FREQUENTLY ASKED QUESTIONS

ULTRA FOCUS | ULTRA ENERGY | ULTRA SLEEP | GENERAL

ULTRA FOCUS POUCHES

WHAT ARE ULTRA FOCUS POUCHES?

Ultra Focus Pouches are nicotine-free, tobacco-free oral pouches formulated with 6 clinically-studied nootropics to support razor-sharp focus, calm energy, and enhanced mental clarity. No pills, no drinks, no crash.

HOW DO I USE THEM?

Pop 1–2 pouches in your mouth. Let them find a comfortable spot, and your saliva will help release the ingredients. A light tingle within minutes means the ingredients are activating. Keep the pouch in for 30 minutes to 1 hour — effects last 1–2 hours. Most users take 3–4 pouches per day: morning work sessions, the midday slump, or before the gym, or for evening clean energy. Do not exceed 4 per day.

HOW WILL ULTRA MAKE ME FEEL?

Expect enhanced mental clarity, improved ability to stay on task, and a calm-but-energized state — not a jittery rush. Think of it as an optimized version of yourself, not a synthetic boost. Effects typically begin within minutes of placement.

DO THEY CONTAIN NICOTINE OR CAFFEINE?

No nicotine, no tobacco, no caffeine. Instead of caffeine, we use Enfinity® Paraxanthine — a naturally occurring metabolite of caffeine that delivers focus and alertness with less likelihood of jitters, anxiety, or sleep disruption. It also clears from your system faster than caffeine.

WHY DO I FEEL A TINGLING SENSATION?

The tingle is normal and a sign the ingredients are activating. It typically fades within a few minutes of placement and means absorption is underway.

WILL ULTRA FOCUS AFFECT MY SLEEP?

Paraxanthine has a shorter half-life than caffeine and clears from your body faster, making it less likely to disrupt sleep than a cup of coffee. We don't recommend taking Focus pouches within 4–6 hours of bedtime. For nighttime wind-down, check out ULTRA Sleep.

WILL I BUILD A TOLERANCE OR BECOME DEPENDENT?

No. ULTRA Focus pouches contain no nicotine or other habit-forming substances. The ingredients in our formula do not produce physical dependency or withdrawal effects.

WHAT'S IN ULTRA FOCUS?

Six active ingredients, each with a specific role:

Enfinity® Paraxanthine — Jitter-free focus and alertness

Alpha GPC — Enhanced mental processing

L-Theanine — Calm energy and attentiveness

Ginseng Extract — Learning, creativity, and adaptogen support

Vitamins B6 & B12 — Balanced energy and mood

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WHAT ARE ULTRA ENERGY POUCHES?

Ultra Energy Pouches are nicotine-free, tobacco-free oral pouches built to deliver a smooth, powerful energy boost. Each pouch is loaded with caffeine + clinically-backed nootropics & antioxidants like L-Theanine, B-vitamins (B3, B6, B12) and Vitamin C&E — delivered in a convenient oral pouch and featuring long-lasting flavor, with zero calories and zero sugar.

HOW DO ULTRA ENERGY POUCHES WORK?

Pop one pouch in your mouth. Let it find a comfortable spot, and your saliva will help release the ingredients. A light tingle within minutes means the ingredients are activating. The result is a noticeably quicker onset of energy than swallowing a pill or sipping a drink, with a smoother ride thanks to the L-Theanine paired alongside the caffeine.

DO ULTRA ENERGY POUCHES CONTAIN NICOTINE?

No. Ultra Energy Pouches contain **zero nicotine** and zero tobacco. Instead of a nicotine pouch, we've developed the world's best nootropic energy pouch. Same small format, same parking-it-in-the-cheek ritual, same satisfying tingle — but what's inside is 180 mg of caffeine, L-theanine, and a full B-vitamin stack. So you get the energy and focus, with none of the side effects of nicotine or tobacco.

WHO ARE ULTRA ENERGY POUCHES FOR?

Adults (18+) who want a fast, clean, smart way to get an energy boost — with the premium addition of L-Theanine and a full B-vitamin stack supporting focus and normal energy metabolism. They're popular for early mornings, long drives, workouts, gaming, deep-work blocks, and any time you'd rather not be holding a cup.

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ULTRA SLEEP POUCHES

WHAT ARE ULTRA SLEEP POUCHES? —

Ultra Sleep Pouches are nicotine-free, caffeine-free oral pouches designed to help you fall asleep faster, sleep more deeply, and wake up refreshed. Six research-backed botanicals and adaptogens. Zero sugar. No pills to swallow, no water needed.

HOW DO I USE THEM? —

For best results, use the 2-pouch method: place your first pouch 1–2 hours before bed to start winding down, then a second pouch 10–30 minutes before you want to fall asleep. This is especially effective if you've had caffeine or stimulants that day. Remove and discard the pouch before falling asleep — it does not dissolve.

HOW IS THIS DIFFERENT FROM MELATONIN GUMMIES OR OVER-THE-COUNTER SLEEP AIDS? —

Most melatonin gummies contain 5–10 mg of melatonin — well above what research supports — loaded with sugar and corn syrup. Stronger sleep aids use diphenhydramine, an antihistamine that builds tolerance within 2 weeks and causes next-day grogginess. ULTRA Sleep uses 1 mg of melatonin (the physiologically effective dose) combined with 5 additional ingredients targeting sleep onset, sleep depth, and racing thoughts. Zero sugar, zero antihistamines, no tolerance buildup.

WILL I FEEL GROGGY THE NEXT MORNING? —

No — and this is a core advantage over antihistamine sleep aids. Our ingredients support your body's natural sleep systems rather than sedating you. L-Theanine has been clinically shown to promote feelings of refreshment upon waking. Our 1 mg melatonin dose also avoids the morning grogginess associated with the 5–10 mg doses found in most gummies.

WHY ONLY 1 MG OF MELATONIN? MOST SLEEP GUMMIES HAVE 5–10 MG. —

Because more isn't better — a 2024 dose-response analysis found that melatonin's sleep benefits peak around 1–4 mg. High doses can desensitize your melatonin receptors over time, cause morning grogginess, and trigger vivid nightmares. Our 1 mg dose is the physiologically effective amount that maintains receptor sensitivity and keeps working night after night.

CAN I BECOME DEPENDENT ON ULTRA SLEEP? —

No. None of the six active ingredients create physical dependency or withdrawal symptoms. You can stop using Ultra Sleep at any time without rebound effects — fundamentally different from prescription sleep medications or antihistamine aids.

CAN I USE ULTRA SLEEP EVERY NIGHT? —

Yes — it's designed for nightly use. Every ingredient has published safety data supporting daily use, and none build tolerance with regular use. Unlike antihistamine sleep aids that lose effectiveness within 1–2 weeks, our ingredients maintain their efficacy night after night.

WHAT IS IN ULTRA SLEEP? —

Six active ingredients, each targeting a specific aspect of sleep:

Melatonin (1 mg) — Supports your circadian rhythm and sleep onset

L-Theanine (50 mg) — Promotes alpha brain waves and calm relaxation

Magnesium Gluconate (30 mg) — Supports muscle relaxation and GABA activity

Chamomile Extract (10 mg) — Promotes natural calm via GABA receptor activity

Passionflower Extract (10 mg) — Supports GABA pathways; helps quiet nervous restlessness

Lemon Balm Extract (12 mg) — Supports deep sleep and helps calm the mind

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GENERAL

ARE ULTRA POUCHES SAFE?

All active ingredients across both Ultra Focus and Ultra Sleep have been studied in peer-reviewed clinical trials and have published safety data. All Ultra Pouches are nicotine-free, tobacco-free, and free of artificial additives. We recommend consulting your doctor before starting any new supplement if you are pregnant, nursing, taking prescription medications, or have an existing health condition.

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DO ULTRA POUCHES CONTAIN NICOTINE OR TOBACCO?

No. Both Ultra Focus and Ultra Sleep Pouches contain zero nicotine, zero tobacco, and zero tobacco-derived ingredients. Also, they're both zero calorie and zero sugar!

DO YOU OFFER FREE SHIPPING?

Yes — we offer free shipping on all orders of $50 or more, and subscribers enjoy free shipping on all recurring subscription orders.

DO YOU SHIP OUTSIDE THE US?

We currently ship to the United States and Canada. International orders may experience additional transit time through customs, and we cannot ship to P.O. Boxes in Canada.

HOW DO I MANAGE MY SUBSCRIPTION?

On our website, navigate to the "Account" page (or click here). Log in using the email associated with your order, then click Manage Subscription to adjust your delivery frequency, update payment info, skip a delivery, or cancel at any time. Need more help? Visit our Help Center.

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