

PRODUCT GUIDE
SPRING 2022



Science First. Neversecond.™

Great athletic performances are the result of hard work and the right performance nutrition.

NEVERSECOND aims to be the singular performance nutrition brand that athletes depend on to fuel their legendary performances.

An aerial photograph of a winding asphalt road on a grassy hillside. A lone cyclist is visible on the road, moving away from the viewer. The terrain is covered in green grass and some low-lying vegetation. The lighting suggests a bright, sunny day.

We celebrate the endurance athlete.

You don't just dream. You do hard things.

Courageous things. *Crazy* things! Without you, there is no us.

You are our heroes.

Podium winner, 5K survivor,
pre-dawn riser, weekend
warrior. You are all our heroes.

Today beats yesterday.

You live passionately.

You explore your physical limits
and the world through your love
of endurance sport.

Everyday is an adventure into
the unknown.

And that thrills us!

We are family.

You are the community we love.

Best friends and bitter rivals.
Training partners and circle swimmers.
Our Sunday group ride. All of you.

You have amazing stories to tell.

You are modern day warriors
on an amazing adventure.

We want to hear about your
journey and be a small part of
your untold story.

We have strong values.

Values, without action, are valueless.

We are a stubborn team of hardliners with old-fashioned values and a bias toward action.

We speak the truth.

Myths busted. Mysteries solved.
We challenge the storytellers and
make science easier to understand.

We don't know everything.

We challenge ourselves and strive
to improve. We evolve with science,
and with our athletes.

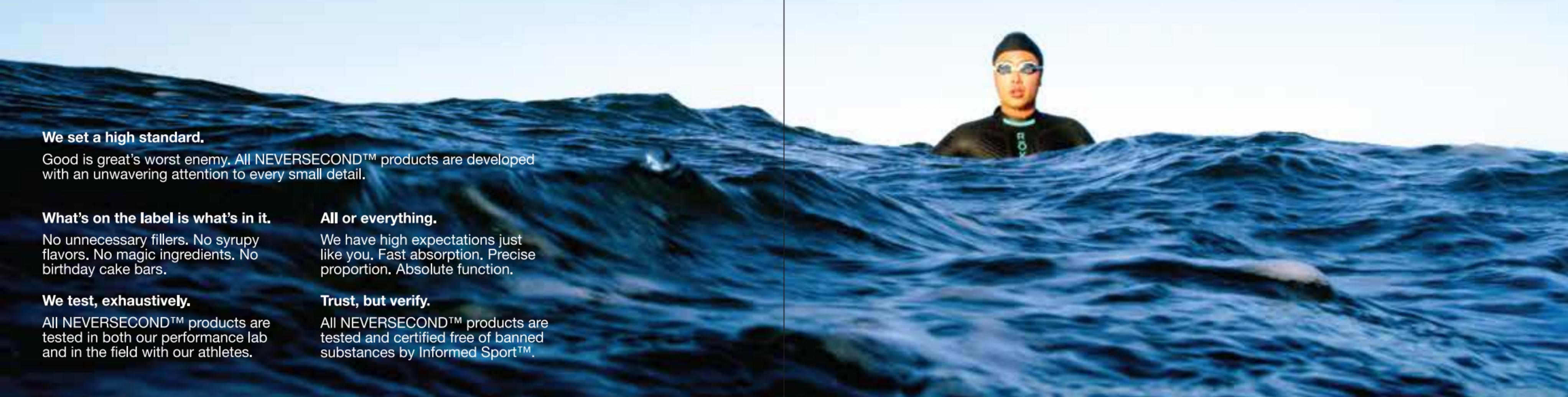
We suffer.

We are unabashedly and
unapologetically ambitious in
our pursuit of excellence.

We are you.

We don't fit our workouts in.
We fit our lives around our workouts.
Training always comes first!





We set a high standard.

Good is great's worst enemy. All NEVERSECOND™ products are developed with an unwavering attention to every small detail.

What's on the label is what's in it.

No unnecessary fillers. No syrupy flavors. No magic ingredients. No birthday cake bars.

We test, exhaustively.

All NEVERSECOND™ products are tested in both our performance lab and in the field with our athletes.

All or everything.

We have high expectations just like you. Fast absorption. Precise proportion. Absolute function.

Trust, but verify.

All NEVERSECOND™ products are tested and certified free of banned substances by Informed Sport™.

A cyclist wearing a black jersey and a white helmet is riding on a road. The background shows a sunset with warm orange and red tones. The cyclist is in a crouched position, looking forward. The road curves to the right in the distance. There are some bushes and trees on the left side of the road.

We minimize our footprint.

Maximum benefit, minimum impact.

Thoughtful consideration ensures that we do our part to minimize our environmental impact.

Less plastic.

Our resealable pouches use 80% less plastic than traditional tubs.

Reusable packages.

We use reusable packages in order to limit single-use waste.

Localized manufacturing network.

Our local manufacturing blueprint reduces our environmental impact.

We test our products at our own lab.

Based in UK and directed by Dr. Asker Jeukendrup, NEVERSECOND's Performance Lab™ is equipped with state-of-the-art testing equipment.

We guide athletes.

We host athletes on-site to help them optimize their performance nutrition.

We listen carefully.

Through testing, listening and revision, our athlete team helps us make the best possible products.

We develop new products.

We work hand-in-glove with our athletes in order to develop groundbreaking new products.



Professor Asker Jeukendrup
and Professional Triathlete Will Clarke
at NEVERSECOND's Performance Lab



We are dedicated to data.

NEVERSECOND's products are developed from the most current, accurate and comprehensive scientific data available.

Our research is never done.

We use the latest research to support our work, and evolve with our athletes and science.

The numbers really matter.

We use data-driven clinical trials. Numbers don't lie.

One is not enough.

The majority of products are developed using limited research. Our product development is driven by multiple source studies.



easypost.

Neversecond is proud to be the official performance nutrition partner of EF Education-EasyPost Pro Cycling Team

Neversecond Guidance System

Our guidance system is designed to put an end to bonking, dehydration and stomach problems, and to help you achieve your peak performance.



What is NEVERSECOND Guidance System?

Neversecond Guidance System is a personalized nutrition platform that helps athletes understand, plan, implement and perfect their performance nutrition.

Why should athletes use the guidance system?

One of the key factors that affects athletic performance, positively or negatively, is performance nutrition.

The Problem: Arbitrary nutrient values are confusing.

The use of arbitrary nutrient values (26g of carbohydrate, as example) presents a challenge for athletes. This forces the use of “head math” in order to calculate their intake relative to output.

If the difference between intake and output are too great, then performance suffers.

The Solution: Precise nutrient values and simple communication.

The Neversecond Guidance System simplifies performance nutrition for athletes by combining the latest scientific research with precise products and clear communication.

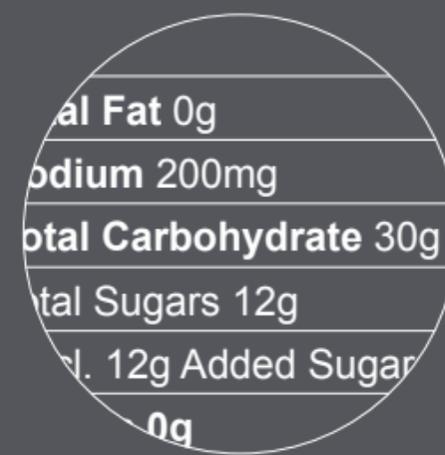
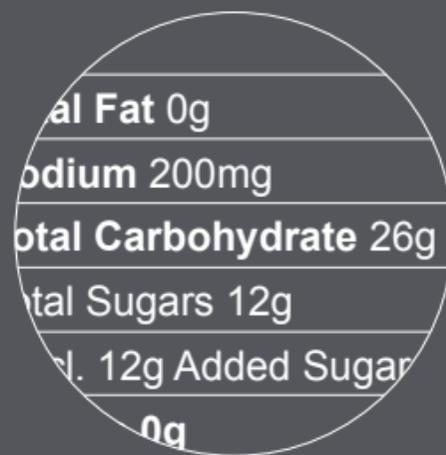
Precise nutrient values.

All NEVERSECOND products use 30g increments of carbohydrate and 15g increments of protein.

Simple communication.

All NEVERSECOND products are clearly marked for easy navigation. Our unique dot system and naming (C30 designates 30g of carbohydrate as example) allow for fast and easy product identification.

“If I need to take 60g of carbohydrate per hour for my marathon, how many gels do I have to take if each gel has 26g of carbohydrate?”



Get started.

Step 1: Scan the QR code below.

Or go to never2.com/guidance-system.



Step 2: Choose your path. Receive a plan.

The Neversecond Guidance System™ can provide either a quick plan or a more comprehensive one based on your preference.

“ You need ten (10) N2 Units (dots) for your event.”



Step 3: Select C-SERIES products.

Mix and match products based on your preference. As long as the N2 Unit (dot) count is right, you're good to go!



1 x N2 Unit
●○○



1 x N2 Unit
●○○



3 x N2 Unit
●●●



3 x N2 Unit
●●●



1 x N2 Unit
●○○



1 x N2 Unit
●○○

This product assortment has ten (10) total N2 Units.

C-SERIES FUEL PRODUCTS

Our C-SERIES of fuel products is designed to help endurance athletes optimize their performance energy needs. When used in conjunction with our NEVERSECOND Guidance System™, endurance athletes can now personalize and perfect their training and performance nutrition with confidence.

No more guesswork.

Our C-SERIES fuel products are formulated using 30g increments of carbohydrate. This allows you to easily plan, test and perfect your performance nutrition.

Our system is flexible.

We offer a complete assortment of drink mixes, energy gels and fuel bars that are formulated to work together. Simply mix and match products based on your preference.

Nothing more. Nothing less.

Our C-SERIES products contain only what is tested and proven to fuel great performance. There are no artificial flavors, colors or unnecessary ingredients in our products.

Tested on real athletes, in real situations.

Through our NEVERSECOND Performance Lab™ and NEVERSECOND Performance Mobile Lab™, all C-SERIES products are tested to ensure optimal performance and GI comfort.

C-SERIES Key Benefits.

One of our goals at NEVERSECOND™ is to simplify complex science so that athletes can easily interpret and leverage our expertise. Our C-SERIES products all use clear symbols for easy reference.

| | | | | | |
|-----------------------|--|-------------|---|-----------|-------------------------------------|
| AJ21 | Glucose:fructose carb blend optimizes fuel delivery and hydration. | ISO | Isotonic for fast gastric emptying. | pH | ph-neutral. Gentle on the stomach. |
| Na⁺ | 200mg sodium promotes rapid water absorption. | + | 75mg caffeine per serving. | M | Mild flavor. Gentle on the stomach. |
| OOO | NEVERSECOND Guidance System™ works with all NEVERSECOND™ products. | LFFP | Low fat, fiber and protein. Promotes faster gastric emptying and fuel delivery. | QC | Quality-controlled and tested. |

Our C-SERIES Product System.

All C-SERIES fuel products are formulated using 30g increments of carbohydrate. All C30 products contain precisely 30g of carbohydrate. C60 products contain 60g. C90 products contain 90g. our proprietary N2 unit (dot) system allows you to easily recognize and calculate the carbohydrate content of any C-SERIES product.



All C-SERIES products use one (1) N2 unit (dot) per 30g of carbohydrate. A C30 product has 30g of carbohydrate per serving.

A C90 product has three (3) N2 units (dots) and 90g of carbohydrate per serving.

Our position on caffeine use.

Some NEVERSECOND™ fuel products contain caffeine. Caffeine has been shown to improve endurance performance. As caffeine response varies individually, we recommend testing our caffeine products carefully during training in order to optimize your regimen.

All NEVERSECOND™ caffeinated products are prominently marked with a "+." All NEVERSECOND™ caffeinated products contain 75mg of caffeine per serving.



All Neversecond™ caffeinated products have a "+" symbol after the "C" value.

All Neversecond™ caffeinated products contain 75mg caffeine per serving.

C30 SPORTS DRINK 20-SERVING RESEALABLE POUCH



OVERVIEW

2:1 GLUCOSE-TO-FRUCTOSE CARBOHYDRATE SPORTS DRINK MIX RAPIDLY HYDRATES AND DELIVERS 30g OF CARBOHYDRATE.

KEY BENEFITS

AJ21 ISO

Na⁺ pH

○○○ QC

WHEN TO USE

BEFORE DURING AFTER

FUNCTION

FUEL HYDRATE RECOVER

PREPARATION

ADD 1 LEVEL SCOOP (32g) DRINK MIX TO 500ml WATER. SHAKE WELL UNTIL POWDER COMPLETELY DISSOLVES.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

[CITRUS] MALTODEXTRIN, FRUCTOSE, TRISODIUM CITRATE DIHYDRATE, NATURAL FLAVORS.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK, SOY, EGGS AND COCONUT.

FORMAT

• 640g RESEALABLE 20-SERVING POUCH

AVAILABLE FLAVORS

CITRUS FOREST BERRY



C30 SPORTS DRINK 6-UNIT VARIETY PACK



OVERVIEW

2:1 GLUCOSE-TO-FRUCTOSE CARBOHYDRATE SPORTS DRINK MIX RAPIDLY HYDRATES AND DELIVERS 30g OF CARBOHYDRATE.

KEY BENEFITS

AJ21 ISO

Na⁺ pH

○○○ QC

WHEN TO USE

BEFORE DURING AFTER

FUNCTION

FUEL HYDRATE RECOVER

PREPARATION

ADD 32g (1 SACHET) SPORTS DRINK MIX TO 500ml WATER. SHAKE WELL UNTIL POWDER COMPLETELY DISSOLVES.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

[CITRUS AND FOREST BERRY] MALTODEXTRIN, FRUCTOSE, TRISODIUM CITRATE DIHYDRATE, NATURAL FLAVORS.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK, SOY, EGGS AND COCONUT.

FORMAT

• 6-UNIT CARTON CONTAINS THREE (3) CITRUS AND THREE (3) FOREST BERRY SERVINGS.

AVAILABLE FLAVORS

CITRUS FOREST BERRY



C30 ENERGY GEL



OVERVIEW

2:1 GLUCOSE-TO-FRUCTOSE ENERGY GEL DELIVERS 30g OF FAST-ABSORBING AND EVEN ENERGY.

KEY BENEFITS

| | |
|-----------------|----|
| AJ21 | M |
| Na ⁺ | QC |
| ooo | |

WHEN TO USE

| | | |
|-----------|-----------|-----------|
| ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ |
| BEFORE | DURING | AFTER |

FUNCTION

| | | |
|-----------|-----------|-----------|
| ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ |
| FUEL | HYDRATE | RECOVER |

PREPARATION

CONSUME 1-3 GELS EVERY 60 MINUTES OF EXERCISE, DEPENDING ON YOUR NEEDS.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

(CITRUS) WATER, MALTODEXTRIN, FRUCTOSE, NATURAL FLAVORS, PECTIN, CITRIC ACID, TRISODIUM CITRATE, SALT, CALCIUM LACTATE, POTASSIUM SORBATE.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK AND DAIRY PRODUCTS.

FORMAT

• 60ml GEL PACK/ 12 UNITS PER BOX

AVAILABLE FLAVORS

| | |
|---------------|-------------|
| CITRUS | BERRY |
| PASSION FRUIT | FRUIT PUNCH |



C30+ ENERGY GEL



OVERVIEW

2:1 GLUCOSE-TO-FRUCTOSE ENERGY GEL DELIVERS 30g OF FAST-ABSORBING AND EVEN ENERGY.

KEY BENEFITS

| | |
|-----------------|----|
| AJ21 | + |
| Na ⁺ | M |
| ooo | QC |

WHEN TO USE

| | | |
|-----------|-----------|-----------|
| ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ |
| BEFORE | DURING | AFTER |

FUNCTION

| | | |
|-----------|-----------|-----------|
| ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ | ■ ■ ■ ■ ■ |
| FUEL | HYDRATE | RECOVER |

PREPARATION

CONSUME 1-3 GELS EVERY 60 MINUTES OF EXERCISE, DEPENDING ON YOUR NEEDS.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

(ESPRESSO) WATER, MALTODEXTRIN, FRUCTOSE, NATURAL COFFEE FLAVORS, PECTIN, SALT, CITRIC ACID, CALCIUM LACTATE, POTASSIUM SORBATE.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK AND DAIRY PRODUCTS.

FORMAT

• 60ml GEL PACK 12 UNITS PER BOX

AVAILABLE FLAVORS

| | |
|----------|------|
| ESPRESSO | COLA |
|----------|------|



*** THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

C90 HIGH-CARB DRINK MIX

OVERVIEW

2:1 GLUCOSE-TO-FRUCTOSE ENERGY GEL DELIVERS 30g of FAST-ABSORBING AND EVEN ENERGY.

KEY BENEFITS

AJ21 ISO

Na⁺ M

○○○ QC

WHEN TO USE

BEFORE DURING AFTER

FUNCTION

FUEL HYDRATE RECOVER

PREPARATION

ADD 94g (1 SACHET) HIGH-CARB DRINK MIX TO 500ml WATER. SHAKE WELL UNTIL POWDER COMPLETELY DISSOLVES.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

[CITRUS] MALTODEXTRIN, FRUCTOSE, TRISODIUM CITRATE, NATURAL FLAVOR.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK AND DAIRY PRODUCTS.

FORMAT

• 94g SACHET / 14 UNITS PER BOX

AVAILABLE FLAVORS

CITRUS



P-SERIES RECOVERY PRODUCTS

Our P-SERIES of recovery products is formulated to help endurance athletes recover fully from training sessions.

Quality counts.

All NEVERSECOND recovery products use whey protein isolate, the purest source of protein available on the market.

Just the right amount.

Too much or too little consumption of protein can compromise recovery. Our P-SERIES products deliver 30g of protein per serving, the right amount to help you recover toward peak performance.

A pure protein source.

Our P-SERIES products contain low carbohydrate, fat, calories and fiber.

Only what you need.

As with all NEVERSECOND products, our P-SERIES recovery products contain no artificial flavors, sweeteners or colors. We add just enough of the right ingredients to support your recovery.

P-SERIES Key Benefits.

Our P-SERIES products all use the latest scientific research, simplified by clear guidance symbols printed on the packaging for easy reference.

WI

Whey Protein Isolate.
Highest quality protein
source available.

EAA

Essential Amino Acids.
18g per serving.

OOO

NEVERSECOND Guidance
System™ works with all
NEVERSECOND™ products.

LEU

Leucine.
Contains 3.5g per serving.

LCFF

Low in carbohydrate, fat
and fiber. A pure protein
source.

QC

Quality-controlled
and tested.

Our P-SERIES Product System.

All P-SERIES recovery products are designed using 15g increments of protein. All P15 products contain precisely 15g of protein. P30 products contain 30g. P45 products contain 45g. Our N2 system allows you to easily recognize and calculate the protein content of any P-SERIES product.



All P-SERIES products use one (1) N2 unit (dot) per 15g of protein. A P30 product has two (2) N2 units (dots) and 30g of protein.

COMING MAY 2022

P30 WHEY PROTEIN ISOLATE DRINK MIX 15-SERVING POUCH

OVERVIEW

WHEY PROTEIN ISOLATE RECOVERY DRINK MIX DELIVERS 30g OF WHEY PROTEIN ISOLATE TO PROMOTE RECOVERY.

KEY BENEFITS

WI LCFF

LEU ○○○

EAA QC

WHEN TO USE

BEFORE DURING AFTER

FUNCTION

FUEL HYDRATE RECOVER

PREPARATION

ADD 2 LEVEL SCOOPS DRINK MIX TO 250ml WATER. SHAKE WELL UNTIL POWDER COMPLETELY DISSOLVES. USE A PROTEIN SHAKER FOR BEST MIXING RESULTS.

FREE OF BANNED SUBSTANCES

ALL BATCHES ARE TESTED AND CERTIFIED FREE OF BANNED SUBSTANCES.

INGREDIENTS

[DUTCH CHOCOLATE] 95% WHEY PROTEIN ISOLATE, 2% LOWFAT COCOA POWDER, NATURAL FLAVOR, XANTHAN GUM, SALT, ACESULFAME K, SUCRALOSE.

ALLERGEN DETAIL

MADE IN A FACILITY THAT ALSO PROCESSES MILK, SOY, EGGS AND COCONUT.

FORMAT

• 600g RESEALABLE 15-SERVING POUCH

AVAILABLE FLAVORS

CHOCOLATE





ACCESSORIES BY TACX / BY BLENDER BOTTLE®

We work with the best partners in sport so that our athletes always have a great experience.

Leak-proof.

Our bottles and accessories are carefully engineered and tested to ensure great long-term performance.

Top-rack dishwasher-safe.

Although hand-washing is recommended, you can wash our bottles in the dishwasher top rack (up to 140° F).

Food-grade.

Our bottles and accessories are both BPA and phthalate-free, and are carefully tested to ensure there are no harmful contaminants in them.

NOT for use in microwave or freezer.

Our bottles and accessories are not intended for use in a microwave or in a freezer.

NEVERSECOND WATER BOTTLES BY TACX

OVERVIEW

TACX SHIVA SPORT DRINK BOTTLES ARE A FAVORITE OF PRO TEAMS AND ATHLETES.

- AVAILABLE IN 500ml AND 750ml SIZES.
- DISHWASHER-SAFE TO 140° F.
- BPA-FREE.
- 100% FOOD-GRADE PLASTIC.
- FITS STANDARD WATER BOTTLE CAGES.
- WIDE MOUTH FOR EASY FILLING AND CLEANING.
- LOCKABLE SPOUT STAYS CLOSED.



NEVERSECOND PROTEIN SHAKERS BY BLENDER BOTTLE®

OVERVIEW

BLENDER BOTTLE® PROTEIN SHAKERS ARE THE LEADING PROTEIN SHAKER SINCE 2004.

- AVAILABLE IN 825ml SIZE.
- DISHWASHER-SAFE TO 140° F.
- BPA-FREE.
- 100% FOOD-GRADE PLASTIC.
- EASY TO CLEAN.



We would love to hear from you!

Please don't hesitate to reach out to us with your questions and comments.

Email us!

hello@never2.com

Visit us!

www.never2.com

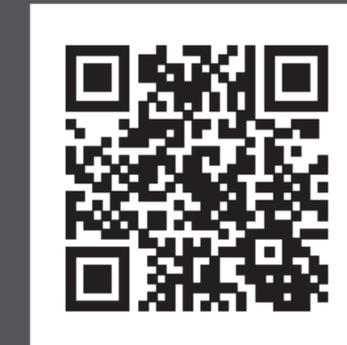
Write us!

Neversecond Inc.
PO Box 964
Bayport, NY 11705
USA

Become a NEVERSECOND™ Ambassador.

We are looking for amazing athletes to join our team of brand ambassadors.

If you're interested in becoming a NEVERSECOND™ brand ambassador, please scan the QR code below and complete an application.



 NEVERSECOND™