

September 11, 2025



Gaia Launches Igniton Quantum Wellness Supplements on Gaia Marketplace

-Gaia members gain exclusive discounts to two supplements proven to significantly improve longevity and cognition-

BOULDER, Colo., Sept. 11, 2025 /PRNewswire/ -- [Gaia](#) (NASDAQ: GAIA), the world's largest conscious streaming platform and community, today announced the launch of Igniton™ quantum wellness supplements – [IgنيCognition™](#) and [IgنيLongevity™](#) – on Gaia Marketplace, a curated marketplace of products to help people live healthier and more conscious lives.



[Igniton](#), a majority-owned subsidiary of Gaia, has developed supplements that significantly improved cognition and longevity in clinical trials.

Igniton made its public debut at Dave Asprey's Biohacking Conference and was recognized as the year's most advanced innovation in functional health.

"This is the most important new breakthrough supplement for longevity," said Dave Asprey, founder of Bulletproof and widely recognized as the Creator of Biohacking. "And after 90 days on Igniton's brain formula, I didn't just use it—I invested in it."

Igniton is transforming wellness by using subatomic quasi-particles from the Sun — ignitons —to energize nutrients. By embedding these neutral, solar-born quasi-particles onto the proton of a nutrient's hydrogen atom, Igniton raises the resonance of the nutrient, producing measurable improvements in cognition and longevity.

Clinically Validated Results: Published in peer-reviewed journals from University studies include:

IgنيCognition: Improved total memory by over 80%, attention (~50%), and mental quality of performance (~80%) within 30 days.

IgنيLongevity: Reduced inflammatory markers (IL-6 by ~50% and CRP by ~40%), lowered blood pressure, and improved liver enzyme levels within 60 days.

Igniton's formulas have been validated in university studies to outperform identical 'non-charged' formulations and placebo.

About Gaia

[Gaia](#) is a member-supported global video streaming service and community that produces and curates conscious media through four primary channels—Seeking Truth, Transformation, Alternative Healing and Yoga—in four languages (English, Spanish, French and German) to its members in 185 countries. Gaia's library includes over 10,000 titles, over 85% of which is exclusive to Gaia, and approximately 75% of viewership is generated by content produced or owned by Gaia. Gaia is available on Apple TV, iOS, Android, Amazon Fire, Roku, Chromecast, and sold through Amazon Prime Video and Comcast Xfinity.

About Igniton, Inc.

[Igniton](#) is a quantum wellness technology company headquartered in Colorado and 66% owned by Gaia, Inc. Using proprietary igniton-enhancement technology, Igniton creates supplements designed to amplify human potential—to improve memory, focus, and markers of stress and inflammation.

Contact:

Rick Pendrick, [Prism PR](#), 310-351-3510, rick@prismprdigital.com

 View original content to download multimedia <https://www.prnewswire.com/news-releases/gaia-launches-igniton-quantum-wellness-supplements-on-gaia-marketplace-302554115.html>

SOURCE Gaia