

US AG1 NEXT GEN / CHECKED OCTOBER 13, 2026

# AG1. Worth it for you?

AG1 puts vitamins and minerals into one daily drink. The research is less clear about whether it will noticeably improve how you feel.

**Our take**

If you value a daily drink for convenience, that may matter to you. If your main reason to buy is better energy or digestion, the evidence we could fully review does not yet make that a reliable expectation.

## What are you buying it for?

|                                                      |                                                                                                                                                                            |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>More nutrients</b><br>Some support                | Small studies found more daily nutrient targets were met and blood levels of selected nutrients rose. These findings do not show that everyone needs AG1. [1] [2]          |
| <b>Better digestion</b><br>Uncertain                 | In a small trial in healthy, active adults, two weeks of AG1 did not show a clear digestion benefit over a comparison drink. Whether others benefit remains uncertain. [1] |
| <b>More energy or better mood</b><br>Not established | The research we could fully review does not clearly show these everyday benefits. A reported benefit does not show that AG1 caused it. [1] [2] [3]                         |

**Quality certification is a real positive.**  
AG1 Next Gen appears in official NSF Certified for Sport listings. That supports product-quality checks. It does not prove better energy, digestion or overall health. [5] [6]

## Know the next charge.

|                              |                               |                                              |
|------------------------------|-------------------------------|----------------------------------------------|
| <b>\$79</b><br>Every 30 days | <b>\$207</b><br>Every 90 days | <b>\$99 + \$9</b><br>One purchase + shipping |
|------------------------------|-------------------------------|----------------------------------------------|

US Original-flavor prices checked October 13, 2026. Taxes were not checked. The \$207 option is advertised as \$69 per month, but you pay \$207 every 90 days. Subscriptions renew until canceled. [3] [4]

**One useful question before you buy.**  
Would I still want this at the renewal price if the main value were a convenient nutrient drink, with no noticeable change in how I feel?

# Look behind the promise.

## Nutrients in a diet are not the same as better health.

In a 20-person study, adding the product increased the number of nutrient targets met by estimated diets. This did not demonstrate correction of diagnosed deficiencies. [1]

## Higher blood levels are not the same as feeling better.

An eight-hour study with 16 completers found higher blood levels of selected nutrients after AG1 than after placebo. It did not compare AG1 with ordinary vitamins containing the same doses. [2]

## A positive survey cannot establish cause.

Advertised digestion and energy percentages came from self-reports without a comparison group. That leaves other explanations open. [3]

AG1 funded both complete studies, and company employees helped write them. Independent confirmation would strengthen confidence; funding alone does not make the results wrong. [1] [2]

## Who has a commercial connection?

AG1 identifies Hugh Jackman as both ambassador and investor. SC.Holdings lists Athletic Greens in its portfolio, and Alpha Wave describes an AG1 board relationship. AG1 also offers an affiliate programme for health professionals. We did not verify individual fees or ownership stakes. A recommendation may be sincere and still have a commercial connection. [7] [8] [9] [10]

## Read the exit terms.

The published terms allow cancellation through the account portal, email or phone before the next billing period. The first-order refund policy requires a request within 90 days and a return, and excludes shipping. We read these policies; we did not test cancellation or refunds. [4]

## What is still unknown?

We mapped four registered trials and reviewed two complete papers with supplements. Complete papers for the other two were not located. We did not test a purchased product or assess long-term safety. Some formula details remain unresolved. This review covers US AG1 Next Gen, not AG1 Pro or other products. [1] [2] [11] [12]

Reviewed by Norm. AI-assisted evidence review; no independent human scientific review completed. Not a safety certification or personal medical recommendation. Separate from NORM v1.1 assessments. Review policy · Corrections.

## Sources - open any link

[1] Nutrient-intake and digestion study

[3] AG1 product, prices and claim footnotes

[5] Official NSF product listing

[7] AG1 announces Hugh Jackman partnership

[9] Alpha Wave board relationship

[11] 12-week trial registry

[2] Nutrient-absorption study

[4] AG1 renewal, cancellation and refund terms

[6] What NSF certification covers

[8] SC.Holdings portfolio

[10] AG1 professional affiliate programme

[12] Digestion trial registry