

Changing Lives, One Supplement at a Time

Humanⁿ is taking a Nobel Prize-winning discovery mainstream to help transform health

Some people find themselves with a little time on their hands and start a hobby. A retired former tech executive, Joel Kocher decided to work with some of the foremost experts in medicine, physiology, and nutrition to bring innovation to human health.

Kocher is the co-founder and CEO of nutrition and life sciences company Humanⁿ, which develops plant-based supplements that support cardiovascular, metabolic, and brain health, among other functions. The company is the force behind bestsellers like SuperBeets and Neo40 supplements. Such products have driven the growth that secured Humanⁿ's spot on the Inc. 5000 list of America's fastest-growing private companies an impressive eight consecutive times.

Of course, Kocher is no stranger to fast growth. He was Michael Dell's second-in-command during Dell Computers' ascent to a top technology brand. There, he oversaw global sales, marketing, and operations. With a prolific 25-year career in the tech sector under his belt, he was looking for a new opportunity when he attended an investor presentation given by the University of Texas Health Sciences Center. There, he learned about nitric oxide (N-O), a naturally occurring, blood vessel signaling molecule. By the end of the presentation, Kocher was convinced he had discovered his next business venture.

A LIFE-CHANGING DISCOVERY

A lifelong athlete in sports ranging from basketball to long-distance paddleboarding, Kocher had first-hand knowledge of how supporting blood flow could affect everything from physical endurance to everyday health. The discovery of N-O was a game-changer in



Joel Kocher, co-founder and CEO, Humanⁿ

humanⁿ

8x

Inc. 5000 Honoree

10M

Units of SuperBeets
Brand Sold

4700+

Retail Locations
Selling Humanⁿ
Products

2010

Year Founded

that area. Working with some of the top medical minds in the sector, including Nobel Laureate Ferid Murad, M.D. and other leading physicians, Humanⁿ developed a science-based approach to its product development.

“We decided day one our strategy was to be an industry disruptor by bringing science and clinical data to the fore, by striking a unique balance of nature and science to deliver supplement products that actually work.” he says.

Kocher had vast experience in operations and the ability to quickly assess the industry landscape. After all, he helped drive the rise of PCs from trend to essential tool. He felt Humanⁿ's products would play a similarly crucial role in supporting health and well-being.

Still, he calls the nutritional supplements category the “most fragmented market I’ve ever seen.” Establishing credibility would be essential to differentiate the company’s products. Humanⁿ's science-centered approach helped the company leverage its patented N-O platform technology and back up its claims with clinical trials. Humanⁿ was recognized with *Nutrition Business Journal*'s science award in 2017, which Kocher calls “the gold standard” in the industry.

INNOVATION SPURS CONTINUED GROWTH

Such careful, strategic development has helped the company earn the trust of consumers, physicians, and nutritionists. The SuperBeets brand is closing in on 10 million units sold and is the best-selling superfoods brand at nutritional supplement retailer GNC.

And while startups may capture the spotlight, continued and strategic innovation sustain growth. Humanⁿ has added something new every year to develop new markets and opportunities,” he says. “One of my advantages was understanding that what got you here won’t get you there [to the next phase of growth],” he says.

And while he is proud of the company and the products it has developed, Kocher says his greatest success comes from hearing stories about how customer’s lives have been transformed by Humanⁿ products. “Through this business, I discovered what I was really engineered to do as a human being: to change the world,” he says. “There is no higher-order mission than this.”

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AnnMarie and Joel Kocher are co-founders of Humanⁿ.

