



Anti-Trend

2025

# **REPORT**

*Unveiling the facts & science behind social media's favorite health trends.*

**GNC**  
LIVE WELL





# FADS

VS.

# FACTS

## At GNC

we've spent 90 years helping people Live Well. And, if there's one thing we've learned, it's this:

**Not every health trend is a good one.**

Social media fuels wellness trends at lightning speed. From viral supplement hacks to extreme diet fads, it's harder than ever for consumers to separate fact from fiction when it comes to their health. That's why we created The GNC Anti-Trend Report—Our inaugural expert-backed report that evaluates the biggest health trends from a scientific perspective.

Our team of nutrition scientists, dietitians, and industry experts analyzed some of the most viral wellness trends of the past several months, evaluating their scientific validity, safety, and long-term feasibility.



# The ***DEEP***

Each trend is given an overall grade (A–D) based on the following key factors.

**01**

## Scientific Evidence

Is this backed by peer-reviewed research or just internet hype?

**02**

## Who Can Benefit

Is this useful for most people or only a select few?

**03**

## Wellness Considerations

Are there potential dangers or downsides?

**04**

## Long-Term Feasibility

Is this a realistic, sustainable approach to health?

.....

We set the bar higher than anyone else in the industry to ensure that what we offer is rooted in credible research, rigorous testing, and real results. We believe in science-backed solutions, not gimmicks.

**So, let's dive in and separate the fads from the facts.**





# TREND 01



Reviewed By

**Brittany Johnson**

PHD, MS, RDN  
Sr. Manager, Scientific Affairs

## WHAT IS THIS TREND?

The rise of Ozempic® and other GLP-1 weight loss drugs over the last two years sparked a huge shift in weight management. As demand surged and accessibility remained limited, consumers turned to alternative solutions, particularly natural supplements and DIY remedies that claim to mimic Ozempic's effects.



# The “ZEMPIC ERA”

## THE TRENDS AND THE SCIENCE

### Berberine (“nature’s Ozempic”)

A supplement that gained massive traction over the past few years for its potential blood sugar and weight management benefits.

#### What Does Science Say?

Backed by nearly 30 clinical studies showing positive effects on blood sugar support and modest improvements in body mass and waist circumference. Most of the studies included lifestyle changes alongside supplementation.

### Ricezempic and Oatzempic

Ricezempic is a DIY “hack” made with rice water and lime juice, claiming to suppress appetite. (Last year, Google searches peaked primarily in Michigan, California, and Texas.)

Oatzempic is another homemade trend using soaked oats for blood sugar control and satiety. (Google searches spiked in March 2025, with strong interest in Florida, Hawaii, New York, and New Jersey.)

#### What Does Science Say?

No clinical studies validate their ability to stimulate GLP-1 secretion or promote significant weight loss. However, oats are high in fiber, which supports satiety and blood sugar levels.

### GLP-1 Supplements

GLP-1 supplements quickly became all the rage and a top search term. Products claim to increase your body's natural GLP-1 hormone levels to act similarly to GLP-1 prescription medications.

#### What Does Science Say?

Some supplements may offer short-term benefits, but GLP-1 naturally degrades within minutes in the body, whereas prescription GLP-1 drugs last for a week. More long-term studies are needed to validate these alternatives.

## BETTER-STUDIED OPTIONS:

Ingredients like Slimvance® (a botanical blend), Reducose® (white mulberry extract), and Morosil® (blood orange extract) have long-term research supporting their role in healthy blood sugar levels and weight management.



# OUR TIPS



**Boost Fiber  
& Protein  
Intake**

Both nutrients help with satiety, metabolism, and lean muscle maintenance during weight loss.



**Choose  
Clinically Backed  
Supplements**

Look for ingredients with proven long-term benefits for weight loss and metabolism. Pair with a healthy diet and exercise for the best results.



**Support Your  
Body During  
GLP-1 Use**

If taking a GLP-1 drug, add multivitamins (for nutrient gaps), protein (to maintain muscle mass), and collagen (for skin elasticity).

## THE BOTTOM LINE:

Natural GLP-1 boosters are not a replacement for prescription GLP-1 drugs. Research is still too new to determine their long-term effectiveness. However, if you want to optimize weight loss while on GLP-1 medications, supplementation is an A+ strategy. Multivitamins, protein, and collagen can help mitigate side effects like muscle loss, sagging skin, and nutritional deficiencies—ensuring a healthier, more-sustainable approach to weight management.



## FINAL GRADE

If you're looking for science-backed solutions, opt for proven weight loss supplements and lifestyle changes rather than chasing viral hacks. Healthy, sustainable weight loss is the real goal.





# TREND 02



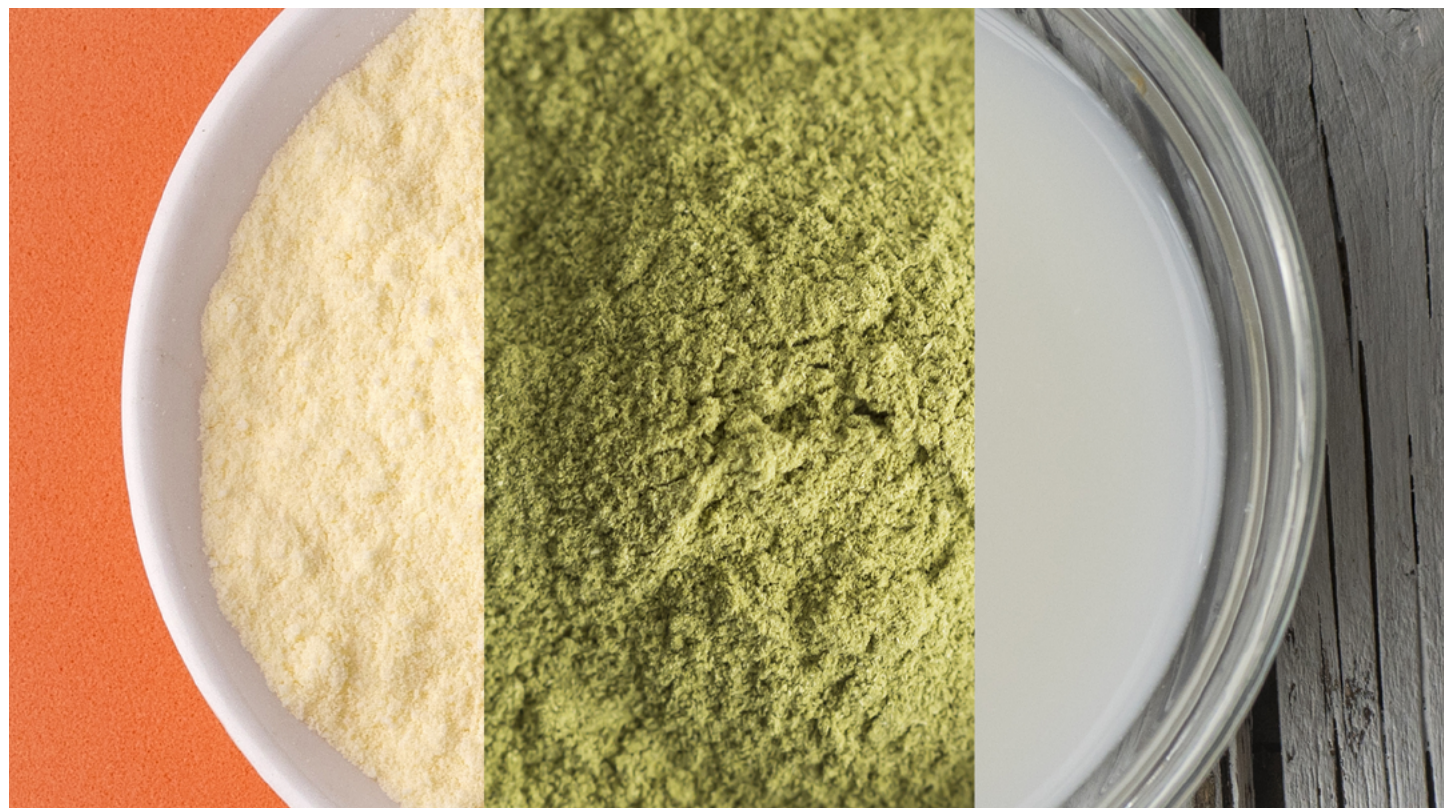
Reviewed By

**Rebecca Yonek**

MS, CISSN  
Associate Manager, Product Design

## WHAT IS THIS TREND?

Consumers are always looking for the next “it” ingredient: A simple, effective, and easy-to-use product that can be seamlessly incorporated into daily routines. Bovine colostrum, powdered greens, probiotics, and cultures have emerged as four of the biggest supplement trends, all gaining traction due to social media, celebrity endorsements, and growing consumer demand.



# THE “IT INGREDIENTS”

## BOVINE COLOSTRUM

### What is it?

Colostrum is the first form of milk produced by mammals after giving birth, packed with immune-supporting nutrients, proteins, and growth factors. Colostrum gained traction in 2024, and we continue to see it trending through 2025. Colostrum supplements surged in popularity following widespread interest in collagen, raw milk, and natural immune boosters.

Brands like ARMRA and Cowboy Colostrum went viral after celebrity collaborations featured colostrum smoothies.

Google searches peaked in January and mid-March 2025, with high interest in Kansas, Tennessee, Iowa, Ohio, and New Jersey. Bovine colostrum was searched along with terms including “milk thistle,” “weight loss,” “powder,” and “supplement.”

## THE SCIENCE

### The Benefits

**Better Nutrition:** Higher levels of protein, fat, and micronutrients than mature dairy milk.

**Immune Support:** Contains bioactive components like immunoglobulins that may support immune function.

**Gut Health:** Acts as a prebiotic, promoting beneficial gut bacteria.

**Muscle & Recovery:** Some studies suggest colostrum may help with muscle mass, fat loss, and recovery.

### The Limitations

While early research is promising, there’s still limited data on colostrum’s impact on exercise performance and long-term health benefits.

Quality matters. Not all colostrum supplements are equal. Their processing methods and sourcing will impact effectiveness.

## OUR TIPS

Look for organic, grass-fed colostrum free from pesticides, hormones, and additives. Avoid high-heat processing as the heat can destroy key bioactive compounds.

Choose a form that works for your lifestyle, like powder, capsules, or travel-friendly stick packs.

# FINAL GRADE B

Colostrum has strong potential—especially for immune and gut health—and more studies are coming to validate claims on performance and recovery. With more research, this could be an A-grade supplement.



# TREND 03



Reviewed By

**Mary Milstead**

MS, RD, LDN  
Director, Scientific Communications & Creative

## WHAT IS THIS TREND?

As more consumers struggle to meet daily fruit and vegetable intake, greens powders have become a convenient solution to boost nutrient intake. The category exploded after Bloom Nutrition went viral in 2020 and has remained popular thanks to celebrity endorsements and influencer marketing. Interest in greens powders peaked on Google in January and April 2025, with the top search locations coming in North Carolina, California, Texas, Minnesota, and Arizona.



# GREENS POWDERS

## THE SCIENCE

### The Benefits

**Nutrient Dense:** Rich in vitamins, minerals, fiber, and antioxidants.

**Gut Health:** Fiber and probiotics may support digestion and regularity.

**Immune Function & Energy:** Contains immune-boosting ingredients like vitamins C & D, plus B vitamins for energy production.

**Antioxidant Protection:** Helps combat oxidative stress and supports skin health.

### The Limitations

Not all greens powders are created equal. Some have minimal amounts of whole-food ingredients, relying heavily on fillers, artificial sweeteners, or unverified blends.

You can't fully replace whole fruits and veggies. As great as it sounds, greens powders are supplements, not substitutes.

## OUR TIPS

Find a reputable brand with transparent sourcing and third-party testing.

Look for quantified servings. Does the product provide real servings of fruits and vegetables? Check the ingredient list and opt for products high in fiber and rich in key vitamins/minerals.

Make sure it tastes good because—and let's be honest—if it's gross, you won't use it!



# FINAL GRADE B

Greens powders can be a great addition to a healthy diet, but their quality varies. If you choose a high-quality, well-formulated greens powder, this trend could easily be an A+.



# TREND 04



Reviewed By

**Lauren Green**

DCN, RD, LDN, CPT  
Director, Global Product Design

## WHAT IS THIS TREND?

Probiotics are a common trendy supplement, but they are now popping up in unexpected ways, with prebiotic sodas as inspiration for products like Coconut Cult and Culture Cup™.

### COCONUT CULT

Coconut Cult is a viral probiotic yogurt with influencers claiming it reduced bloating, helped with cravings, and—of course—improved gut health. Google searches show Coconut Cult peaked in February 2025, with top search locations coming from Rhode Island, New Jersey, Delaware, Massachusetts, and Connecticut.



### CULTURE CUP™

Culture Cup™ is a single-serve probiotic ice cream debuted at Expo West 2025. Alec's Ice Cream introduced the product, claiming it avoids stomach cramping, bloating, indigestion, and skin irritation.

Google searches show that Culture Cup peaked in April 2025, with top search locations coming from Missouri, Massachusetts, New Jersey, New York, and Illinois.

# PROBIOTICS and CULTURES

## THE SCIENCE

### The Benefits

**Gut Health:** Probiotics, which fortify the gut with beneficial bacteria, are well known to support digestion and overall gut health.

**Immune Function:** The gut contains approximately 70% of the immune system's cells. Probiotics can help make sure the gut—thereby the immune system—is functioning at its best.

### The Limitations

Although an exciting area of science, evidence to support specific strains for specific health goals is still evolving.

The gut is a complex system, and there is still more to explore in relation to how probiotics provide benefits in the body.

## OUR TIPS

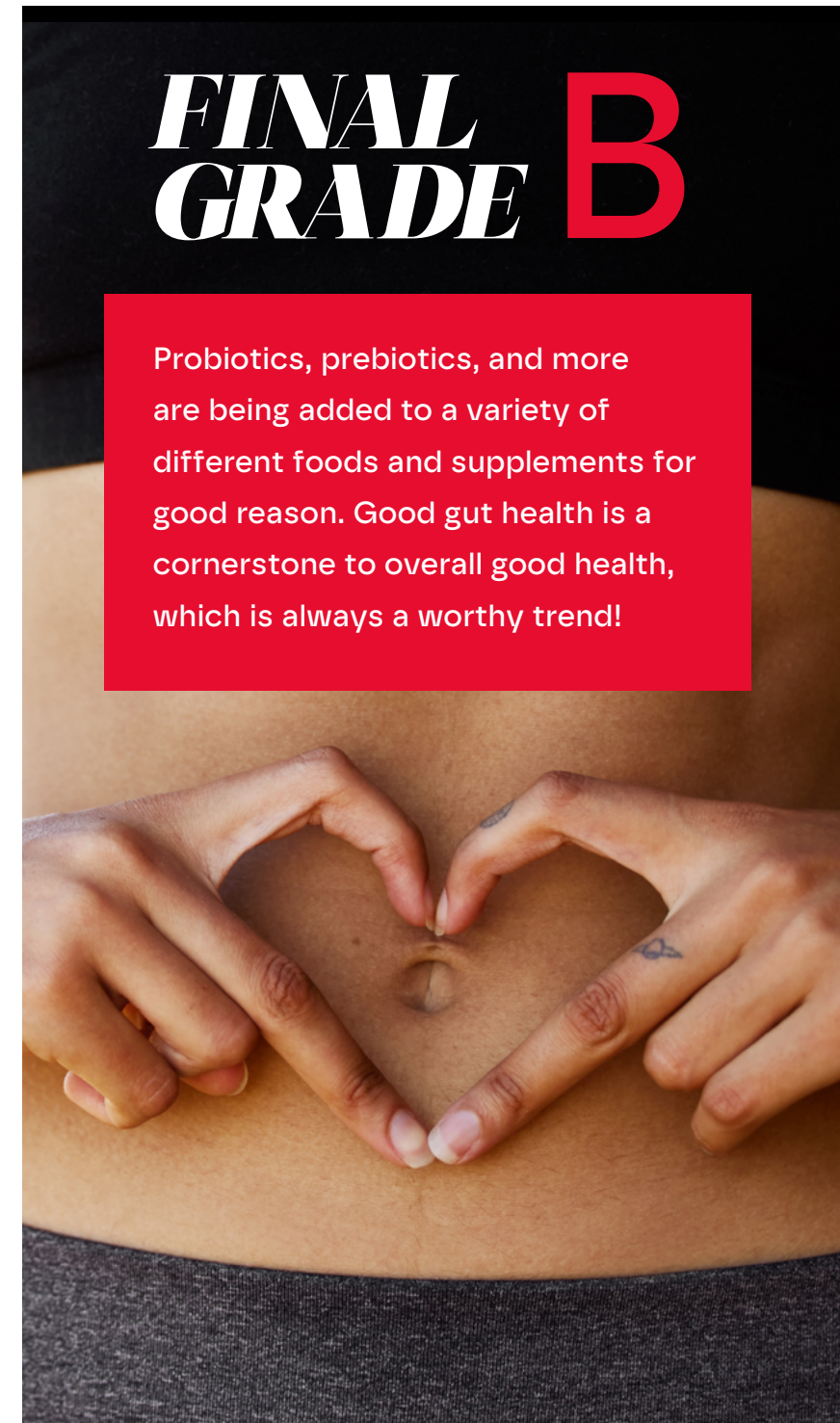
Add more fermented foods into your diet such as yogurt, kimchi, cottage cheese, and kombucha.

While refrigeration isn't always necessary, high heat can reduce the effectiveness of some probiotics.

In addition to probiotics, be sure to consider your fiber intake, which is also important to maintaining overall gut health.

## FINAL GRADE B

Probiotics, prebiotics, and more are being added to a variety of different foods and supplements for good reason. Good gut health is a cornerstone to overall good health, which is always a worthy trend!





# TREND 05



Reviewed By

**Rachel Baker**

MS, RDN, CSSD, LDN  
Manager, Scientific Communications

## WHAT IS THIS TREND?

“Enhancing” water has recently blown up on social media, from water supplements to DIY hacks. These “hydration hacks” are meant to elevate your typical glass of water with products that benefit skin health, gut health, and blood sugar.



### Chia Seed Water

Chia seed water is the drink praised for improving gut health, reducing inflammation, and was dubbed an “internal shower.” Google searches peaked in March 2025 with strong popularity in Rhode Island, Hawaii, Nevada, New Mexico, and Alabama. Chia seed water was searched along with terms including “ratio,” “benefits,” “how to,” and “appetite.”



### Chlorophyll Water

Chlorophyll water claims to support antioxidants, anti-aging, and clear skin. The benefits of chlorophyll water have little scientific evidence. Google searches peaked from February to March 2025 with strong popularity in Mississippi, South Carolina, Oklahoma, Arkansas, and Florida. Chlorophyll water was searched along with terms including “bone broth,” “biohacking,” “drops,” and “benefits.”



### Okra Water

Adaptors claim okra water improves digestion, skin appearance, weight loss and blood sugar. Many associate the benefits of drinking Okra water with pregnancy and childbirth, claiming it helps with labor. Google searches peaked from the end of February to March 2025 with strong popularity in Georgia, Maryland, South Carolina, Mississippi, and Alabama. Okra water was searched along with terms including “benefits,” “energy,” “health,” and “cranberry juice.”

# “SUPER HYDRATION” and ENHANCED WATERS

## THE SCIENCE

### The Benefits

**Digestive Health:** Enhanced waters contain soluble fiber, which helps regulate bowel movements and supports the gut microbiome.

**Satiety and Weight Management:** Fiber increases feelings of fullness, which may help to reduce calorie intake and support weight control.

**Blood Sugar Support:** Fiber helps slow the absorption of glucose, which may help to better manage blood glucose levels.

**Heart Health:** Some types of soluble fiber may help lower cholesterol levels, promoting cardiovascular health.

**Rich in Omega-3s and Antioxidants:** Chia seeds are a plant-based source of alpha-linoleic acid (ALA), an Omega-3 fatty acid that supports heart and brain health. Chlorophyll and okra contain flavonoids and polyphenols that provide antioxidant effects to protect against cellular aging and oxidative stress.

**Hydration:** And perhaps the most obvious benefit, hydration. Hydration supports nearly every function of the body: boosting energy, aiding digestion, regulating body temperature, and supporting your skin, joints, and overall health and wellness.

### The Limitations

**“Detox” or “Cleansing”:** No scientific evidence supports detoxifying benefits of so-called enhanced waters. Your liver and kidneys work just fine!

**“Gut Reset”:** While fiber supports gut health, changes to the gut microbiome take time.

**Meeting Daily Fiber Needs:** Many enhanced fiber waters contain only 3–5 grams of fiber per serving, well below the daily recommended amount of 25–38 grams. Fiber waters should be considered a supplement and not a replacement for whole foods.

**“No Bloat” Marketing:** Spoiler alert, you may still experience gas or bloating with these enhanced waters, especially if you aren’t used to added fiber. Gradual introduction with plenty of fluids is key.

## OUR TIPS

Whole foods like fruits, vegetables, legumes, and whole grains should remain the gold standard for fiber and nutrient intake.

If it tastes good, you’re more likely to drink it! Enhanced waters can aid hydration and provide overall health and wellness benefits.

# FINAL GRADE B+

Enhanced fiber-containing waters can be a helpful supplement for people who struggle meeting dietary fiber intake through food alone. They are generally low-risk, and have potential benefits to aid digestion, increase antioxidant intake, and provide satiety between meals.



# TREND 06

# COLLAGEN



Reviewed By

**Youjin Kim**

PHD, MS  
Manager, Global Product Design

## WHAT IS THIS TREND?

Collagen has been one of the biggest supplement trends over the last five years. But in late 2024, the focus shifted toward natural collagen sources and “collagen banking.” The health-conscious shopper is actively looking for ways to boost collagen production through diet while also preserving and replenishing their body’s natural collagen stores for long-term skin and joint health. Google search data shows “Natural Collagen” peaked in January 2025 with top searches in Iowa, Florida, New York, and Texas. Meanwhile, “Collagen Banking” peaked in 2025 with highest interest in Ohio, New York, and California.



## THE SCIENCE

### The Benefits

**Joint Health:** Supports cartilage and improves joint comfort.

**Skin Health:** Enhances hydration, elasticity, and reduces fine lines/wrinkles.

**Hair & Nails:** May strengthen brittle nails and nourish hair.

**Bone Health:** Some studies suggest improvements in bone density.

**Muscle & Performance:** Supports muscle recovery and strength.

**Emerging Evidence:** Potential benefits for mood, sleep, cognition, weight management, and blood sugar support.

### The Limitations

It's not a complete protein as collagen lacks tryptophan, an essential amino acid.

Collagen from food isn't always efficiently absorbed. Collagen supplements (hydrolyzed collagen peptides) offer better bioavailability.

Your own lifestyle factors such as smoking, excess sun exposure, alcohol, and lack of sleep can accelerate collagen loss.

## OUR TIPS

**Eat Collagen-Boosting Foods:** Eating high-protein foods rich in glycine, proline, and hydroxyproline (fish, poultry, meat, eggs, dairy, legumes, and soy) and anything high in vitamin C, zinc, and copper helps support collagen synthesis (citrus fruits, leafy greens, shellfish, liver, nuts, and seeds).

**Choose Hydrolyzed Collagen Supplements:** Hydrolyzed collagen (collagen peptides) is broken down for better absorption. Look for collagen combined with vitamin C, hyaluronic acid, or biotin for added benefits.

**Save Yourself:** Reduce your exposure to UV rays, smoking, excess alcohol, and poor diet. And prioritize adequate sleep, hydration, and regular strength training.

# FINAL GRADE **A**

Collagen is one of the most well-researched and effective beauty-from-within ingredients with proven benefits for skin, joints, and overall health. While natural food sources are beneficial, supplementation ensures optimal absorption and efficacy.

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<https://pmc.ncbi.nlm.nih.gov/articles/PMC10773595/pdf/cureus-0015-00000050231.pdf>



# TREND 07

# NAD<sup>+</sup>



Reviewed By

**Mary Milstead**

MS, RD, LDN  
Director, Scientific Communications & Creative

## WHAT IS THIS TREND?

NAD<sup>+</sup> is a peptide that helps the body stay healthy by supporting energy production, repairing cells, and fighting aging. Peptide therapy—delivered directly into the body via IV infusions, shots, or supplements—has become increasingly popular in the luxury wellness space. Celebrities and podcasters from Hailey Bieber and Kendall Jenner to Joe Rogan have raved about the latest biohacking trend. From supplements to IV treatments, consumer media is talking about the trend.



## THE SCIENCE

### The Benefits

NAD<sup>+</sup> (the oxidized form of nicotinamide adenine dinucleotide) is an acronym for a very important molecule involved in over 500 enzymatic reactions. It plays a role in regulating energy metabolism, generating ATP (the cell's source of fuel), and cellular function in various tissues throughout the body. Discovered over 100 years ago, NAD<sup>+</sup> has been recently trending in the health industry as an “anti-aging” ingredient, thanks to pre-clinical research showing increased lifespan in small organisms.

In humans, NAD levels and mitochondrial function decline with age. Therefore, researchers theorize that increasing NAD levels may improve symptoms of age-related disorders, neurodegenerative conditions, and metabolic diseases. While there are some studies in humans showing positive results for the treatment of many disorders and skin conditions, there's still more work to be done to determine its impact in healthy individuals.

NAD<sup>+</sup> has various precursors that are also found in supplements as “NAD boosters” such as niacin (vitamin B3), NMN (nicotinamide mononucleotide), NR (nicotinamide riboside), and NADH (the oxidized form of NAD).

## OUR TIPS

Some people experience “flushing of the skin” when they take niacin, so other NAD precursors like NR and NMN may be better tolerated.

While NAD<sup>+</sup> levels decline with age, there isn't enough research to determine the “best age” to start supplementing. Because it's involved in hundreds of enzymatic reactions in the body, it seems like an important supplement to try at any age. In terms of dose, human studies have shown supplementation between 500mg and 1000mg nicotinamide per day.

There is some evidence to suggest that lifestyle factors may contribute to boosting the body's natural production of NAD<sup>+</sup> including caloric restriction and exercise.

# FINAL GRADE B<sup>+</sup>

While there isn't enough evidence to suggest NAD<sup>+</sup> supplements and NAD precursors will improve lifespan in humans, there is enough evidence to suggest it improves “healthspan” (in other words, maintaining good health for longer).

References: Zapata-Pérez R, Wanders RJA, van Karnebeek CDM, Houtkooper RH. NAD<sup>+</sup> homeostasis in human health and disease. *EMBO Mol Med*. 2021 Jul 7;13(7):e13943. doi: 10.15252/emmm.202113943. Epub 2021 May 27. PMID: 34041853; PMCID: PMC8261484. Poljšak B, Kováč V, Milisav I. Current Uncertainties and Future Challenges Regarding NAD<sup>+</sup> Boosting Strategies. *Antioxidants (Basel)*. 2022 Aug 24;11(9):1637. doi: 10.3390/antiox11091637. PMID: 36139711; PMCID: PMC9495723. Rice J, Laurup S, Fang EF. NAD<sup>+</sup> Boosting Strategies. *Subcell Biochem*. 2024;107:63-90. doi: 10.1007/978-3-031-66768-8\_4. PMID: 39693020.



# TREND 08



Reviewed By

**Tyler McGlasson**

MK, CISSN  
Sr. Manager, Product Design

## WHAT IS THIS TREND?

The Carnivore Diet is an ultra-restrictive, all-meat diet making waves on social media. Carnivore is a zero-carb diet that includes only animal products: Meat, seafood, eggs, and some dairy. Fruits, vegetables, grains, and sweets? *Not allowed.* The diet first gained attention in 2018 after the book *The Carnivore Diet* by Shawn Baker and saw a resurgence fueled by TikTok “meatfluencers” sharing dramatic before-and-after photos. Google search peaked in late December 2024 into 2025 and was most popular in Wyoming, Idaho, Montana, Mississippi, and West Virginia.



# The CARNIVORE DIET

## THE SCIENCE

### The Benefits

Higher protein intake may help with muscle growth and satiety.

Eliminating processed carbs could help with blood sugar management.

Being on a structured diet usually leads to better monitoring of your caloric intake, which is extremely important to effective weight loss.

### The Limitations

This is highly restrictive. No fruits, vegetables, nuts, or legumes = major micronutrient deficiencies.

Most Americans already don't get enough fiber. A meat-only diet worsens digestion issues.

High saturated fat intake could contribute to increased LDL (“bad”) cholesterol levels over time.

## OUR TIPS

Work with a dietitian to monitor nutrient levels, fiber intake, and cholesterol.

Consider a multivitamin and fiber supplement to fill nutrition gaps.

Adjust workouts accordingly. High-intensity training relies on carbs, so performance might suffer.



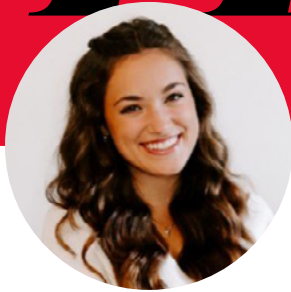
# FINAL GRADE C

While some people may see benefits from cutting carbs, a long-term carnivore diet could lead to nutrient deficiencies and health risks. If you try it, ensure you're getting key vitamins and minerals through supplements and regular checkups.

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# TREND 09



Reviewed By

**Ava Fabriziani**

MS, RDN, LDN, CLC  
Associate Manager, Product Design

## WHAT IS THIS TREND?

Protein Soda is a viral TikTok trend where people mix protein shakes with soda. Inspired by Utah’s “dirty soda” craze, this trend saw a massive spike after Hulu’s “The Secret Lives of Mormon Wives” sparked new interest in late 2024 and has been touted as a “healthier soda alternative” by fitness influencers. Google search data saw peak in March 2025, most popular in Utah, Massachusetts, North Carolina, Illinois, and Texas.



# PROTEIN SODA

## THE SCIENCE

### The Benefits

Increases protein intake to support muscle recovery and satiety.

A fun new way to mix up your protein shakes.

### The Limitations

It’s still soda. While protein shakes add some nutrition, soda is still full of sugar and/or artificial sweeteners.

No additional health benefits beyond the protein content.

## OUR TIPS

Swap soda for a healthier fizzy option, like club soda, seltzer water, or sparkling mineral water.

Use high-quality, low-sugar protein to avoid the extra added sugars.

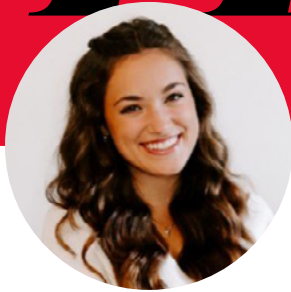


**FINAL  
GRADE** C

While adding protein to drinks isn’t a bad idea, mixing it with soda doesn’t make it a healthy choice. Swap soda for sugar-free sparkling water and this trend could easily rise to an A+!



# TREND 10



Reviewed By

**Ava Fabriziani**

MS, RDN, LDN, CLC  
Associate Manager, Product Design

## WHAT IS THIS TREND?

A TikTok weight loss craze, the 30-30-30 Diet is a structured morning routine focused on protein intake and low-intensity exercise. The goal? Consume 30g protein within 30 minutes of waking up, then jump into 30 minutes of low-intensity exercise in an effort to stay full longer and lose weight quickly. Google Trends Data saw a peak in March and February of 2025. Searches were most popular in North Carolina, Illinois, Georgia, and Florida.



## The 30-30-30 DIET

### THE SCIENCE

#### The Benefits

Higher protein intake can promote satiety and encourages consistency by creating a morning habit around nutrition and movement.

#### The Limitations

This is a one-size-fits-all approach, which may not work for everyone.

Too much emphasis on a single meal and workout, while total daily nutrition and activity matter more.

This has limited research. No studies directly support this exact method for superior weight loss results.

### OUR TIPS

Focus on your overall nutrition. A balanced diet is more important than just one meal. Follow evidence-based dietary guidelines.

Enhance your workouts with pre-workout supplements to optimize energy and endurance.

Set realistic weight loss goals for yourself. Losing 1 to 2 pounds per week is healthy and sustainable.

**FINAL  
GRADE**

The Physical Activity Guidelines for Americans recommend 150 minutes of moderate-intensity activity per week, plus two days of strength training. The 30-30-30 method may be a useful habit for some, but it doesn't replace a well-rounded fitness plan. The rigid structure and lack of long-term research make it less practical. A balanced, personalized approach to nutrition and fitness is always the best bet.



# TREND 11



Reviewed By

**Rachel Baker**

MS, RDN, CSSD, LDN  
Manager, Scientific Communications

## WHAT IS THIS TREND?

For years, menopause and perimenopause were topics whispered about but rarely discussed openly. Now, thanks to social media and online communities like “Meno TikTok,” women are sharing their experiences, breaking stigmas, and driving awareness around perimenopause symptoms, remedies, and hormone health.

Perimenopause is the transition phase leading up to menopause, typically starting in a woman’s late 30s to early 40s and lasting anywhere from a few years to over a decade. During this time, estrogen and progesterone levels fluctuate, leading to common symptoms like hot flashes, weight gain, hair thinning, mood swings, and changes in libido. Google Trends Data showed this trend was most popular in Vermont, Maine, Oregon, and New Hampshire.

### THE SCIENCE

The good news? There are evidence-based ways to support hormonal changes through nutrition, lifestyle, and supplementation.

### OUR TIPS

Take a women’s multivitamin designed for hormonal balance and overall wellness.

Support your muscle and bone health. Muscle mass declines 3–8% per decade after 30, so focus on strength training and consider protein powder and creatine for muscle support.

Hormonal fluctuations can impact sleep quality. Good sleep hygiene, stress-reducing supplements, and exercise can make a huge difference.

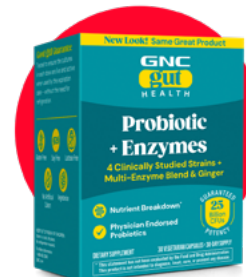
## PERIMENOPAUSE— BREAKING THE STIGMA

## MANAGE YOUR SYMPTOMS WITH SUPPLEMENTS.



### Black Cohosh & Soy Isoflavones

May help reduce hot flashes and hormonal shifts\*.



### Probiotics

Can improve gut health and aid digestive comfort\*.



### Collagen Peptides

Supports joint health and youthful-looking skin\*.



### Ashwagandha & L-theanine

Can help with stress and relaxation\*.

# FINAL GRADE B

With millennials entering their 40s, it’s no surprise that conversations around perimenopause are gaining momentum online. Women are seeking answers, solutions, and validation for the very real changes happening in their bodies. Now, perimenopause isn’t really a trend, it’s an unavoidable phase of life. While awareness is growing and supplement solutions are evolving, there is no “cure” for perimenopause, only symptom management.



A photograph of two men in a gym setting. The man on the left is a white man with short brown hair, wearing a black tank top, smiling and looking towards the right. The man on the right is a Black man with short hair, wearing a grey tank top, smiling broadly and looking towards the left. He has his arm around the white man's shoulder. The background is a blurred gym with various equipment and bright lighting.

# 2025's ***BREAKTHROUGH INNOVATIONS, SO FAR...***

The first half of 2025 brought game-changing advancements in supplementation and nutrition science. At GNC, we pride ourselves on staying ahead of the curve, offering science-backed solutions to help consumers reach their health goals. Here are five groundbreaking innovations that we believe deserve the spotlight.





**CLEAR PROTEIN: A REFRESHING TAKE ON A NUTRITION STAPLE**

**What's New?**

For decades, whey protein has been the gold standard for muscle recovery and strength. However, traditional milky textures and dessert-like flavors aren't for everyone. Enter clear protein. This light, fruity, and refreshing alternative packs the same high-quality protein without the heavy shake.

**Why It's Big**

This innovation allows for flavors like berry, citrus, and melon instead of the usual chocolate and vanilla.

Early versions struggled with bitterness, but refined ingredient processing has led to smoother, better-tasting formulations.

Sales of clear protein are skyrocketing, up 159% in Europe and 2,016% in the UK from 2022 to 2023. Now, US brands like Isopure® and RYSE are leading the charge.

**CREATINE: MORE THAN JUST MUSCLE POWER**

**What's New?**

Creatine is well-known for improving strength, power, and muscle growth, but over the past year, science unlocked even more benefits.

**Why It's Big**

Emerging research shows creatine may support brain health, especially under stress or sleep deprivation.

Creatine is proving to support muscle mass retention in older adults, helping prevent age-related decline.

Once thought to be a "guys-only" supplement, the #CreatineForWomen movement has taken off, with more women than ever adding it to their fitness routines.

**Learn More**

[Best Creatine Supplements of 2024](#)



**ASHWAGANDHA: THE STRESS FIGHTER**

**What's New?**

Ashwagandha, an ancient Ayurvedic adaptogen, helps the body manage stress by reducing cortisol levels.

**Why It's Big**

New research has confirmed ashwagandha's ability to lower stress levels in healthy adults.

With stress and burnout at all-time highs, this ingredient has gained mainstream traction, making its way into capsules, gummies, and drinks.

Backed by clinical trials, its benefits extend to mood and relaxation.

**NOOTROPICS: THE FUTURE OF BRAIN HEALTH**

**What's New?**

We have entered a new era in cognitive optimization, with nootropics leading the charge. Three standout ingredients—Nutricog™, Cognizin®, and Cereboost®—are making waves in mental performance.

**Why It's Big**

Botanical blend Nutricog™ has been clinically shown to enhance focus, memory, and cognitive function. GNC was the first to bring Nutricog™ to the market.

Cereboost® (American ginseng extract) has been backed by multiple human clinical studies. This nootropic has demonstrated improvements in working memory, cognitive efficiency, and brain response.







# WHAT'S NEXT FOR WELLNESS?

As nutrition science evolves, GNC continues to push boundaries, explore new research, and bring cutting-edge innovations to consumers. From protein and performance to stress relief and cognitive support, 2025 has been a year of breakthroughs that will shape the future of supplementation. But what's next?

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## ***6 NUTRITION SCIENCE BREAKTHROUGHS TO WATCH***

Science never stands still, and neither does GNC. Our team of nutrition scientists is constantly monitoring emerging research and industry trends to stay ahead of the curve. Looking ahead to 2026, we're particularly excited about these six areas of scientific exploration—each one poised to shape the future of health and wellness.



# WHAT'S NEXT FOR WELLNESS?

## 6 Nutrition Science Breakthroughs to Watch



01

### Women's Health: A New Era of Research

For years, women's health has been underrepresented in clinical research. That's changing. In 2026, we expect to see new studies and breakthroughs on issues like:

**Premenstrual syndrome (PMS)**  
Understanding how nutrition and supplements can better support hormonal balance and menstrual health.

**Perimenopause & menopause**  
Exploring how natural ingredients like black cohosh, soy isoflavones, and adaptogens can help manage hot flashes, mood swings, and sleep support.

**OUR TAKE**  
Women's health isn't just a niche category. It's an area that is going to finally get the major innovation, investment, and solutions it deserves.



02

### Weight Loss: The Long-Term Impact of GLP-1 Medications

GLP-1 medications (like Ozempic® & Wegovy®) dominated the last two years, but long-term studies are still in their infancy. In 2026, we anticipate new data on:

**Nutritional needs for GLP-1 users**  
What new data will show how do these drugs impact muscle loss, metabolism, and nutrient absorption?

**Sustainability of weight loss**  
What happens when people stop taking GLP-1s? How can nutrition and supplementation support lasting results?

**OUR TAKE**  
This next wave of research will help consumers make informed decisions about sustainable weight management.



03

### Creatine: Breaking Beyond Sports Nutrition

Creatine is already a powerhouse for muscle growth and performance, but 2026 will bring new frontiers.

**More delivery formats**  
Convenient new options will make creatine more accessible to a wider audience. Think drinks, gummies, and chews.

**Brain health & cognition**  
New research is exploring creatine's role in memory, focus, and cognitive resilience, especially in aging populations.

**OUR TAKE**  
Creatine isn't just for athletes anymore. This GNC favorite has become a daily wellness staple.



04

### Natural Ingredients: Consumers Demand Transparency

Shoppers are reading labels more than ever and actively avoiding artificial colors, sweeteners, and flavors. In response, expect to see:

**Clean and transparent**  
More brands are shifting to natural alternatives to food coloring, sweeteners, and flavors.

**Restrictions**  
Tighter regulations might be coming along with transparency around ingredient sourcing and labeling.

**OUR TAKE**  
The future of supplements is clean, transparent, and naturally sourced. In fact, Team GNC has a running list of all the ingredients we would NEVER use and do not allow on shelves. Check them out at [GNC.com](https://www.gnc.com).



05

### Gut Health: The Rise of Postbiotics

We all know about probiotics and prebiotics, but postbiotics (the beneficial byproducts of probiotic fermentation) are emerging as the next frontier in gut health. Early research suggests postbiotics may:

- Support gut lining integrity.
- Enhance immune function.

**OUR TAKE**  
As research continues, postbiotics could be the missing link in optimized gut health and overall well-being. GNC Gut Health will launch later this year, featuring new-and-improved probiotic formulas, including Daily Symbiotic—a prebiotic, probiotic, and postbiotic blend.



06

### Healthspan Over Lifespan: The New Longevity Movement

People don't just want to live longer, they want to stay healthy and active for as long as possible. In 2026, we'll see:

New research into how nutrition impacts "healthspan" (the years of life spent disease-free).

Breakthroughs in clinical trials measuring biological aging markers and how they can be slowed through nutrition, exercise, and supplementation.

**OUR TAKE**  
Shoppers are shifting away from "anti-aging" and moving to "pro-longevity," and science is catching up in big ways.





**GNC**  
LIVE WELL

The statements in this report have not been evaluated by the Food and Drug Administration.  
The products mentioned are not intended to diagnose, treat, cure, or prevent any disease.