Section 1. The science case

This section ranks the reasons to choose **CreaPop** (a fictional creatine soda) by two things: the strength of the evidence and marketing power. The ranking is also the speaking order.

Habit comes first because the soda format gets folks consuming creatine daily (necessary to get the benefits). Dose and form come second because they further differentiate CreaPop in a crowded field. Strength and power follows with the deepest literature. Muscle as you age comes next. Then the emerging evidence for brain health. Finally, safety plays defense.

Pillar	Evidence strength	Marketing power	Job
Habit	Moderate. One trial plus consensus	High. Why folks pick a soda over powder	Leads
Dose and form	Strong. Studied dose and stable form	High. Few sodas have the studied dose	The differentiator in a crowded field
Strength and power	Strong. Decades of trials	Medium. Every brand says it	The best-proven benefit
Muscle as you age	Moderate. Works with training	High. Adults over 40 care	Widens the audience
Brain and cognition	Emerging. Mixed results	High. Trending consumer topic	Supports with careful wording
Safety	Strong. Long safety record	Low. Plays defense	Answers questions

Pillar 1. Habit

The case

CreaPop tastes like soda, so people drink it daily. That matters because creatine takes weeks to build up in muscle and give you benefits. A daily soda gets you there with no loading phase or messy powder. Also, research shows a simple daily action becomes automatic with repetition. That research adds credibility to the habit pillar.

The evidence

- The consensus view. The International Society of Sports Nutrition reviewed the creatine literature in 2017. It pointed to health benefits from "habitual low dietary creatine ingestion (e.g., 3 g/day) throughout the lifespan" (Kreider 2017, JISSN).
- No loading needed. A 2021 expert review found that 3 to 5 grams a day raises muscle creatine without a loading phase, just more slowly (Antonio 2021, JISSN).
- The original trial. Men who took 3 grams a day for 28 days raised muscle creatine about 20%. It matched levels from a six-day loading phase. Levels fell back within 30 days once they stopped (Hultman 1996, J Appl Physiol).
- The habit study. 96 volunteers repeated one new health behavior a day. The median time to automatic was 66 days, with a range of 18 to 254 (Lally 2010, Eur J Soc Psychol).

Note: the creatine research used creatine monohydrate (not CreaPop), and the original trial was in men. Include that caveat when mentioning them.

What not to say

- "Works from the first can." It takes about four weeks to fill muscle creatine at 3 grams a day (the dose in CreaPop).
- "Absorbs better as a liquid." The format helps you take it but doesn't change absorption.
- "Habit-forming" or "you'll crave it." These lines read as addiction or dependence.
- "21 days to a habit." The study found a median of 66.

What we say

- The lead. "The creatine you'll actually take."
- The support. "Creatine works when taken daily. That's why we made it a soda."
- The study line. "In the classic trial, 3 grams a day raised muscle creatine as much as a 20-gram loading phase. The 3-gram dose took four weeks."
- When asked how long it takes. "About a month of daily cans."
- When asked about missing a day. "One missed day doesn't matter. Muscle creatine drops slowly over weeks."

Want to chat about a source of truth for your brand? Grab 15 minutes:

https://calendly.com/brian_stanton/15-minute-strategy/