

Brighter A.M. Launches Morning Magic: A Smarter Alternative to Energy Drinks

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Sheridan, Wyoming - February 26, 2025 -
Brighter A.M., an emerging leader in wellness nutrition, announced the launch of its flagship product, Morning Magic?a premium drink mix developed as a healthier alternative to traditional energy drinks today. This innovative formula contains 35% less caffeine than popular energy drinks while delivering enhanced benefits through its unique blend of adaptogens, nootropics, and essential nutrients.

Morning Magic's formula includes 11 premium ingredients: natural caffeine from green tea, L-Tyrosine, MCT Oil, Organic Lion's Mane Mushroom, Alpha-GPC, Choline, Vitamin C, B Vitamins, L-Theanine, KSM-66? Ashwagandha, and Rhodiola Rosea.

What makes Morning Magic truly innovative is the carefully calibrated synergy between its ingredients?natural caffeine from green tea paired with L-Theanine creates "calm focus" without jitters, while adaptogens like KSM-66? Ashwagandha and Rhodiola Rosea help the body manage stress and maintain homeostasis. This powerful combination works alongside nootropics such as L-Tyrosine, Alpha-GPC, and Choline to form a comprehensive cognitive support system that enhances mental performance while protecting the brain from daily stress, delivering a balanced, sustained energy state, unlike traditional energy

drinks.

The product stands out in the functional beverage market by addressing four key consumer benefits. Morning Magic enhances focus, helping clear away brain fog and improve concentration. It delivers steady energy without jitters or afternoon crashes. The formula improves mood by helping reduce stress. Finally, it supports mental clarity for clearer thinking and better productivity.

"We created Morning Magic for busy people who want a better option than traditional energy drinks and multiple cups of coffee. Our formula delivers what coffee and energy drinks promise but rarely provide?steady energy, improved focus, and no crash?all in a delicious Grapefruit Guava flavor with zero added sugars and no artificial ingredients," said David Longacre, founder and CEO of Brighter A.M.

The development of Morning Magic comes after two years of extensive research and formulation testing. The company's team of nutritionists and food scientists carefully selected each ingredient based on scientific evidence supporting its effectiveness and safety profile. The result is a product that tastes great and delivers measurable benefits that consumers can feel within 15 minutes of consumption.

"What sets Morning Magic apart is our commitment to transparency and quality," explained Sarah Chen, Chief Science Officer at Brighter A.M. "Unlike many competitors who hide behind proprietary blends, we clearly list the exact amount of each ingredient on our label. Consumers deserve to know exactly what they're putting in their bodies."

Morning Magic's innovative formula addresses a growing consumer demand for functional beverages that support cognitive performance without the negative side effects associated with high-caffeine products. Market research indicates that 73% of millennials and Gen Z consumers are actively seeking alternatives to traditional energy drinks due to concerns about artificial ingredients and excessive stimulant content.

Early consumer testing has also yielded impressive results, with 87% of participants reporting improved focus and energy levels compared to their usual morning beverages. Additionally, 92% of testers rated the Grapefruit Guava flavor as "excellent" or "very good" on taste surveys.

Morning Magic comes in a refreshing Grapefruit Guava flavor with zero added sugars, zero artificial flavors, and zero synthetic additives. The product is now available for purchase on the company's website at brighteram.com and will soon be available through select retail partners. Each container provides 30 servings, with subscription options available for convenient monthly delivery.

The company has also announced plans to expand its product line later this year with additional flavors and functional formulations targeting specific wellness needs such as immunity support and post-workout recovery.

For more information about Morning Magic and Brighter A.M., visit brighteram.com.

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Brighter A.M.

Brighter A.M. creates wellness products helping people feel and perform better daily. Founded in 2024, we offer natural alternatives to energy drinks with effective, great-tasting formulations

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