





The new standard for wellness, sustainability, and community

Lumen is a mindset & lifestyle rooted in intention. We understand that doing your best in the moment, allows you to learn, grow, and ultimately achieve.



From Soil to Substance

Founders Yasir and Kris had a choice to make: follow the expected path through medical school, or create their own lane.

Choosing their shared dream over familiarity led them to the cold reality of sleeping in tents on the hard earth of Blue Fox Farm, where they harvested fruit and juiced it by hand.

There they learned that temporary discomfort often leads to lasting innovation. It was in this discomfort that **LUMEN** emerged.



We aim to be the boldest voice in "Good For You," proving that access to wellness is not a privilege for the affluent, but a standard for everyone.

Our goal is to make access to healthy choices effortless for everyone, everywhere.



“Good For You” is how we show up for our future selves and the world, today

We believe that wellness is the key to your fullest potential, a way of living that merges physical strength, mental clarity, & creative drive.





Rooted in the past, but newly achievable at scale

We take pride in farming practices that restore nutrients to soil, protect biodiversity, and sustain ecological balance.

This circular approach, known as Regenerative Farming, enriches both the land and the food it yields, creating a living connection between soil vitality and human vitality.



The Future of Lumen

Through a system of products people truly love, Lumen proves that what's good for you can also be good for the world.

What began as an idea to redefine the standard for wellness, has become the foundation for a new kind of brand system, one built on integrity & belonging.

As the world accelerates, we're scaling that philosophy into a global platform, designed to strengthen the body, steady the mind, and sustain the planet.





Lumen reflects a cultural shift toward intention, self-respect, and the belief that excellence is accessible, not reserved.



Brand

We're creating a brand with no ceiling, a limitless platform designed to grow across categories and experiences.



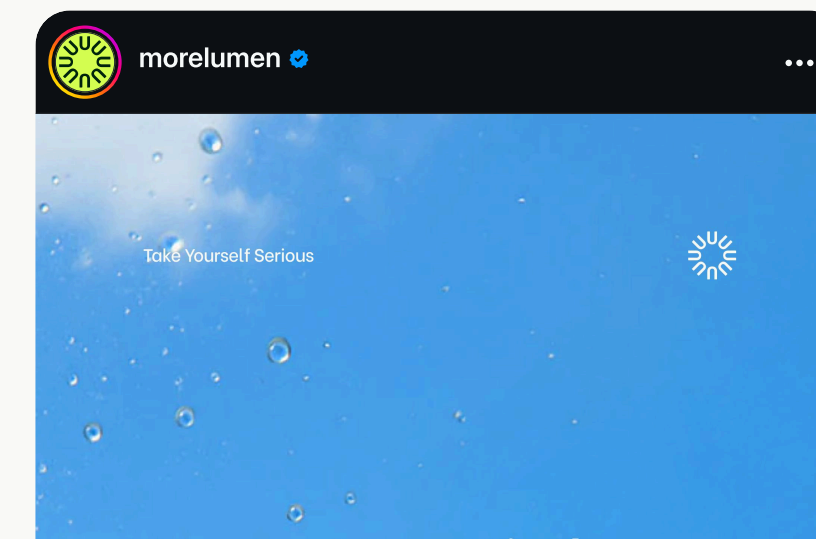
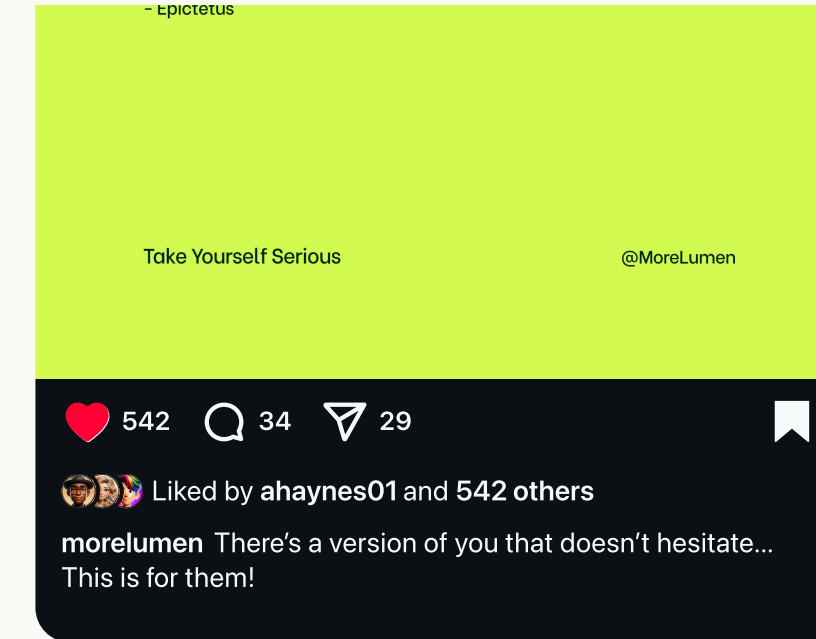
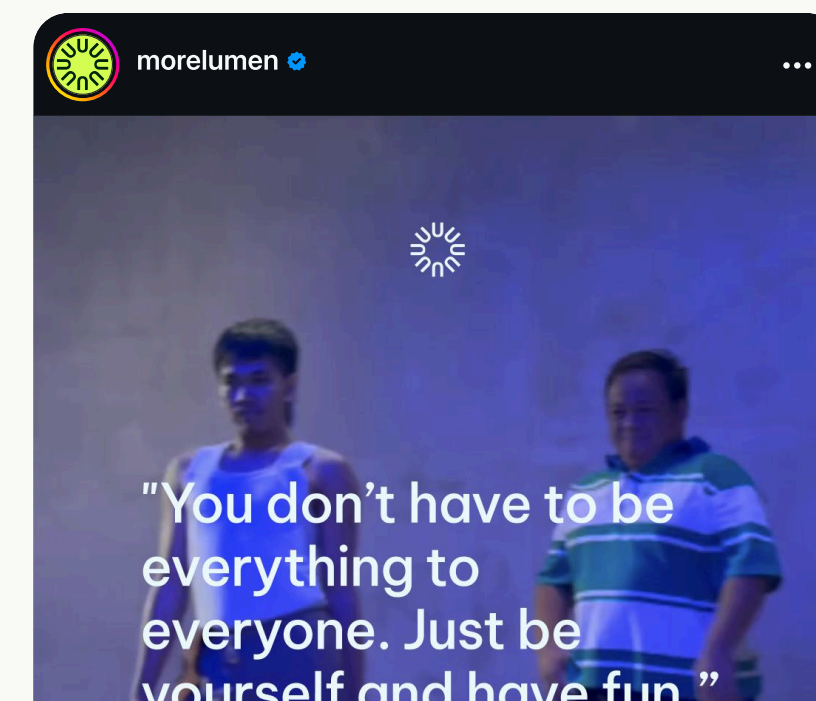
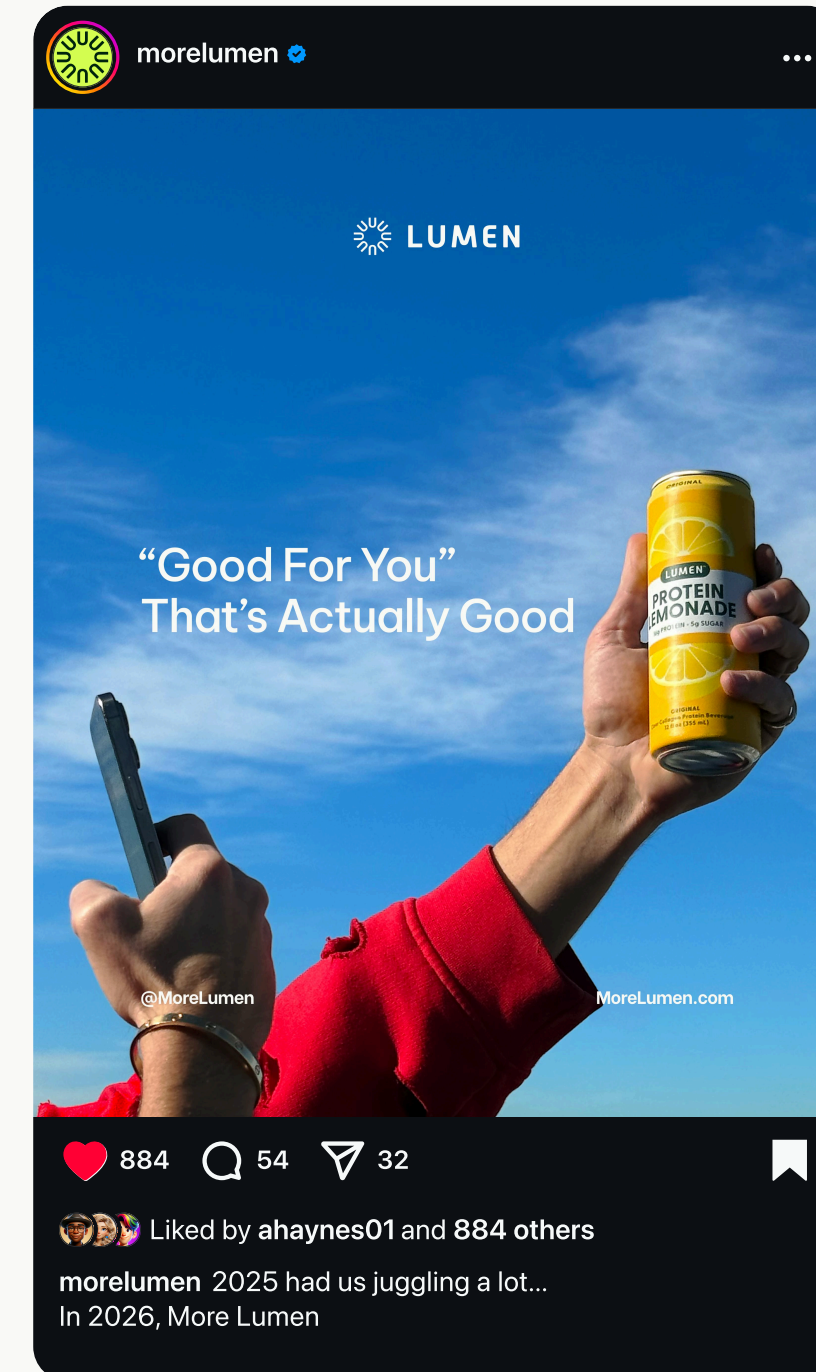
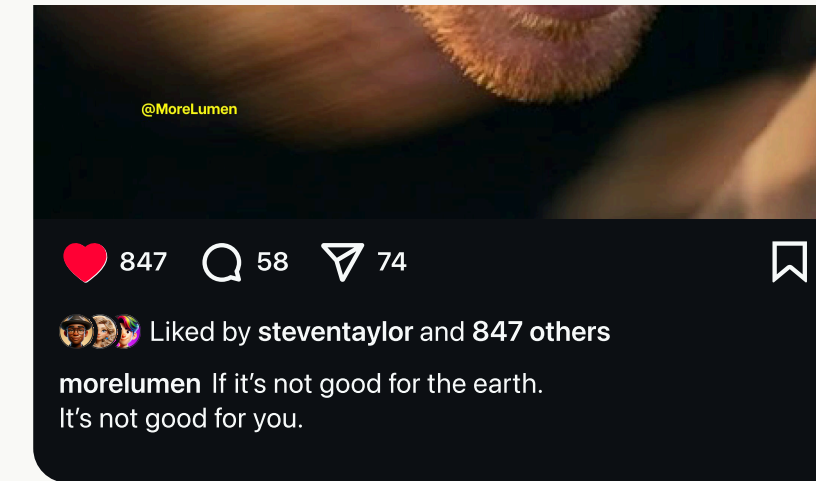
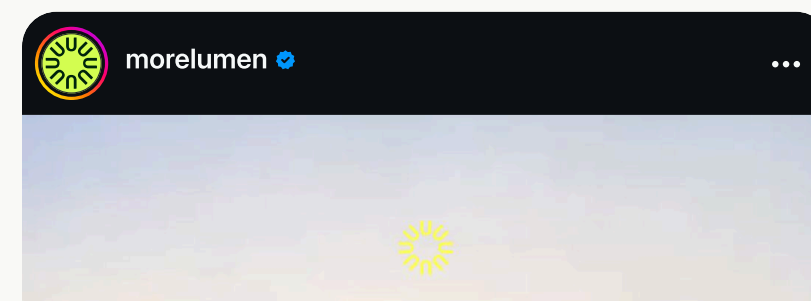
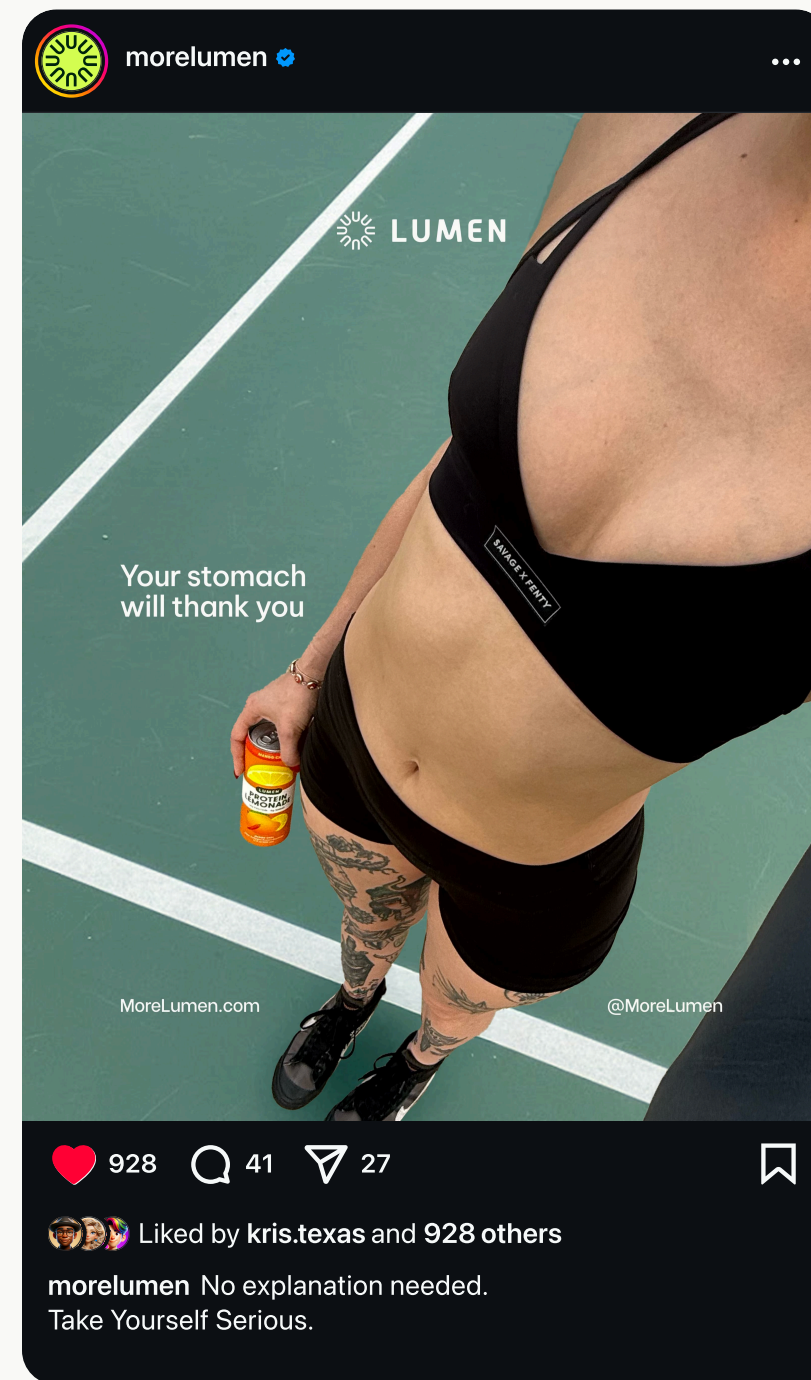
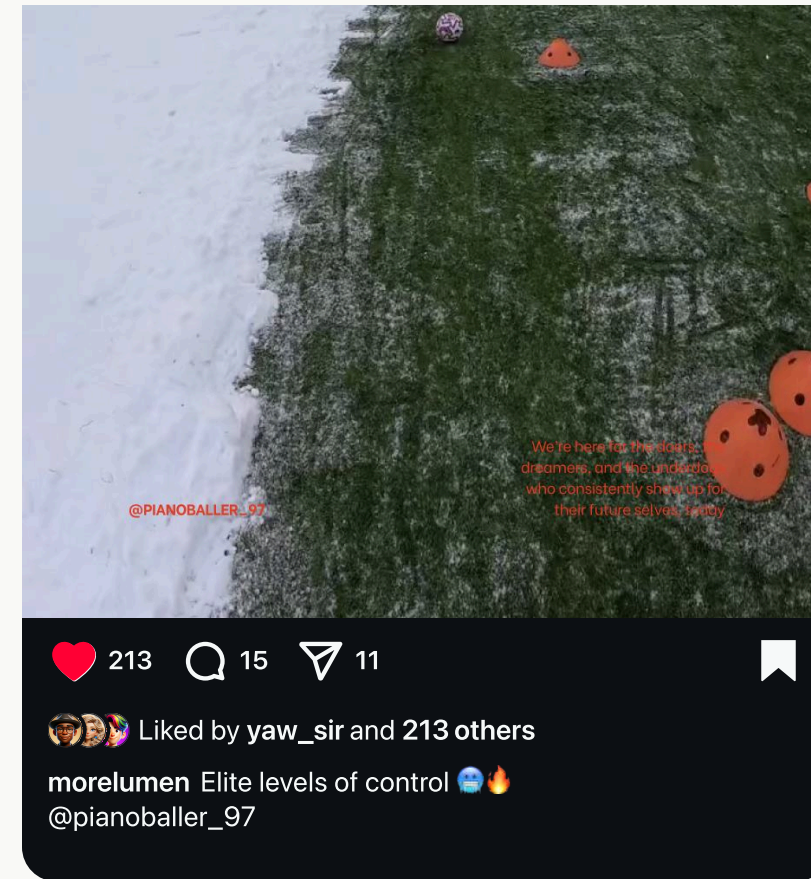
Andrew Haynes,
Fractional CMO

The branding & creative force behind many of today's leading CPG like:



Steven Taylor,
Creative Director

Behind the campaigns of iconic household brands like:





Essentials





Distribution Clear Protein

700 doors nationwide

+300 activating next 90D

+993% door growth YoY





Clear Protein

LEMONADE

ORIGINAL LEMONADE
12 x 12 fl. oz.

16g PROTEIN

LUMEN
CLEAR PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 60009 67644 2

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 20mg	<1%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 4g Added Sugars	8%
Protein 16g	9%
Vitamin C 25mg	25%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Filtered Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Lemon Juice Concentrate, Organic Agave Nectar*, Organic Natural Flavors, Organic Stevia Extract.
*Regenerative Organic Certified™

YERBA MATE

YERBA MATE ENERGY
12 x 12 fl. oz.

16g PROTEIN
120mg CAFFEINE

LUMEN
CLEAR PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 60009 67647 3

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 20mg	<1%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 4g Added Sugars	8%
Protein 16g	9%
Vitamin C 25mg	25%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Filtered Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Lemon Juice Concentrate, Organic Agave Nectar*, Organic Natural Flavors, Organic Green Coffee Caffeine, Organic Yerba Mate Extract, Organic Stevia Extract.
*Regenerative Organic Certified™

MANGO CHILI

MANGO CHILI
12 x 12 fl. oz.

16g PROTEIN

LUMEN
CLEAR PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 60009 67646 6

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 20mg	<1%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 2g Added Sugars	4%
Protein 16g	9%
Vitamin C 20mg	22%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Filtered Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Lemon Juice Concentrate, Organic Agave Nectar*, Organic Mango Puree Concentrate, Organic Natural Flavors, Organic Stevia Extract, Organic Stevia Extract.
*Regenerative Organic Certified™

STRAWBERRY DRAGONFRUIT

STRAWBERRY DRAGONFRUIT
12 x 12 fl. oz.

16g PROTEIN

LUMEN
CLEAR PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 60009 67645 9

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 20mg	<1%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 2g Added Sugars	4%
Protein 16g	9%
Vitamin C 20mg	22%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Filtered Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Lemon Juice Concentrate, Organic Agave Nectar*, Organic Natural Flavors, Organic Agave Nectar*, Organic Strawberry Juice Concentrate, Organic Dragon Fruit Puree, Organic Stevia Extract.
*Regenerative Organic Certified™

Sparkling Protein

STRAWBERRY VANILLA

STRAWBERRY VANILLA
12 x 12 fl. oz.

16g PROTEIN

LUMEN
SPARKLING PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 50082 44405 2

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 5g Added Sugars	10%
Protein 16g	9%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Agave Nectar*, Organic Natural Flavors, Non-GMO Citric Acid, Organic Stevia Extract, Organic Fruit Juice (color), Himalayan Pink Salt.
*Regenerative Organic Certified™

GRAPE

GRAPE
12 x 12 fl. oz.

16g PROTEIN

LUMEN
SPARKLING PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 50082 44407 6

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 5g Added Sugars	10%
Protein 16g	9%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Agave Nectar*, Organic Natural Flavors, Tartaric Acid (from Grapes), Organic Stevia Extract, Organic Fruit Juice (color), Himalayan Pink Salt.
*Regenerative Organic Certified™

ORANGE

ORANGE
12 x 12 fl. oz.

16g PROTEIN

LUMEN
SPARKLING PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 50082 44406 9

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 5g Added Sugars	10%
Protein 16g	9%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Agave Nectar*, Organic Natural Flavors, Non-GMO Citric Acid, Organic Stevia Extract, Himalayan Pink Salt, Organic Fruit Juice (color), Non-GMO Ascorbic Acid.
*Regenerative Organic Certified™

PEACHES & CREAM

PEACHES & CREAM
12 x 12 fl. oz.

16g PROTEIN

LUMEN
SPARKLING PROTEIN

TAKE YOURSELF SERIOUS
16g ANYTIME PROTEIN
+ RADIANT COLLAGEN

12 fl oz (355 mL)

8 50082 44408 3

Nutrition Facts
Serving Size 1 can (355 mL)
Amount Per Serving
Calories 99

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 6g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	10%
Inc. 5g Added Sugars	10%
Protein 16g	9%

Not a significant source of vitamin D, calcium, iron, and potassium.
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated Water, Lumen Complete Protein™ (Grass-Fed Bovine Collagen Peptides, Rice Protein Peptides, L-Tryptophan), Organic Agave Nectar*, Organic Natural Flavors, Non-GMO Citric Acid, Organic Stevia Extract, Himalayan Pink Salt, Organic Fruit Juice (color), Non-GMO Ascorbic Acid.
*Regenerative Organic Certified™

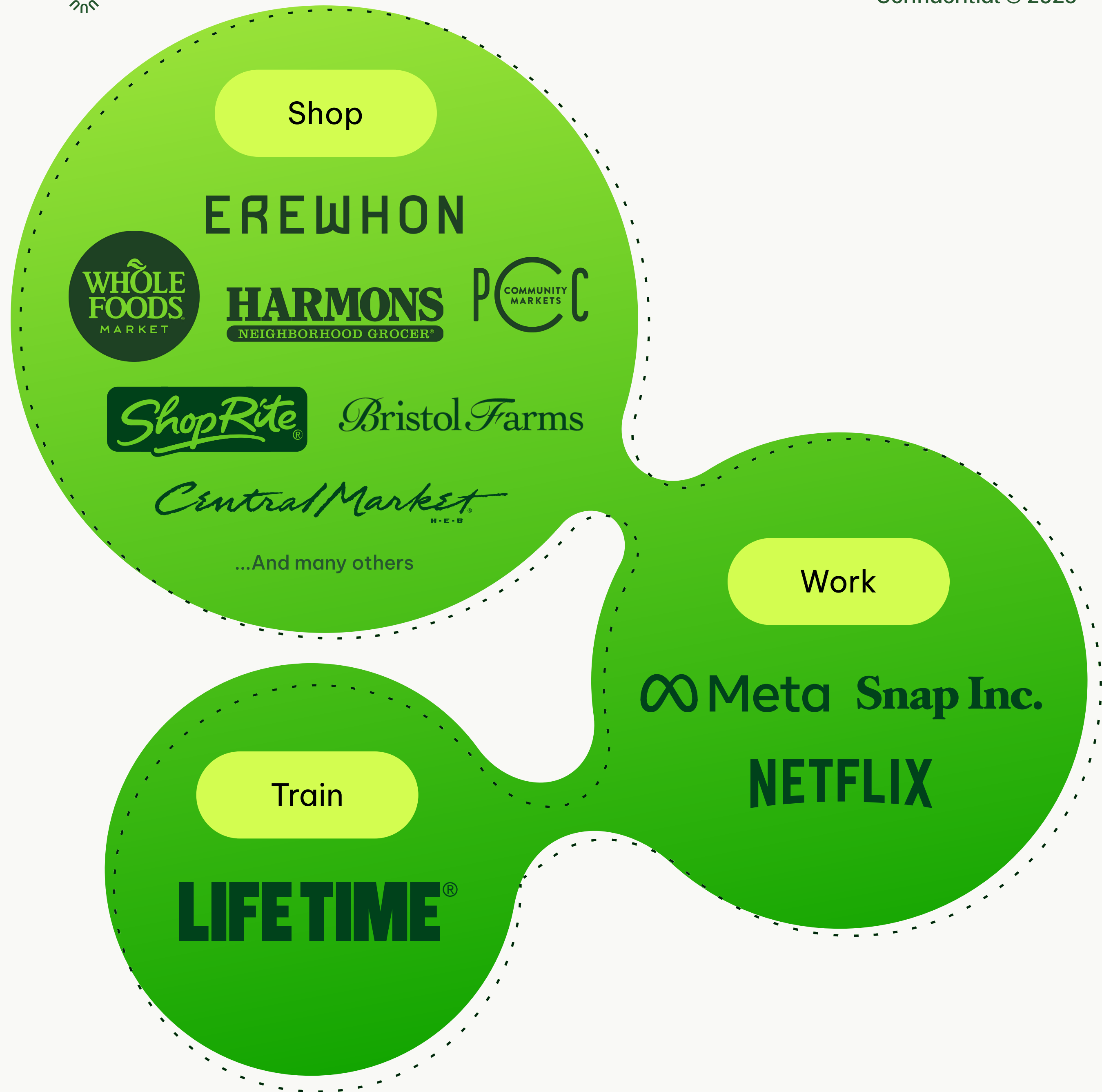


Distribution Wellness Shots

2,000 Nation Wide

+300 activating next 90D

Meeting consumers where they move,
work, and shop





Lumen
Wellness



IMMUNE SUPPORT

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 21, Total Fat <1 g (<1% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g†, Vitamin E 140mcg (<1% DV*), Lumen Immune Support Blend (proprietary) 16,317 mg: Organic Elderberry Syrup (Filtered Water, Organic Elderberry (fruit) Extract), Organic Ginger Juice, Organic Curcumin (Turmeric) Extract, Organic Hemp Seed Oil, Organic Black Pepper Extract.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Orange Juice, Organic Lemon Juice, Organic Acacia Fiber, Organic Quillaja Extract.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF




VITAMIN D+ZINC

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 20, Total Fat 0 g (0% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g†, Vitamin D (D3, vegan, 3,000 IU) 75mcg (375% DV*), Vitamin K (K2 as MK-7) 120mcg (100% DV*), Zinc 11mg (100% DV*), Lumen Wellness Blend (proprietary) 3,680 mg: Organic Ginger Juice, Vitamin D3 (VegD3®), Vitamin K2 (as MK-7), Zinc Citrate.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Pineapple Juice, Organic Orange Juice, Filtered Water, Organic Lemon Juice, Organic Dragon Fruit Puree, Organic Blackcurrant & Carrot Root Juice for color.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF




GUT WELL

6 x 1.8 fl. oz.

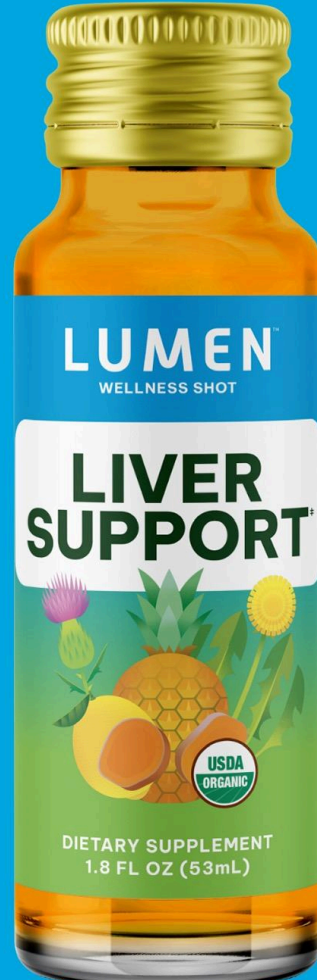
Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 20, Total Fat 0g (0% DV*), Total Carb. 5g (2% DV*), Total Sugars 4g (Incl. 4g Added Sugars, 8% DV*), Lumen Digestive Blend (proprietary) 54,200 mg: Organic Irish Sea Moss Gel (Filtered Water, Organic Irish Sea Moss Powder) (algae), Organic Apple (fruit) Cider Vinegar, Organic Lemon (fruit) Juice, Organic Aloe Vera (inner fillet) Juice, Organic Cinnamon (bark) Extract, Organic Marshmallow Root, Bacillus coagulans (SNZ1969) Probiotic Culture.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Evaporated Coconut Nectar

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF

LIVER SUPPORT

6 x 1.8 fl. oz.


Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 25, Total Fat <1 g (<1% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g (Incl. 1.5g Added Sugars, 2% DV*), Vitamin E 567mcg (4% DV*), Lumen Liver Support Blend (proprietary) 26,645 mg: Organic Dandelion Root Tea (Filtered Water, Organic Dandelion Root Extract), Organic Curcumin (rhizome) Extract, Organic Hemp Seed Oil, Organic Milk Thistle (seed) Extract, Organic Black Pepper (fruit) Extract.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Pineapple Juice, Organic Lemon Juice, Organic Evaporated Coconut Nectar, Organic Acacia Fiber, Organic Quillaja Extract.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF



Monfefo
Wellness



GINGER SHOT

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 21, Total Fat <1 g (<1% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g†, Vitamin E 140mcg (<1% DV*), Lumen Immune Support Blend (proprietary) 16,317 mg: Organic Elderberry Syrup (Filtered Water, Organic Elderberry (fruit) Extract), Organic Ginger Juice, Organic Curcumin (Turmeric) Extract, Organic Hemp Seed Oil, Organic Black Pepper Extract.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Orange Juice, Organic Lemon Juice, Organic Acacia Fiber, Organic Quillaja Extract.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF




GINGER BLISS

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 25, Total Fat <1 g (<1% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g (Incl. 1.5g Added Sugars, 2% DV*), Vitamin E 567mcg (4% DV*), Lumen Liver Support Blend (proprietary) 26,645 mg: Organic Dandelion Root Tea (Filtered Water, Organic Dandelion Root Extract), Organic Curcumin (rhizome) Extract, Organic Hemp Seed Oil, Organic Milk Thistle (seed) Extract, Organic Black Pepper (fruit) Extract.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Pineapple Juice, Organic Lemon Juice, Organic Evaporated Coconut Nectar, Organic Acacia Fiber, Organic Quillaja Extract.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF




GINGER VITALITY

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 20, Total Fat 0g (0% DV*), Total Carb. 5g (2% DV*), Total Sugars 4g (Incl. 4g Added Sugars, 8% DV*), Lumen Digestive Blend (proprietary) 54,200 mg: Organic Irish Sea Moss Gel (Filtered Water, Organic Irish Sea Moss Powder) (algae), Organic Apple (fruit) Cider Vinegar, Organic Lemon (fruit) Juice, Organic Aloe Vera (inner fillet) Juice, Organic Cinnamon (bark) Extract, Organic Marshmallow Root, Bacillus coagulans (SNZ1969) Probiotic Culture.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Evaporated Coconut Nectar

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF




TURMERIC SHOT

6 x 1.8 fl. oz.

Supplement Facts

Serv. Size: 1 bottle (53mL), Amount Per Serving: Calories: 20, Total Fat 0 g (0% DV*), Total Carb. 4g (1% DV*), Total Sugars 4g†, Vitamin D (D3, vegan, 3,000 IU) 75mcg (375% DV*), Vitamin K (K2 as MK-7) 120mcg (100% DV*), Zinc 11mg (100% DV*), Lumen Wellness Blend (proprietary) 3,680 mg: Organic Ginger Juice, Vitamin D3 (VegD3®), Vitamin K2 (as MK-7), Zinc Citrate.

*Percent Daily Values are based on a 2,000 calorie diet
†Daily Value (DV) not established

Other Ingredients: Organic Pineapple Juice, Organic Orange Juice, Filtered Water, Organic Lemon Juice, Organic Dragon Fruit Puree, Organic Blackcurrant & Carrot Root Juice for color.

Distributed By: LUMEN, 171 Pier Ave, #151, Santa Monica, CA 90405 CERTIFIED ORGANIC BY CCOF





Backed by the Best

Our cap table blends iconic CPG founders, senior retail operators, and mission-driven funds, alongside the brand strategist behind the category-defining beverage Poppi and a creative lead whose work spans global brands like Adidas and Walmart, with collaborations including Serena Williams, LeBron James, and many more.

Our Team



Yasir Hashim
Founder & CEO



Kris Taylor
Founder & COO



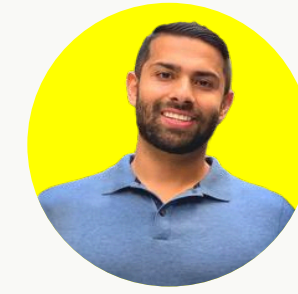
Andrew Celio
CFO



Andrew Haynes
Fractional CMO



Steven Taylor
Creative Director



Sal Agha
PNW Regional Sales Manager



Alina Rock
NE Regional Sales Manager



Tarig Ahmed
SoPac Regional Sales Manager



Onboarding
QA & Supply Chain Manager



Hiring
Regional Sales Manager

Our High Profile Investors



Bruce Nierenberg
Founder of BIN & Organic Sales



Michael Zuckerman
President Z-H Inc.



Ahmed Rahim
Founder of Numi Tea



Charles Jackson
Entrep., Advisor, CPG Investor



Genevieve Gilbreath
Founder of Springdale Ventures



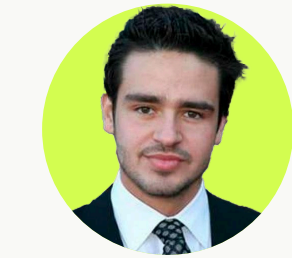
Mohamed Sanu
NFL Athlete, Investor



Renske Lynde
GP of 1st Course Capital



David Lannon
Executive VP of Whole Foods



Alejandro Salomon
Entrep., Film Producer, Investor



John Roulac
Founder of Nutiva



Mohannad El-Khairy
Founder of Tidal Impact



Vernon Davis
NFL Athlete, Entrep., Actor



Deatrich Wise
NFL Athlete, Investor



Khalil Rafati
Founder of SunLife Organics



Nessie Capital
Institutional Partner



1st Course Capital
Institutional Partner



Springdale Ventures
Institutional Partner



Product Design Evolution



2026



Take Yourself Serious

Lumen's Mantra delivers a subtle wink.

It's not about perfection, it's about honoring the attempt. It's discipline wrapped in curiosity. Dedication with a sense of humor. It's choosing to be a touch better today than yesterday, in any direction that feels true. Serious, but never heavy. Intentional and alive.

The Pursuit is The Goal

