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The [global supplement market](#), which generated \$78.1 billion in sales in 2021 is projected to reach a whopping \$128 billion by 2028.

And now with tens of thousands of supplements readily available to address a wide spectrum of health issues, consumers are often left wondering about the supplement company behind the label. Can they ultimately be trusted for their claims of purity, potency, and most importantly, performance?

BIOptimizers, a next-gen brain performance and [health supplement company](#), is on a mission to earn consumers' ongoing trust and loyalty. And they're willing to invest significantly in research and development to do just that.

The company recently announced a breakthrough in product formulations for supplements in the health and wellness industry. The company's lab, which was launched in 2019 with six employees, has tripled its staff to date.

"Our lab focuses on innovation at every level," said Matt Gallant, co-founder of BIOptimizers. "We are proud to be breaking new ground in the supplement industry with our leading-edge product formulations. We might be the only supplement company in the world doing the kind of R&D our lab performs. Our team is dedicated to improving the health and wellness of our customers, and we are excited to see the positive impact our products will have on their lives."

BIOptimizers continues to break new ground in the supplement industry by creating stacks and combinations of molecules that have never been done before. [The BIOptimizers lab](#) has created 250 enzyme and 250 probiotic experiments and has validated or invalidated the properties of every commercially available product, seeing all their unique attributes.

Monia Avdic, a Ph.D. and director of the BIOptimizers lab based at the University of Sarajevo in Bosnia, emphasized the importance of their ongoing and expanding research: *"Our lab's focus is on enzymes, probiotics, and some revolutionary new health products. Our goal is to maximize their potency, and we are constantly experimenting with new combinations and formulations. We believe that our research will revolutionize the supplement industry and help people achieve optimal health."*

For media inquiries and an expert quote on innovations with supplement formulations, contact Matt Gallant at PR@bioptimizers.com or call 800-719-2467. To learn more about how

BIOoptimizes can transform brain performance, gut health, and sleep, go to:

<https://biooptimizers.com/>

ABOUT BIOOPTIMIZERS:

BIOoptimizers serves over 162,000 clients in 90 countries worldwide. The catalyst for BIOoptimizers' success is a relentless focus on supplement performance, purity, and potency. The guiding BIOoptimizers North Star: create exponentially superior products and prove their effectiveness via consistent customer results.

The company was founded by Matt Gallant and Wade Lightheart, who are trainers who previously worked with pro athletes and other top performers. Investing 10+ years in the gym transforming the health and lives of their clients, the two founded a business partnership in 2004 that has since grown to over 100 employees globally.

Biohackers, physicians, and top authorities in health and wellness worldwide trust BIOoptimizers and their extensive line of health products. To find out why visit:

<https://biooptimizers.com>



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