



MADE WITH
PREMIUM
INGREDIENTS

OLD SCHOOL LABS™

SUPPLEMENTS THAT MAKE SENSE™



OLD SCHOOL LABS.COM

Powered by: **COSIDLA Inc.**
324 S. Beverly Drive, Suite 235
90212 Beverly Hills, California, USA

BACKGROUND: OLD SCHOOL LABS™

SUPPLEMENTS THAT MAKE *Sense*™

Old School Labs™ was founded in 2013 under COSIDLA Inc. in order to provide a healthy alternative to cheaply produced, mass-marketed supplements. Disillusioned with contemporary bodybuilding culture and its emphasis on quick fixes, muscle size, and over-the-top marketing, founder Tarek Sidani resolved to create a brand based on the principles of the “Golden Era” of bodybuilding. This was a time when bodybuilding was about achieving an aesthetically balanced musculature, and supplements were formulated with both the customer’s short-term goals and long-term health in mind.

In keeping with this big-picture philosophy based on quality, balance and proportion, Old School Labs™ is dedicated to creating Supplements That Make Sense™. Ignoring trends and fads, the brand focuses on giving its customers what matters most: pure and potent products formulated to help support them in achieving their natural bodybuilding, athletic and fitness objectives. Old School Labs™ prides itself in only using premium ingredients in their supplements, with no artificial sweeteners or synthetic flavors, and no unnecessary fillers or bulking agents.

Old School Labs™ is known for taking the time to make their products right, even if it means holding off production until the ingredient quality meets their standards. The brand currently distributes their products exclusively online and rejects the high-markup–deep-discounting shell games that some supplement companies depend on. Their products can be found today on Amazon.com, guaranteeing the best in terms of prices, availability, and quick delivery.

“OLD SCHOOL LABS™ PRIDES ITSELF IN ONLY USING PREMIUM INGREDIENTS IN THEIR SUPPLEMENTS, WITH NO ARTIFICIAL SWEETENERS OR SYNTHETIC FLAVORS”

MEET THE FOUNDER



TAREK SIDANI

Born and raised in Beirut, Lebanon, Tarek Sidani studied economics at the American University of Beirut and received a BSc in Business Administration & Entrepreneurship from the prestigious Ecole hôtelière de Lausanne in 2008. After working in consumer product distribution in Switzerland and later founding business software company LASIDCO, he and his wife moved to Los Angeles, the “birthplace of fitness”, in 2012. He received his certification in personal training from San Diego State University, but quickly became disillusioned with contemporary bodybuilding culture, which he felt lacked the qualities that characterized the sport’s “Golden Era.” A year later, he launched Old School Labs™ under the newly incorporated COSIDLA Inc. Surrounded by a highly dedicated team, today he oversees the company’s daily operations and the long-term strategic development of its flagship brand. Sidani is dedicated to providing the world with Supplements That Make Sense™, and recapturing the values that made bodybuilding a great and respectable sport.

“WE’RE ON A MISSION TO MAKE SUPPLEMENTS THAT MAKE SENSE”

FACT SHEET

COMPANY INFORMATION

Company Name: COSIDLA Inc.

Founded: 2013

Founder & CEO: Tarek Sidani

HQ: 324 S. Beverly Drive, Suite 235. Beverly Hills 90212, CA

Brand: Old School Labs™

Slogan: Supplements That Make Sense™



PRODUCTS

Vintage BURN™

Type: Fat-burner (capsules)

Slogan: The World's First Muscle-Preserving Fat Burner

Highlight ingredients: Garcinia Cambogia, Raspberry Ketones, Green Coffee Bean Extract

Key attributes:

- > Burns fat
- > Preserves muscle
- > Improves focus & mood



Vintage BUILD™

Type: Muscle-builder (powder)

Slogan: The Essential 3-in-1 Muscle Builder

Highlight ingredients: Branched Chain Amino Acids, Creatine Monohydrate, L-Glutamine

Key attributes:

- > Builds muscle, not bulk
- > Improves strength & recovery
- > Convenient & great-Tasting

Other products under development are to be announced.

MEDIA CONTACT

Old School Labs™ Public Relations

Tel: 1(800)380-9065 x805

Email: PR@OldSchoolLabs.com



This stuff is the truth. Everyone noticed my gains within 2 weeks. No loading, no bloating, just muscle gains. That's all I wanted and that's exactly what I received.

Sean V

Been using both Vintage Build and Burn. With Burn, I dropped 12 pounds over 6 weeks and lost 2 inches off my waist. Great company with excellent products and customer service. Thanks!

Brad S

This is by far the best stuff I have used! Burn is getting me right for the summer and Build is helping my muscles recover so I can lift harder the next day. Do not doubt going Old School!

Matt S



Started taking Burn about 2 weeks ago with my brother, I can honestly say I feel amazing on it and I've lost 7 pounds so far. Your product and customer service are top notch! Thank you!

Pete K



I'm middle-aged and working out since age 17, so I know my body well enough to know when supplements work for me, and Vintage Build is working, money well spent. I can feel the difference during and after my workouts. I am very happy with your products and service.

Diane R

Loving Vintage Burn :-)) I don't even know it's in me, but it's in there working :-D speeding my metabolism and helping me lose weight! Thanks!

Al Simon

Your Old School [Vintage] Build keeps my post leg day usually cramp free! Woo!

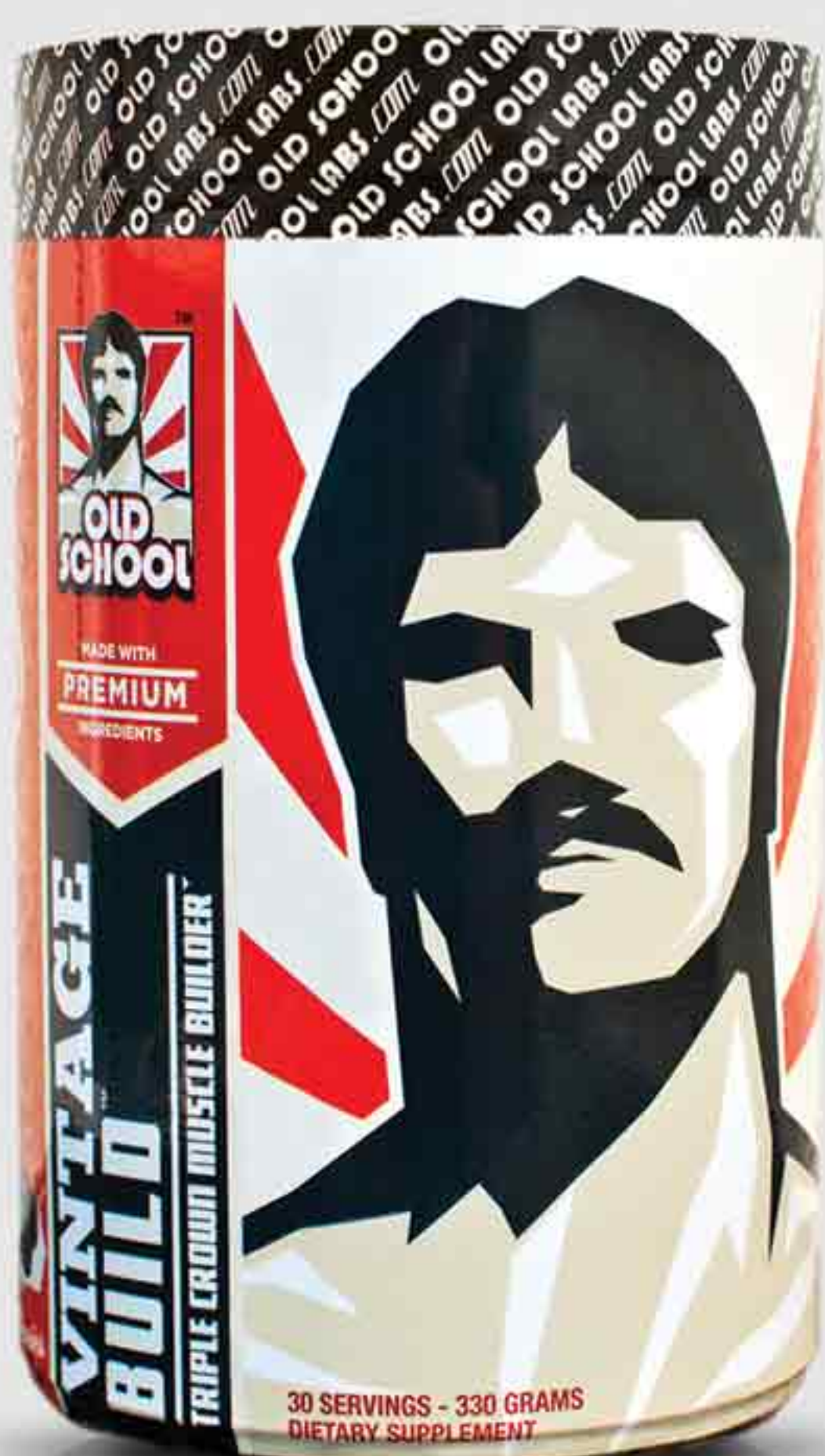
Dylan S



Your customer service alone is going to make me purchase a bottle tonight!

Paul H

LOS ANGELES **CONFIDENTIAL**



Old School Labs Offers All-Natural Supplements

- 📅 March 2014
- 🌐 <http://la-confidential-magazine.com/the-latest/pursuits/postings/old-school-labs-offers-all-natural-supplements>

Just in time for summer shape-ups, Old School Labs of California has taken a unique approach to the supplement industry by creating an all-natural line of products. Inspired by the fitness philosophy from the “Golden Era” of bodybuilding in Los Angeles, their promise is simple: formulating premium supplements that keep the consumer’s short- and long-term health in mind.

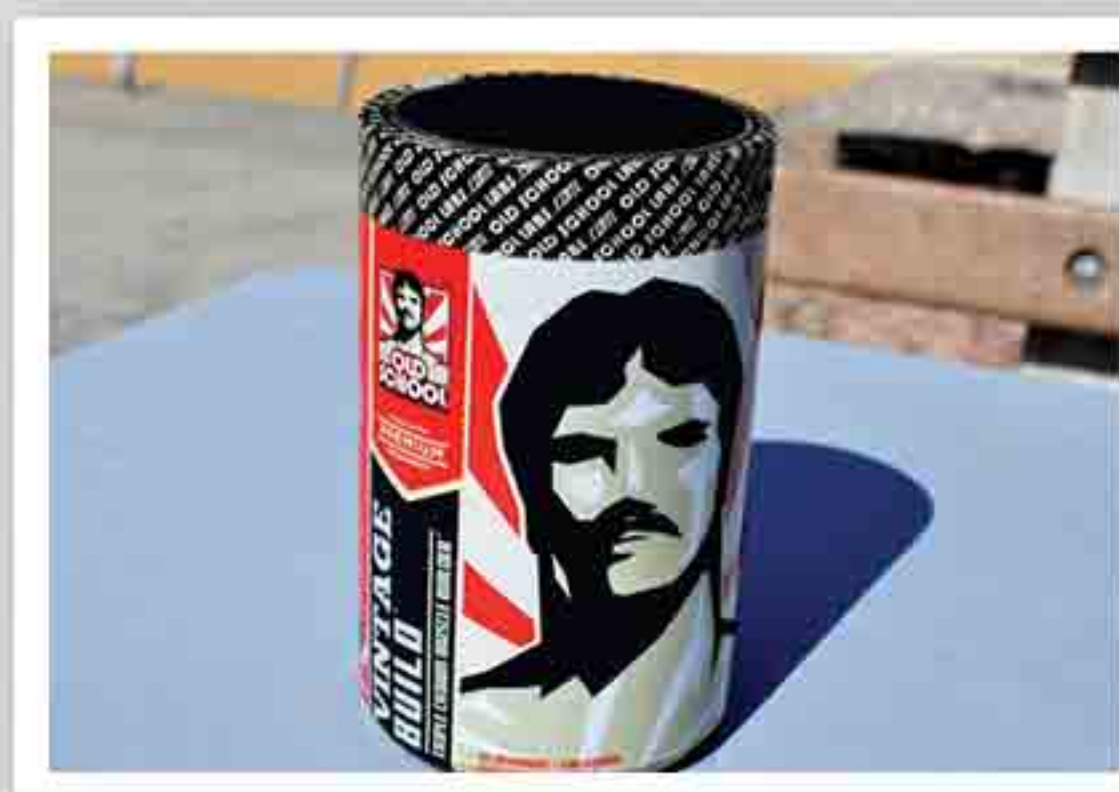
Lacking artificial sweeteners and flavors, the company is committed to using only safe, effective, and natural ingredients that make their brand stand out in the seemingly-endless sea of protein shakes and fat burners. Their two products include Vintage Burn, the first fat burner to preserve muscle strength while eliminating fat, and Vintage Build, a three-in-one muscle enhancer made with a trifecta of essential muscle-building ingredients. Both products are sold exclusively at amazon.com.

HAUTE LIVING

What's On My Desk: Old School Labs Founder Tarek Sidani

📅 April 2014

🌐 <http://hauteliving.com/2014/04/old-school-labs/468581/>



Ever wonder what the most powerful leaders, business execs and celebrities keep on their desks? Well, we're about to tell you. Our bi-weekly "What's on My Desk" feature will take a look inside the offices and at the desks of the world's most influential power players.

This week we've featured the desk of Tarek Sidani, founder and CEO of the cutting-edge business software company LASIDCO, and more recently, the driving force behind the all-natural sports supplement start-up Old School Labs. Sidani doesn't really have an office at the original Muscle Beach in Santa Monica (though he may sometimes wish he did). Born and raised in Beirut, Lebanon, Sidani studied economics at American University and received a BSc in Business Administration & Entrepreneurship from the prestigious Ecole hôtelière de Lausanne in 2008. He then worked in Switzerland before moving to Los Angeles with his wife in 2012.

As a longtime fitness, bodybuilding and health enthusiast, he wanted to live in the "birthplace of fitness" and enjoy the unique lifestyle of Southern California. Soon after arriving, he created his first company, which focused on providing B2B technological solutions for some of the most pertinent retail challenges in today's market. At the same time, he continued to pursue his fitness regime leveraging his certification as a personal trainer from San Diego State University. However, he quickly became disillusioned with the current bodybuilding culture, which he felt had lost sight of the traditional values of natural balance, proportionality, and camaraderie embraced by its early practitioners; so his latest venture was born. Sidani sold LASIDCO and used the money to found Old School Labs, a company dedicated to recapturing the Golden Era principles of bodybuilding and to providing the world with Supplements That Make Sense (the brand's slogan). Sidani is convinced the brand's success with customers is because Old School Labs takes the time to do things right and gets its inspiration from the right places—which is why he felt that Muscle Beach was an appropriate location to feature his desk. Here is a peek at the items he holds near and dear.

1) The bobblehead piece is one of about twenty that we had made as surprise Christmas presents for our extended family. The scooter is based on an actual scooter that we had back in Switzerland. It was an interesting process getting the bobbles made, especially the one of my daughter, since she was still a baby and her looks changed almost daily. My family means the world to me and, while the format is a little silly, I treasure it as a symbol of our lives together.

2) What can I say about the stapler? I'm a big fan of the movie Office Space, in which the red Swingline stapler has a featured role, and I enjoy having it around. It's also funny that, as we move more and more toward a paperless workplace, soon there won't be anything left to staple. Stapler app, anyone?

3) Vintage Build is one of our two flagship products (the other being the coveted Vintage Burn fat burner) and I keep it around as an inspiration. Since we're building a business, it seems like an appropriate icon. And of course I also take my two scoops a day.

