



# AMPLIFYING HUMAN POTENTIAL

2023 Media Kit

[celliant.com](https://celliant.com)



# WHO ARE WE?



**Hologenix, LLC**  
Headquartered in Pacific Palisades, California

## AMPLIFYING HUMAN POTENTIAL SINCE 2002

Hologenix is a material science innovation hothouse that continually produces a wide range of consumer-loved, responsive products that energize all aspects of life – home, work and play.

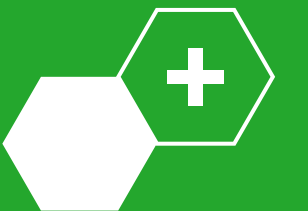
Our clinically demonstrated bio-responsive textiles differentiate brands in an increasingly crowded space by transforming body heat into infrared energy, providing physical and physiological benefits – unlike anything on the market today.

# WHAT IS CELLIANT?

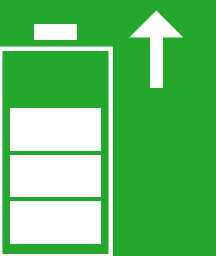
CELLIANT is a textile-based ingredient brand that improves health and wellness with the power of infrared energy.

CELLIANT's natural blend of IR-generating minerals is embedded into fibers, yarns and fabrics used by world class-brands in products spanning apparel, sleepwear, bedding, upholstery, uniforms, medical supplies and beyond.

## AMPLIFYING PERFORMANCE



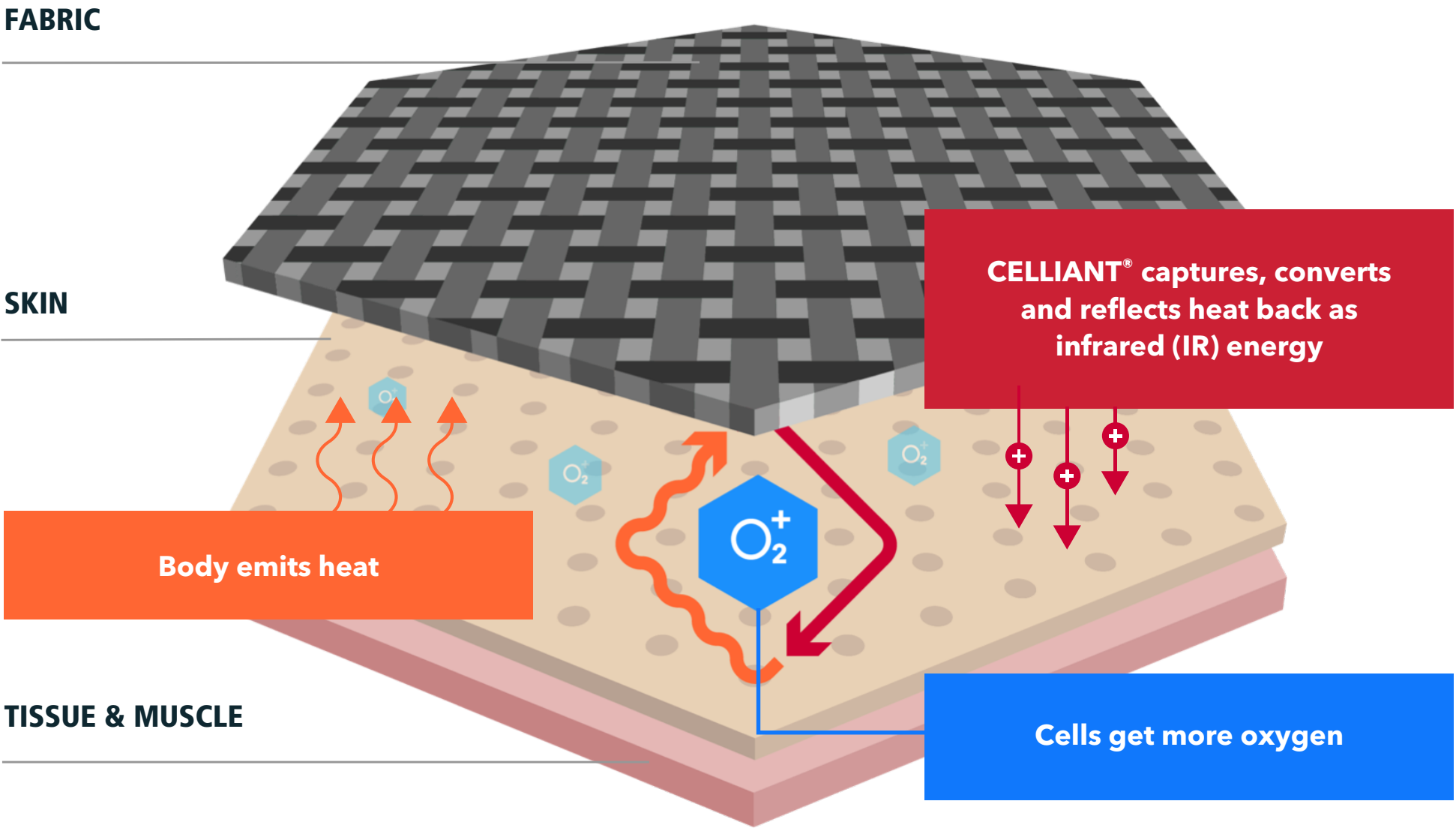
## AMPLIFYING RECOVERY



## AMPLIFYING SLEEP



# HOW IT WORKS



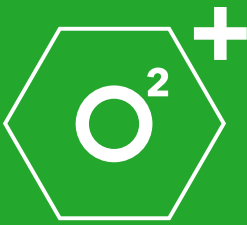
# BENEFITS



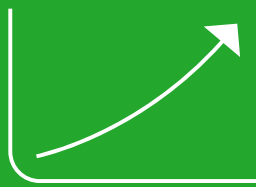
INCREASES  
ENERGY



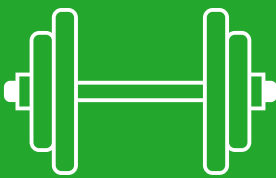
INCREASES LOCAL  
CIRCULATION



IMPROVES CELLULAR  
OXYGENATION



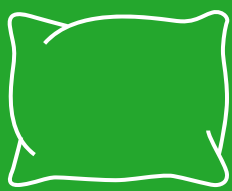
ENHANCES  
PERFORMANCE



INCREASES  
STRENGTH



INCREASES  
ENDURANCE



IMPROVES  
COMFORT



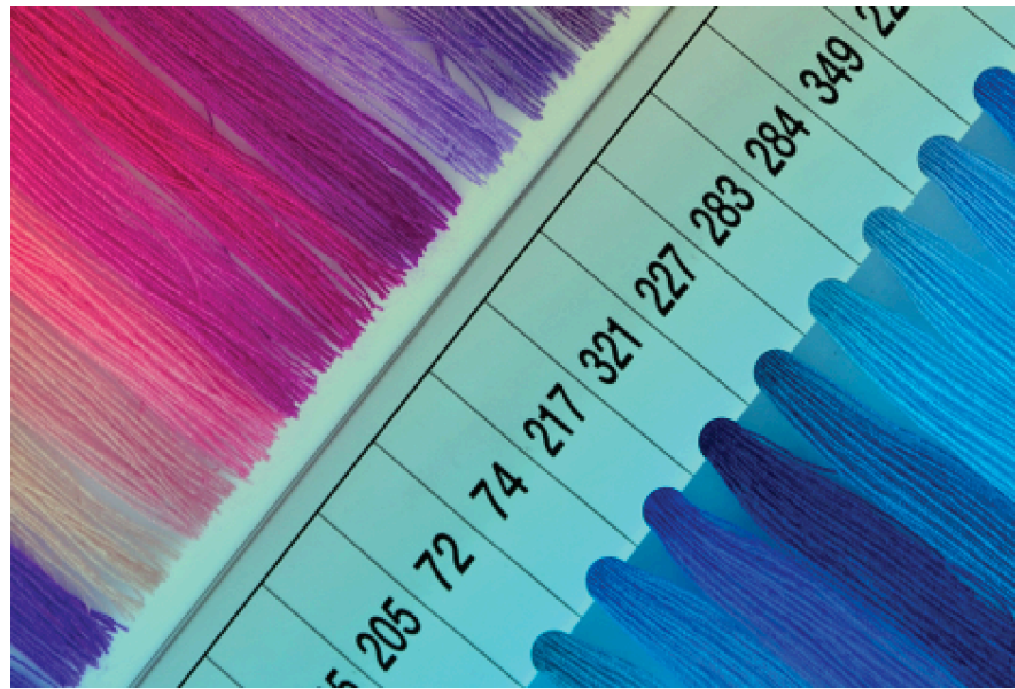
PROMOTES  
RESTFUL SLEEP



REGULATES  
TEMPERATURE

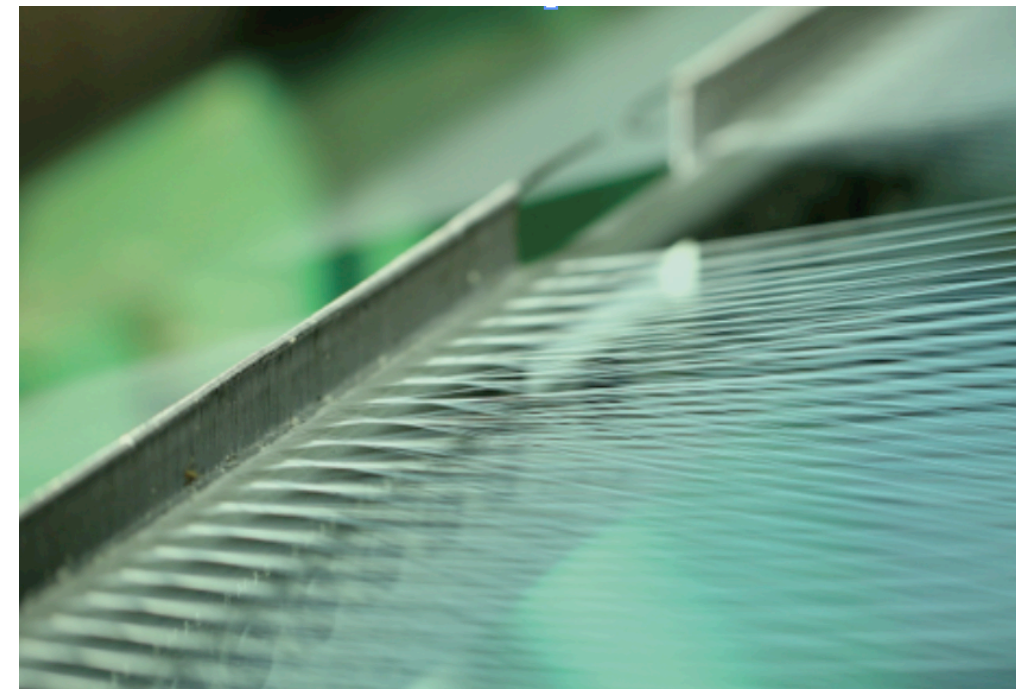


# OUR PRODUCT OFFERINGS



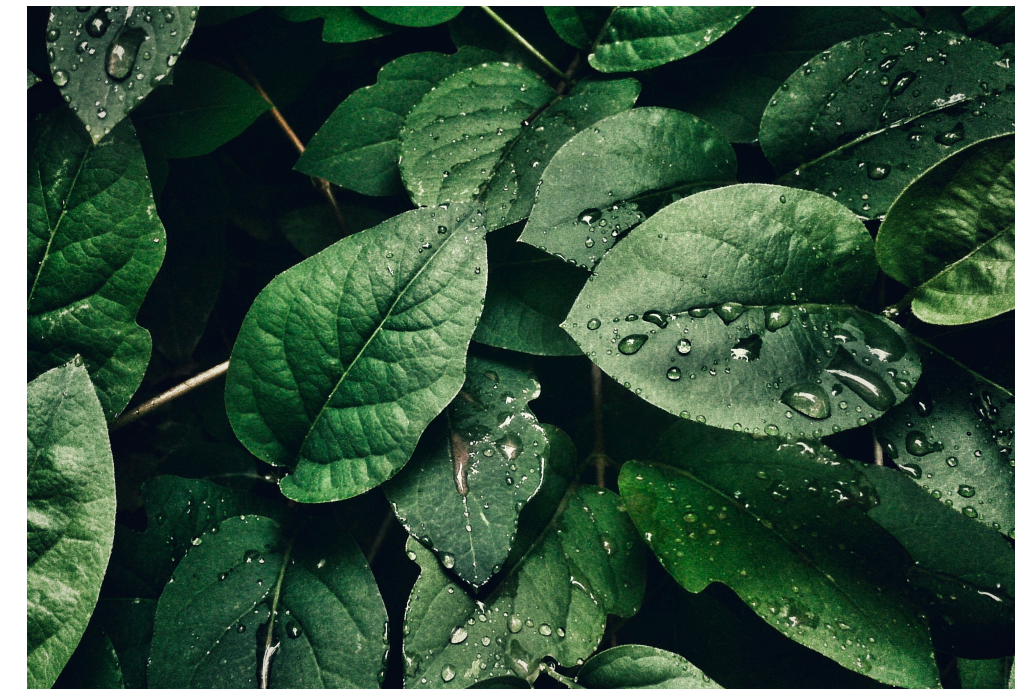
## CELLIANT PET AND RPET

CELLIANT's mineral blend can be embedded into both virgin and recycled polyester and retains the natural characteristics of the polymer.



## CELLIANT NYLON

When integrated into nylon, the textile has a softer hand and has advantageous dying properties.



## CELLIANT VISCOSE

CELLIANT Viscose is the first in-fiber sustainable viscose infrared (IR) solution for brand partners seeking an alternative to synthetic fibers.



## CELLIANT WITH REPREVE®

CELLIANT infrared technology meets REPREVE's rPET sustainable fibers made from recycled plastic bottles and pre-consumer waste in a new solution that is better for you, and better for the earth.



# COMPANY HIGHLIGHTS

20+

years in business

30+

product categories

60+

global brand partners

\$1B+

in retail sales of CELLIANT-  
powered products to date

## RECOGNIZED BY



## FEATURED IN

Forbes

FAST  
COMPANY

Inc.

FOX  
BUSINESS

THRIVE  
GLOBAL

AD  
ARCHITECTURAL DIGEST

SOURCING  
JOURNAL

# BACKED BY SCIENCE

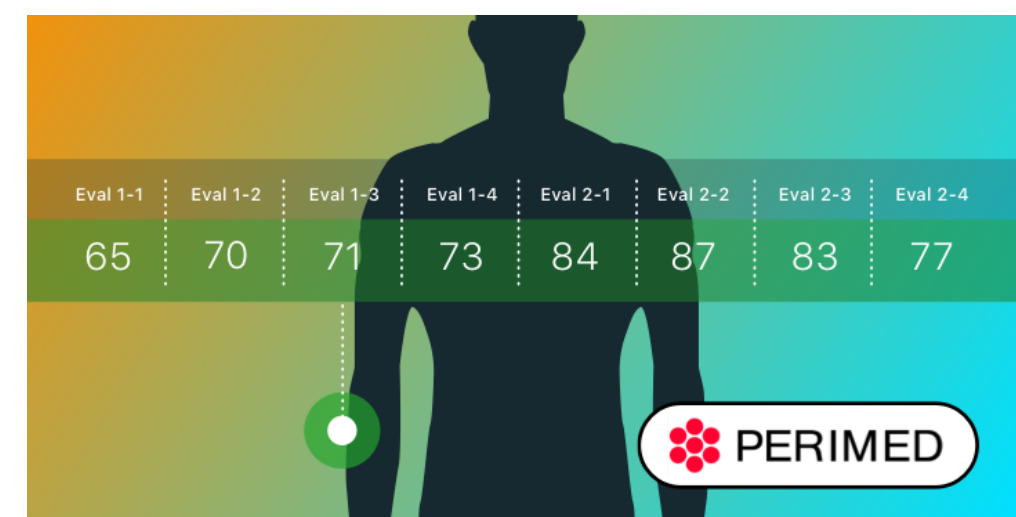
## SUMMARY OF KEY OUTCOMES

CELLIANT's Science Advisory Board has overseen ten peer-reviewed published studies that collectively demonstrate CELLIANT's effectiveness and the benefits of infrared energy.



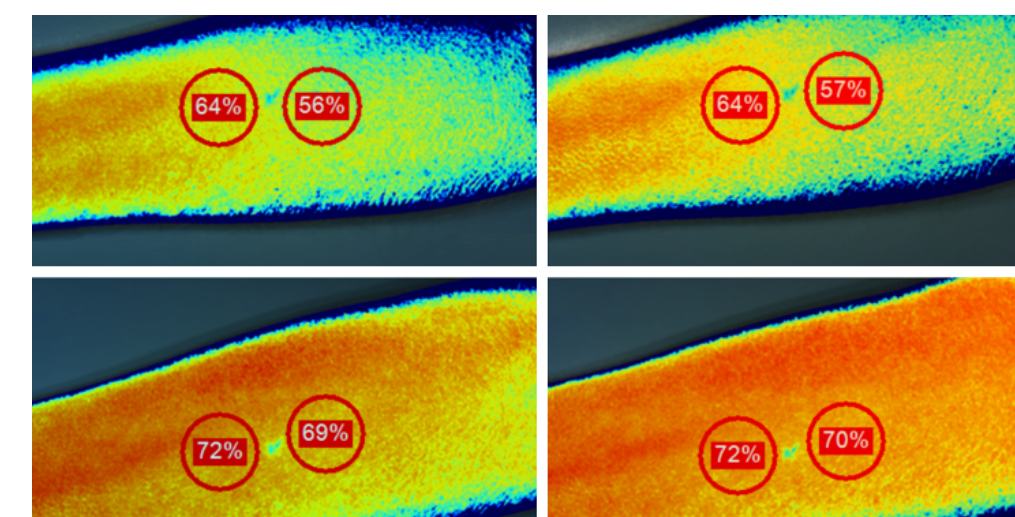
### GRIP STRENGTH

Improved grip strength of over 12% in the dominant hand after 90 minutes<sup>1</sup>



### TCP02

Average increase in TCPO2 of 8.4% after 90 minutes for 71% of the subjects<sup>2</sup>



### VO2 MAX

Elite/club cyclists VO2 reduced by 1.1%, increasing anaerobic threshold<sup>3</sup>



### SLEEP

9 more minutes of efficient sleep<sup>4</sup>  
18.3 more minutes of sleep per night<sup>5</sup>

Patents in

# 13 countries

with additional patents pending

Trademarks in

# 42 countries

with additional trademarks pending

CELLIANT is determined or designated as a Class 1 Medical Device in 38 countries and cleared to market in 15.\*





# TRUSTED BY LEADING BRANDS

# CUSTOMER TESTIMONIALS

## SLEEP



### Great Sleep!

"Great Sleep has been obtained. Aches and Pains greatly lessened"



## RECOVER



### CELLIANT Fibers Work!

"I have the long sleeve and long johns and wear them to sleep nightly. I was surprised that I didn't overheat due to the CELLIANT regulating body temp. I wake up less sluggish, less overall body stiffness and more energized after a typical nights sleep while using the sleepwear. This stuff works."



## PERFORM



### Recovery Works!

"I ride 80 miles a week and I am an avid user of UA recovery gear. I use sleep, fleece top and bottom after a workout."



# PARTNER TESTIMONIALS

"As the category leader and innovator of performance technologies for contract and residential markets, we are proud to introduce Crypton CELLIANT and the enhanced performance properties it represents. This innovation also demonstrates our strong, ongoing commitment to American manufacturing. With the introduction of CELLIANT technology to our fabric offering, we have found a trusted performance partner in sync with our company values and sustainability mission."

**Lance Keziah**  
CEO of the Crypton Companies

"The technology provides health and wellness benefits for sedentary moments, like an office worker in their chair or a person sitting in a waiting room, which is revolutionary. It really is a human solution and we are proud to be a part of bringing wellness to the built environment."

**Susan Lyons**  
DesignTex President

"Sustainable products for a healthy lifestyle and wellbeing – that's what both Hologenix and Kelheim Fibres stand for. This shared vision of the future is the sound basis for our seamless cooperation."

**Dr. Marina Crnoja-Cosic**  
Head of New Business Development and Member of the Board at Kelheim Fibres.





# STRATEGIC PARTNERSHIPS

CELLIANT works with its vast global supply chain network to help partner brands streamline their supply chain and minimize carbon footprint.



## CELLIANT VISCOSE

CELLIANT Viscose passed the OECD 301 B test for biodegradability and is registered on the USDA Biobased list. Our specialty viscose partner Kelheim Fibres was awarded a dark green/ green shirt in Canopy's 2021 Hot Button Report, which not only stands for responsible raw material sourcing but also is an overall sustainability indicator for viscose fibre producers.



## PURE WHITE CELLIANT

Pure white CELLIANT rPET fiber, created in partnership with recycling technology pioneer Wellman International, allows CELLIANT infrared technology to be infused in fibers that can be brilliantly white, delicate pastels and virtually any color imaginable. Wellman International has converted 100% of pure white CELLIANT polyester production into rPET.



## CELLIANT WITH REPREEVE®

CELLIANT with REPREEVE marries CELLIANT infrared technology with REPREEVE's rPET sustainable fibers made from recycled plastic bottles and pre-consumer waste in a new solution that is better for you, and for the earth. CELLIANT with REPREEVE is created in partnership with Unifi, a world-leader in sustainable manufacturing, and knitting partner Beverly Knits, allowing for production to take place within a 300-mile, made in the USA radius.



# GET IN TOUCH

To explore opportunities with Hologenix and CELLIANT, please reach out to us.

hello@celliant.com

celliant.com

- 1. 12%: Effect of Shirts with 42% CELLIANT® Fiber on tcPO2 Levels and Grip Strength in Healthy Subjects: A Placebo-Controlled Clinical Trial | Journal of Textile Science and Engineering, 2019 | Dr. Ian Gordon, Dr. Mark Vangel and Dr. Michael R Hamblin - Long Beach VA Memorial Hospital
- 2. 8.4%: Randomized Controlled Trial Comparing the Effects of Far-Infrared Emitting Ceramic Fabric Shirts and Control Polyester Shirts on Transcutaneous PO2, Journal of Textile Science and Engineering, 2014 | Dr. Ian Gordon, James Wason, Dr. Lawrence Lavery, Dr. Michael R Hamblin and MS Thein - Long Beach VA Memorial Hospital | NOTE: The minimum threshold to pass TCPO2 testing is an average increase of 7%.
- 3. 1.1%: Apparel with Far Infrared Radiation for Decreasing an Athlete's Oxygen Consumption During Submaximal Exercise, Research Journal of Textile and Apparel, 201 | Dr. Jay Worobets, Dr. Darren Stefanyshyn and Emma Skolnik - University of Calgary
- 4. 9 minutes: Pilot Study of Double Blind, Placebo Controlled, Crossover Trial on the Effect of Optically Modified Polyethylene Terephthalate Fiber Mattress Covers on Sleep Disturbances in Patients with Chronic Back Pain, 2010 | Dr. Marcel Hungs and Dr. Annabel Wang, University of California - Irvine Medical Center
- 5. 18.3 minutes: Double Blind, Placebo Controlled, Crossover Trial on the Effect of Optically Modified Polyethylene Terephthalate Fiber Mattress Covers on Sleep Disturbances in Patients with Chronic Back Pain, 2010 | Dr. Marcel Hungs and Dr. Annabel Wang, University of California - Irvine Medical Center

\* The FDA determined products containing CELLIANT® are medical devices because they are intended to temporarily increase blood flow and local circulation at the site of application in healthy individuals.

The FDA has determined that CELLIANT® products are medical devices as defined in section 201(h) of the Federal Food, Drug and Cosmetic Act and are general wellness products.

The FDA has not approved or designated CELLIANT® products for any purpose and has not made any determination about, or endorsement of, its stated use or benefits.

As part of the 513(g) submission process, the FDA reviewed and commented on appropriate health and wellness claims for CELLIANT products.

CELLIANT® is designated as a Class 1 Medical Device in Australia, Canada, the European Union, Japan, New Zealand, the United Arab Emirates and the United Kingdom. CELLIANT® is cleared to market in China, India, Indonesia, Korea, Malaysia, Mexico, Peru, Philippines, Saudi Arabia, Singapore, South Africa, Taiwan, Thailand and Vietnam, with more countries and regions to follow.

