

Prinova's CitraPeak launches in Europe

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Prinova has launched its clinically supported pre-workout ingredient CitraPeak in Europe.

The unique product is the first 100 per cent soluble form of hesperidin – a flavonoid that occurs naturally in citrus fruits. Its vasodilatory and pump effects make it ideal for pre-workout applications.

In CitraPeak, hesperidin is bonded to tapioca starch, making it 100,000 times more soluble and 347 times more bioavailable than standard hesperidin, allowing rapid activation.

The benefits of CitraPeak are supported by a range of published clinical studies. They include:

Increase in physical output: Research shows that CitraPeak helps increase energy and physical output

Rapid release: Over 100,000 times more soluble and 347 times more bioavailable than standard hesperidin, CitraPeak activates in just 30 minutes.

Increase in thermogenic effect: In a cold condition test, surface temperatures were 5.4 °F higher among a CitraPeak group than a control, with users reporting increased sweating at room temperature.

Nitric oxide pump effect: CitraPeak is broken down in the body into hesperetin (of which hesperidin is a glycoside), which has been linked to increased release of nitric oxide and related pump effects.

Increase in blood flow: In another clinical study, CitraPeak was found to increase blood flow by 18 per cent compared to a control.

Ongoing research is also exploring the product's benefits in areas like $\dot{V}O_2$ max, recovery, mood and cognitive performance.