in achieving our goals as quickly as possible, and maintaining them,” said Carl Daikeler, Co-founder, Chairman and Chief Executive Officer of Beachbody. “The new Focused Energy BEVVY product is a personal favorite that provides a healthy kick of energy without the crash often associated with coffee, while it also helps curb cravings. And it’s hard to believe our new gluten-free Cookies & Creamy flavor is actually healthy and tastes so much like cookies and cream ice cream, but it still provides that daily dose of dense nutrition powered by our five proprietary superfood blends.”

**Focused Energy BEVVY Helps with Focus and Cravings (Available Now)**

- Caffeine from guarana and green tea provide a wholesome boost of energy without the crash that often accompanies coffee.
- Fiber, green tea phytosomes and brewer’s yeast peptides help curb cravings with regular use.
- Plant-based; only 30 calories, Pomegranate Berry flavor.

**‘Cookies & Creamy’ Flavor Adds Depth to Signature Shakeology Line (Available June 2021)**

- Meticulously crafted with 45+ ingredients and five superfood blends (protein, super-fruit/antioxidant, super-green/phytonutrients, adaptogen, and pre- and probiotic digestive enzyme) that provide whole food-based nutrition to help support healthy energy, digestion, weight loss, and lean muscle.
- ‘Cookies & Creamy’ flavor is gluten-free, vegan, and contains even more probiotics (2 billion CFUs *bacillus coagulans*), plus fiber and digestive enzymes to support gut health.
- In keeping with the heritage of quality ingredients in Shakeology, no actual cookies or cream were used in the construction of this plant-based formula. Delicious flavors were achieved through cocoa powder, natural vanilla and chocolate flavors, as well as other flavors.

**About Beachbody**

Beachbody, a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998 by Carl Daikeler and Jon Congdon with the mission to help people achieve their goals and enjoy healthy, fulfilling lives. Beachbody's formula of world-class fitness, nutrition, motivation and support has proven again and again to deliver results for its customers. For more information, please visit [Beachbody.com](http://Beachbody.com) or [BeachbodyonDemand.com](http://BeachbodyonDemand.com).

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