

# Biohacking Bars

Bars crafted with functional ingredients are becoming innovative tools for biohacking, targeting multiple areas of health and well-being.

“Over the past year, wellness bars and gels containing functional mushrooms shot up by **491%** in sales.”

*Scott Dicker, market insights director at SPINS, 2024*

## Brain Boosting

Consumers are reaching for nootropic-infused snack bar options containing ingredients like L-theanine, lion’s mane mushrooms, or omega-3s to enhance focus, memory, and cognitive performance.



Cerebelly Smart Bars contain 16 brain-supporting nutrients from real food like **organic strawberries and beets**, along with **DHA algal oil, an omega-3 fatty acid** that’s important for the developing brain health of toddlers and young kids.

**Flavors:** Carrot Date, Sweet Potato, Blueberry, Apple Kale, Strawberry Beet

## Bouncing Back

Whether recovering from a workout or bouncing back from an illness, these bars offer a convenient way to maintain resilience and aid in muscle repair to reduce soreness.



JiMMY! Travel Bars contain five immune-friendly ingredients: **orange, mango, almonds, acerola cherry, and turmeric** with 140% of the daily recommended **vitamin C** to fortify the immune system while on the go.

**Flavors:** Coconut Pineapple, Orange Citrus

## Beauty Bars

Consumers seeking skin, hair, and nail benefits are now venturing beyond the self-care aisles and discovering them in the snack aisle, where treats are packed with radiance-boosting ingredients.



Glow Bars infuse 100% clinically-proven daily beauty supplements into their bites. Using **unheated collagen peptides, rice ceramides, and hyaluronic acid** for skin hydration and firmness, while **hibiscus flower** helps decrease UV damage and combat uneven pigmentation.

**Flavors:** Cherry Grazie, Chocolate Mania, Orange Dream, Peanut Butter Chocolate

## Mood Moderators

Mood-focused bars combine functionality with convenience, delivering targeted benefits such as boosting energy for an active day or promoting better sleep for a more restful evening.



GEM Bites are technically a daily vitamin supplement. They’re densely packed with ingredients like **valerian root extract** to support sleep, **L-theanine and magnesium** for relaxation, and **cacao** for mood enhancement. **Dates, cherries, and probiotics** also contribute to soothing the gut for a restful night.

**Flavors:** Chocolate Cherry, Chocolate Sea Salt, Banana Cinnamon

## Hormone Helpers

Convenient and nutrient-dense snack bars provide natural hormonal support for women during key life stages, from pre/postpartum to the transition into menopause.



MenoWell Bars are formulated for women needing snacking support during menopause. They contain **organic maca root** to support hormone fluctuations, **flax seed** for fiber and heart health, and **pea protein** to maintain muscle mass.

**Flavors:** Double Chocolate Brownie, Fresh Blueberry Lemon, Toasted Vanilla Almond