# Athletic Greens' AG1 tested in quest to simplify wellness supplements



An increasing number of individuals are turning to wellness routines to enhance their overall health, often adopting habits that contribute to a perceived sense of balance and vitality. These routines frequently encompass reliable sleep patterns, a clear sense of purpose, and structured mornings that might include activities such as meditation and the consumption of specialised health products, including greens powders.

The Independent reports on one individual's journey into wellness over the past six years, during which they have focused on healing their gut health, reversing biological age indicators, and improving physical appearance by opting for natural alternatives to cosmetic enhancements. Central to this transformation has been the establishment of a diligent morning regimen, which prioritises consistency and aims to foster good mental health through healthy habits.

Among the many products on the market, AG1 greens powder, produced by Athletic Greens, has garnered considerable attention, with endorsements from celebrities such as Gwyneth Paltrow, Hugh Jackman, Cindy Crawford, and Joe Rogan. The product is marketed as an all-in-one supplement, designed to streamline health supplementation by claiming to provide the benefits of various vitamins, minerals, probiotics, and other nutrition sources in a single daily serving. According to AG1, this formulation can support digestion and potentially replace a multitude of other supplements.

AG1's offering is not portrayed as a substitute for a balanced diet, but is positioned as a means to fill specific nutritional gaps. A quality greens powder should include beneficial doses of probiotics, digestive enzymes, and fibre while avoiding unnecessary filler ingredients that could disrupt gut health. However, the efficacy of such products can vary considerably; many greens powders on the market are not easily absorbed and often contain lesser-quality nutrients or unsatisfactory flavours.

To evaluate AG1’s claims and its performance against competitors, the reviewer, Emilie Lavinia, who holds the position of fitness and wellbeing editor at The Independent, dedicated a month to testing the product. During this period, she replaced her existing supplement regimen with AG1, consuming it each morning mixed with water. Lavinia monitored several factors, including energy levels, digestive comfort, and the health of her skin, hair, and nails.

Moreover, she conducted a comparative analysis against other leading greens powders, focusing on aspects such as ingredient quality, pricing, packaging, flavour, and solubility in water. Lavinia’s extensive background in health and wellness journalism, combined with her proficiency in nutritional assessment, positions her as a credible source in the evaluation of such supplements.

The exploration of AG1 highlights the growing trend towards simplification and convenience in dietary supplementation, reflecting a wider consumer interest in wellness products that promise comprehensive health benefits in a single serving. Insights from this investigation may aid individuals in deciding whether such a product fits their health objectives and routines.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/author/emilie-lavinia> - Emilie Lavinia is The Independent's Fitness and Wellbeing Editor, with extensive experience in health and wellness journalism, making her a credible source for evaluating supplements like AG1.
2. <https://www.wellandgood.com/health/ag1-greens-powder-review> - This review discusses AG1's taste, texture, and potential benefits, noting that it may help individuals reduce their supplement intake by providing multiple nutrients in one serving.
3. <https://www.healthline.com/nutrition/athletic-greens-review> - Healthline's review highlights AG1's inclusion of prebiotics and probiotics, which may benefit gut health, and notes that it contains 75 vitamins, minerals, and nutrients per serving.
4. <https://www.medicalnewstoday.com/articles/athletic-greens-review> - Medical News Today's review mentions that AG1 is third-party tested and free of artificial ingredients, sugars, and GMOs, but also notes it lacks certain essential vitamins and minerals.
5. <https://www.goodhousekeeping.com/health-products/a46883816/athletic-greens-review> - Good Housekeeping's review provides detailed information on AG1's nutritional content, including its 75 vitamins, minerals, and nutrients, and discusses its suitability for various dietary preferences.
6. <https://www.forbes.com/health/supplements/athletic-greens-review> - Forbes Health's review evaluates AG1's effectiveness, noting that while it offers a comprehensive array of nutrients, the multitude of ingredients may not be suitable for everyone.
7. <https://www.independent.co.uk/extras/indybest/us/ag1-review-b2742320.html> - Please view link - unable to able to access data