

# FOOD BUSINESS

WWW.FOODBUSINESSREVIEW.COM

ISSN 2836-1989

APRIL - 2025

*Review*



## 4POTENTIA

PIONEERING  
A NEW ERA  
IN NATURAL  
HEALTH  
INGREDIENTS

\$15



Jade Beutler,  
CEO



## COVER STORY

# 4POTENTIA

## PIONEERING A NEW ERA IN NATURAL HEALTH INGREDIENTS

By Stanley Martin

**N**estled in the heart of Anaheim, CA, a quiet revolution in health and wellness is taking place.

At its epicenter is 4POTENTIA, a company whose name has become synonymous with innovation, trust, and the untapped power of nature. Its story is not just one of business success but of a relentless mission to improve lives through the synergy of science and nature.

When Jade Beutler took the reins as CEO of 4POTENTIA, he brought with him over 30 years of experience in the natural products industry—a career defined by daring entrepreneurship and visionary leadership.

But the story of 4POTENTIA began long before Beutler's arrival. The company was originally founded more than 25 years ago by brothers Gus and Tim Romero under the name IN Ingredients. The Romeros carved out a niche in the natural health ingredients market, earning a reputation for quality and innovation. As the industry evolved, the company recognized the need for a bold transformation.

In 2024, that transformation became a reality. IN Ingredients rebranded as 4POTENTIA, adopting a modern identity that not only met industry standards but aimed to redefine them. Along with the rebranding came expanded infrastructure, new verticals, and a laser focus on providing unparalleled value to its partners. This was more than just a cosmetic change—it was a declaration of intent.

The updated look, featuring a modernized forest green color scheme and bold typography, reflects the strength and reliability that define 4POTENTIA. Beutler explains that while the branding carries a certain masculine energy, it also acknowledges the ever-changing, dynamic nature of the natural world—an element of femininity that drives the company's vision forward.

**“  
OUR INGREDIENTS  
ARE UNIQUE,  
NOVEL, PATENTED,  
OR PROPRIETARY.  
THIS GIVES OUR  
BRAND PARTNERS  
A COMPETITIVE  
EDGE AND ENSURES  
CONSUMERS  
RECEIVE  
PRODUCTS THEY  
CAN TRUST**



John Mai,  
Chief Business Officer

Jade Beutler,  
CEO





### A New Chapter Begins

4POTENTIA operates in the business-to-business (B2B) sector, supplying “branded” raw material ingredients to leading dietary supplement brands such as Bluebonnet® and Orthomolecular Nutrition®. These partnerships enable the company’s branded ingredients to reach consumers worldwide, from health food stores to online marketplaces.

**“WE’RE INCREDIBLY EXCITED ABOUT BIO-DIMAX™,” BEUTLER SAYS. “IT’S A BREAKTHROUGH IN BOTH SCIENCE AND CONSUMER EXPERIENCE. WE’RE NOT JUST IMPROVING BIOAVAILABILITY; WE’RE SETTING A NEW STANDARD FOR WHAT’S POSSIBLE IN HORMONAL HEALTH SUPPLEMENTS**

Unlike commodity-based raw materials, branded ingredients undergo rigorous scientific testing and validation.

“Our ingredients are unique, novel, patented, or proprietary,” Beutler explains. “This gives our brand partners a competitive edge and ensures consumers receive products they can trust.”

One of the key differentiators of 4POTENTIA’s approach is its commitment to evidence-based solutions. The natural products industry has long relied on faith-based assumptions regarding the benefits of various supplements, but Beutler and his team aim to transcend this traditional model. They are determined to provide substantiated health support by rigorously evaluating natural ingredients and ensuring that each product meets the highest standards of efficacy.

However, the regulatory landscape presents a significant challenge. Since dietary supplements cannot make explicit disease claims, 4POTENTIA focuses on promoting overall health and wellness rather than positioning its products as treatments. This means that instead of marketing an ingredient as a remedy for arthritis, for example, the company emphasizes its role in supporting healthy joints.

The company’s intellectual property portfolio reflects its commitment to innovation, boasting 26 patents and 12 human studies. These credentials are not just badges of honor—they form the foundation on which 4POTENTIA builds trust with its partners and their customers.

### The Star of the Show: Cinnulin PF®

Among 4POTENTIA’s portfolio of innovative ingredients, one stands out: Cinnulin PF®. Derived from cinnamon and standardized for phytochemicals known as Type-A polymers, Cinnulin PF® has become the leading cinnamon-based dietary supplement on the market.

Its popularity is no accident. Cinnulin PF® supports healthy pancreatic function, insulin, and glucose metabolism. These benefits make it a sought-after ingredient for consumers concerned with blood sugar levels or seeking to support healthy body composition.

Major brands like Members Mark® by Sam’s Club and Doctor’s Best® have incorporated Cinnulin PF® into their product lines. Recently, Consumer Lab named Cinnulin PF® as their “TOP PICK” for cinnamon-based dietary supplements, further solidifying its reputation as a market leader.

The timing of Cinnulin PF®’s rise couldn’t be better. The growing popularity of GLP-1 agonist drugs like Ozempic® and Wegovy® for managing obesity and type-2 diabetes has highlighted the need for complementary or alternative solutions. While these drugs are effective, their high cost puts them out

of reach for many consumers. Cinnulin PF® offers a natural, accessible alternative, making it an obvious choice for formulas targeting weight management and blood sugar health.

### Committed to Scientifically Validated Ingredients

4POTENTIA’s strategy revolves around identifying and developing best-in-class natural ingredients. Every product must pass a stringent litmus test—only the most effective, scientifically validated ingredients make the cut.



To protect its innovations, the company pursues intellectual property strategies, including patents and licensing agreements, ensuring that its formulations remain exclusive and scientifically backed.

The path to bringing these high-quality ingredients to market is often long and arduous. Beyond identifying superior natural compounds, 4POTENTIA invests heavily in third-party, published studies and proprietary research.

As Beutler describes it, “The evidence package is critical for building trust with our business-to-business partners and bringing their end consumers the results they expect.”

Major brands looking to incorporate 4POTENTIA’s ingredients into their own products require concrete proof of efficacy. The company’s clients range from global retailers like Sam’s Club Members Mark to niche practitioner brands prioritizing clinically validated formulations. These partnerships reflect 4POTENTIA’s deep integration within the industry and its dedication to delivering products that genuinely support human health.

### Looking to the Future: BIO-DiMaX™

If Cinnulin PF® represents 4POTENTIA’s present success, BIO-DiMaX™ offers a glimpse into its future. This soon-to-be-launched product addresses a long-standing challenge in the dietary supplement industry: the poor bioavailability of Diindolylmethane (DIM).

DIM, derived from cruciferous vegetables, is widely recognized for its role in hormonal health. It helps women manage discomfort associated with menopause, PMS, and hormonal imbalances while also supporting prostate health in men. However, conventional DIM is poorly absorbed, with only 1–3% bioavailability.

BIO-DiMaX™ changes the game. Its patented formulation is 58 times more bioavailable than standard DIM, allowing consumers to achieve desired results with lower dosages and without the side effects commonly associated with DIM, such as bloating, indigestion or headache.

“We’re incredibly excited about BIO-DiMaX™,” Beutler says. “It’s a breakthrough in both science and consumer experience. We’re not just improving bioavailability; we’re setting a new standard for what’s possible in hormonal health supplements.”

### More than Just Ingredients

What truly sets 4POTENTIA apart is its holistic approach to partnership. The company doesn’t just supply ingredients—it works closely with brands to provide the tools and support they need to succeed. This includes comprehensive evidence packages, patent protection, and marketing resources.

“We view our brand partners as collaborators,” Beutler explains. “Their success is our success. That’s why we go the extra mile to ensure they have everything they need to build consumer trust and deliver real results.”



As 4POTENTIA looks to the future, its mission remains clear: to discover and harness the power of nature to enhance health and well-being.

With groundbreaking products like Cinnulin PF® and BIO-DiMaX™, the company is not just keeping pace with industry trends—it’s setting them.

For Beutler, the journey is deeply personal. He says, “I’ve dedicated my career to this industry because I believe in its potential to change lives. At 4POTENTIA, we’re not just creating products; we’re creating opportunities for people to live healthier, happier lives. That’s what drives us every day.”

Looking ahead, the next 18 to 24 months will be a period of significant growth for 4POTENTIA. With a strong foundation and an extensive pipeline of innovative ingredients, the company is poised to expand its market presence.

As the company moves forward, one thing remains clear: 4POTENTIA is not just another supplement provider—it is a pioneer, bridging the gap between nature and science. **FB**

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