



Upsalite® in Sports

CONFIDENT PERFORMANCE

upsalite®

Disruptive Materials has one division solely dedicated to sports where it primarily focuses on premium products for use in climbing, cross-fit, weight-lifting, running, hiking and cycling.

Upsalite® is a new, patented, amorphous and highly porous form of magnesium carbonate. Due to the large surface area, high pore volume and anhydrous structure, Upsalite can absorb 10 times more moisture than regular magnesium carbonate.

The Confident Performance of using Upsalite® in Sports

- **Better Grip:** 81 % claim enhanced grip versus regular chalk (Liquid chalk survey). Here Upsalite has a significant competitive advantage.
- **Moisture Control:** Upsalite absorbs 10x more moisture than other compounds (climbing chalk).
- **Longer Lasting:** Upsalite particles, with their irregular shape and unique absorption properties, adhere perfectly to the skin surface and prolong the wear giving a Long-Lasting result with one single application.
- **Environmentally Friendly:** Non-toxic and free from additives.
- **Award Winning Collaboration:** Pure Gold, a product sold through Black Diamond, won first prize in its category at ISPO, the largest sports exhibit in the world.

Upsalite® a trendsetter that will turn into a Gold Standard sports ingredient

Upsalite is becoming known as a performance enhancing ingredient and is set to disrupt and revolutionize the sports industry. Disruptive Materials has analyzed some of the current and future trends in the sports industry to ensure that Upsalite will exceed consumer needs and desires, and provide confident performance.

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