

From Healthcare to Performance: Why Rocksurre Was Built

A clearer, more considered approach to performance nutrition - built on the standards that shape Kinova Healthcare.

Kinova Healthcare has supported thousands of patients across the traditional doctor-patient healthcare ecosystem, where prescription-led care, clinical trust and treatment outcomes remain central. Rocksurre marks our next step forward.

Led by Mr. Mayank Sharma, Business Head - Sports Nutrition, this new venture is focused on bringing advanced, thoughtfully formulated supplements to the market. Our approach is simple: ingredients should not exist merely to fill a label. Every ingredient should have a clear purpose, be used in a meaningful quantity and contribute to the overall intent of the formulation.

Our first major step in this direction is TestaRex - Primal Testosterone Complex.

The testosterone-support category has remained relatively stagnant, with many products relying on familiar formulas and repetitive ingredient combinations. TestaRex was developed to take a more modern approach, built around its distinctive TRI-BLEND Core and a broader supporting formula designed around male vitality, performance and nutritional support.

Rather than chasing quick claims, TestaRex is intended to be used consistently as part of a structured supplementation routine, with a recommended 90-day cycle allowing the formulation sufficient time to support its intended role.

And this is only the beginning.

As new Rocksurre products are introduced, there will naturally be categories where reinventing the wheel is neither necessary nor meaningful. In those cases, our focus will remain on what matters most: better ingredient standards, greater transparency, sensible formulations and giving customers a clearer understanding of what they are actually taking.

That is the standard Rocksurre intends to keep raising.