

# AIN'T TAKES ON THE TECH WORLD'S ENERGY PROBLEM

*AIN'T launches a non-caffeine-based approach to energy built around a patented ingredient designed to improve wakefulness without increasing pulse rate*

SEATTLE, WA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Tech workers have become masters at powering through fatigue, usually with another coffee, energy drink or caffeine hit. AIN'T is bringing a different, more holistic approach to energy to corporate campuses in national tech hubs, with a clinically studied formula designed to support wakefulness, energy, focus, work productivity and mental performance without making caffeine the answer.

At the core of AIN'T is a patented ingredient described as the first ingredient known to improve wakefulness without increasing pulse rate. The innovation is the result of 14 years of research by a team of neurologists and food engineers who set out to answer a simple question: Is there a better way to counter fatigue without relying on caffeine?

Their answer became AIN'T, built around Inno-Bev's patented WakeUp BioWaker® formula, a proprietary blend of botanicals including carob, guarana, ginkgo biloba and elderberry. Developed at the



intersection of nutrition and chronobiology, the formula has been clinically studied for its ability to support alertness, focus, work productivity and cognitive performance.

AIN'T is energy for your brain, not your buzz. And it's designed to be felt fast. Clinical studies found participants reported feeling more awake, focused and productive within 30 minutes, with effects lasting two hours or more. As part of a battery of tests conducted at Stanford, the formula also demonstrated improvements in work productivity. The research found that AIN'T did not increase heart rate or blood pressure, while additional research found improvements in cognitive performance and focus of up to 20%.

AIN'T is non-caffeine-based, with just 7 mg of caffeine, roughly the amount found in half a cup of decaf coffee. That gives consumers a different option from conventional energy products that rely heavily on caffeine to deliver their effects.

In a separate 30-day study involving 95 healthy adults, the benefits continued with daily use without becoming less effective over time. That combination of fast-acting and longer-lasting support for mental performance is central to AIN'T's holistic approach to energy and what the brand is bringing to the workplace.

AIN'T is now launching in the Seattle area, with plans to expand to additional tech hubs nationwide, putting AIN'T directly in front of the technology community and people who rely on sustained focus to build, create, solve and lead.

Available in Mixed Berry, Mandarin Orange and Peach Mango, AIN'T is ideal for anyone whose brain needs to keep performing long after the first cup of coffee.

AIN'T is now available at [drinkAIN'T.com](https://drinkAIN'T.com).

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EDITOR'S NOTE: For more information about AIN'T and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com).

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