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# NURA USA Announces Exclusive North America Partnership with Padmalife Nutrition for TestoLift

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NURA USA, an Irvine, California-based leading ingredient solutions provider for the food, beverage, and supplement industries, announced its exclusive North American distribution partnership with Padmalife Nutrition for Testolift, a next-generation, science-backed nutraceutical ingredient designed to support testosterone, performance, and male vitality.

The launch comes at a time of significant growth in the category, with the global men's health supplement market projected to grow at nearly 10 per cent CAGR and exceed $180 billion by 2034. This partnership further strengthens NURA's commitment to delivering clinically positioned, differentiated ingredients to the supplement industry, particularly within the rapidly evolving men's health space.

"We are excited to partner with Padmalife Nutrition to bring Testolift to the North American market," said Lily Ruan, President of NURA USA. "Testolift represents a new standard in men's health, combining clinically supported efficacy with a holistic, multi-target formulation approach that today's brands are actively seeking."

As demand for effective men's health solutions continues to grow, brands are seeking ingredients that go beyond traditional, single-target approaches. Testolift was developed to address this need through a holistic, botanically rooted system, supporting the body's natural (endogenous) testosterone production while also addressing key drivers of male vitality including strength, endurance, and metabolic function.

Formulated with three synergistic bioactives: black ginger (Kaempferia parviflora), fenugreek saponins, and zinc methionine. Testolift delivers a comprehensive, multi-pathway mechanism supporting hormonal balance and performance. Enhanced through InSitu360 molecular complexation technology, Testolift is engineered for improved stability, bioavailability, and functional performance. Backed by preclinical and emerging clinical research, Testolift has demonstrated a +40 per cent increase in total testosterone at 300 mg/day, with a human clinical publication currently pending, reinforcing its potential as a high-impact ingredient for men's health formulations.

Some of the key benefits of Testolift as per the company's release include: supports healthy testosterone levels and free testosterone availability; Enhances strength, stamina, endurance, and overall vitality; Holistic, multi-target approach addressing hormones, energy, and performance; Clean-label, plant-based formulation and Suitable for capsules, powders, and advanced delivery formats.

“Our goal with Testolift was to create a scientifically advanced yet naturally derived solution for men’s health,” said Dr Sreerag Gopi, PhD, associated with Padmalife Nutrition. “With NURA’s technical expertise and strong industry relationships, we are confident in bringing this innovation to leading supplement brands across North America.“