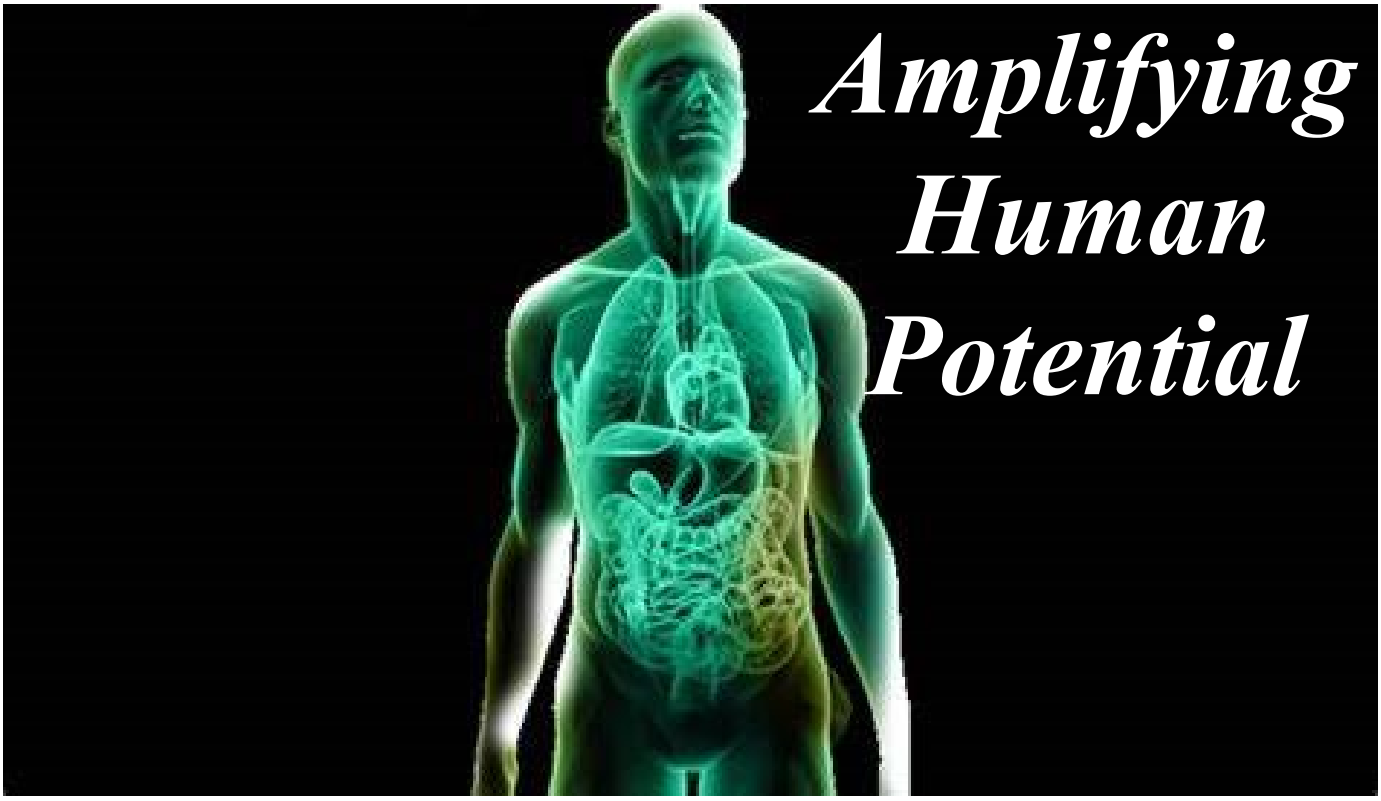
Hologenix's flagship product, Celliant, has been weaving deeper into the growing science and unique business of responsive textiles since its debut in 2002.

backdrop in private equity, the science behind Celliant is based on transforming the body's heat into full-spectrum, infrared energy, resulting in a range of self-fulfilling benefits, including improved performance, enhanced recovery and better sleep.



Celliant transforms body heat into infrared energy, resulting in a range of self-fulfilling benefits such as improved overall performance and faster recovery.

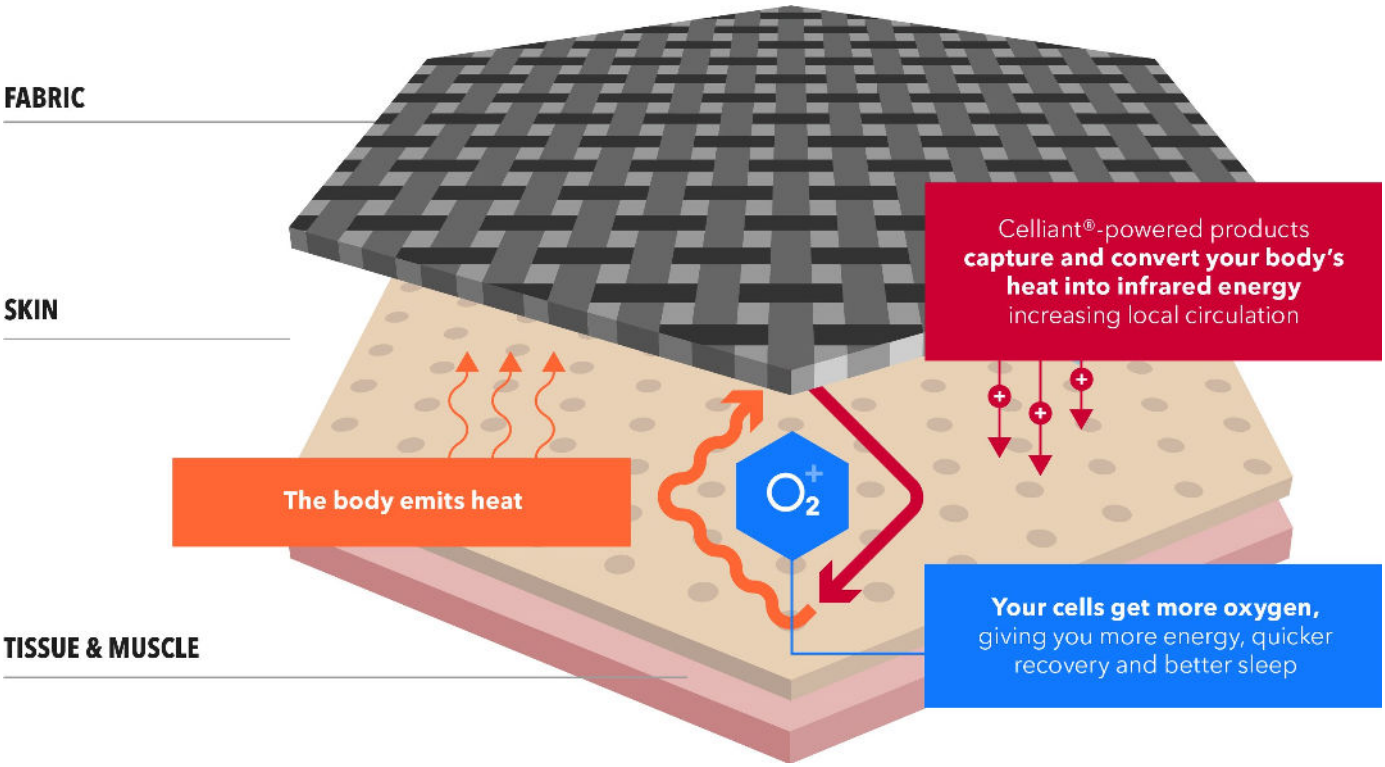
It's a pursuit Seth Casden, Founder and CEO, has been running toward his entire life: The power of the "human battery" and the concept of recycling the body's energy.

"We're basically batteries, eating food to create energy and sustain our core temperature," he says, "and so much of our own energy goes to thermoregulation and, as a by-product, our bodies create heat."

Fueled from the starting gate by Casden's

The conduit of Celliant's groundbreaking, responsive textiles is a blend of natural, thermo-reactive and naturally-occurring minerals and 88 trace elements that are woven into the core of fibers and used to create a fabric coating for everything from apparel to mattresses and bedding, wetsuits to office furniture, uniforms to fabrics for animals.

"As we evolve as people, with this energy -- and coming up with novel ways to harness it



-- we've created this space of responsive textiles," Casden says. "Historically, there's been anti-odor materials or apparel that help keep you dry, but we've shifted that paradigm to where our technology changes the physiology and improves an individual's overall performance."

Celliant's science has proven to be a worthy test for Casden's endurance. "It's been more challenging than I ever imagined," he says. Claims can come off as snake-oil or 'too good to be true' but "this is an invisible technology, and while somebody may not always necessarily feel the incremental improvements, over time, you experience changes."

Infrared still isn't all that well understood on a consumer level, yet in another five to 10 years "it will be accepted in Western science as a proven and robust body of work supporting infrared's claims and benefits," Casden says.

The product has been tested diligently and exhaustively, endeavors equally time-consuming and costly. Overseen by the experts comprising the Science Advisory Board, Celliant has undergone 10 clinical, technical and physical trials and has had seven published paper evidencing its effectiveness.

Additionally, a decade of working through the Food and Drug Administration resulted in the determination that Celliant products are "medical devices as defined in section 201(h) of the Federal Food, Drug and Cosmetic Act" and as general wellness products.

"To the FDA's credit, they put us through a rigorous process to improve our science, and to more-accurately articulate how to connect the presence of the minerals in the material to the clinical results of increasing tissue oxygenation," Casden says.

Outfitted with continued proof-of-purchase, Celliant has experienced burgeoning success across some of the world's most visible fields. "It's a challenge to not be a mile-wide and an inch deep," Casden says.

The initial strategy scored big with sporting apparel giant Under Armour. In 2018 and '19, Celliant has been the focus of a pair of the company's product lines, UA Recovery and UA RUSH, respectively. "That has driven our success," Casden says. "They've been fantastic about branding our product and putting their marketing power behind it and being committed to the technology."

Pro athletes are so highly trained that subtle changes can be perceived, more so than, a weekend warrior. With a regimented training program, “individuals can immediately see the difference in performance and recovery time.”

Human beneficiaries aren't alone in experiencing Celliant's benefits. Across the domestic and working animal markets, the product is paws up. "With cats, horses and, especially, dogs who get arthritic later in life, Celliant products are ideal," Casden says.

As it relates to horses, the equine world is very well-versed in infrared. Horses get callouses where saddles sit and, with Celliant, the callouses diminish and hair grows back.

Celliant has long-term partnerships with leading-edge sleep brands, including Revitalife and Bear Mattress, as well as program partnerships with Costco, Macy's, Kohl's, Bed, Bath & Beyond and Amazon, which have further awakened consumers to the product's assets.

"For us, sports is a natural base, but where do you spend the most time – in bed. And why do you go to bed? To recover, restore and recharge," Casden explains.

When scientists have studied why people don't sleep well, it's because they're too hot or too cold or they’ve been laying on their



Seth Casden

side or rolling around – and all of that is improved by enhanced circulation. “Thermoregulation is enhanced, bringing more blood flow to an area where you've been laying,” Casden says. “On a cellular level, it can replenish, restore, and clear metabolic waste. It's all a function of blood flow and oxygenation."

Further growth and applications for Celliant include a new partnership with Levi's "+Energy" line of jeans, which launched in Asia this year. Continued expansion quests have Casden aiming to connect the company's blood flow to travel (airline kits), beauty and cosmetics and agriculture.

Like all companies, Hologenix has had to endure the global impacts of COVID-19, yet the pandemic has also elevated a societal understanding of blood oxygenation. Now, consumers understand the importance of increasing local circulation and tissue oxygenation. Moreover, as Casden says, "We're seeing an enhanced focus and awareness on personal health and wellness, with a particular view on proactive care.” — By Judd Spicer, California Business Journal

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