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Atomin Innovations Introduces Creazyn, a New Creatine Delivery Technology

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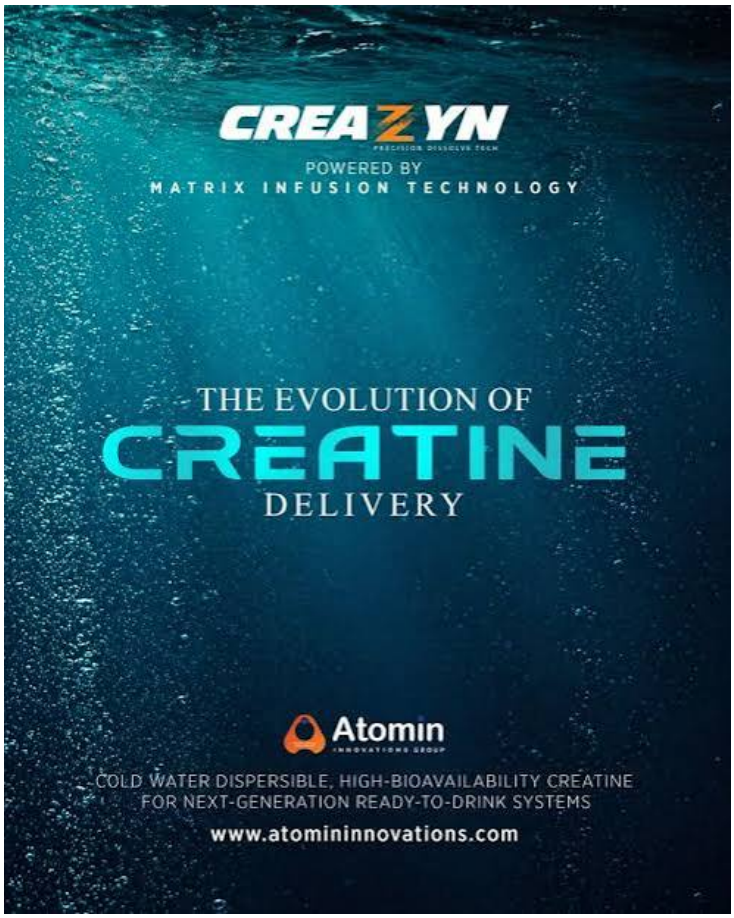
Kerala-based company leverages Matrix Infusion Technology to target improved creatine dispersibility and expanded applications in sports nutrition



Atomin Innovations Group, the research, innovation and manufacturing platform of Atomin Innovations Private Limited, has introduced Creazyn, a next-generation creatine delivery technology designed to improve dispersibility, bioavailability and formulation performance in sports nutrition and dietary supplements.

The technology is powered by Matrix Infusion Technology (MIT), a proprietary delivery platform developed by the company. Creazyn uses a precision matrix architecture incorporating natural biopolymer stabilisers, with a focus on enhancing cold-water dispersibility and supporting improved ingredient delivery.

According to the company, the formulation is designed to address challenges associated with conventional creatine products, particularly their dispersibility in water. Atomin also highlights the potential for improved stability in liquid formulations, which could enable the development of creatine-based functional beverages alongside conventional powder

formats.

The platform is being developed with a focus on water dispersibility, clean-label formulation approaches, ingredient protection systems and innovation in functional raw materials. These features could offer food, beverage and nutraceutical manufacturers additional formulation options as demand for performance nutrition products evolves.

Atomin describes Creazyn as the outcome of years of research and development aimed at advancing creatine formulation through engineered delivery systems. The company sees the technology as part of a broader effort to develop next-generation ingredient delivery platforms for functional foods and dietary supplements.

Based in Kerala, India, Atomin Innovations Group focuses on research, innovation and manufacturing. Its MIT platform represents the company's approach to developing delivery technologies for functional ingredients.

While the company highlights enhanced bioavailability, absorption and stability as intended benefits, independent comparative data would be needed to establish the extent of these improvements over conventional creatine formulations.

The introduction of Creazyn adds to ongoing innovation in sports nutrition, where ingredient delivery, formulation stability and consumer experience are increasingly important considerations for product developers.