

# Nutrition21

FOR IMMEDIATE RELEASE

## American Media and Nutrition21 Partner to Provide Sports Nutrition Education for Athletes and Bodybuilders

*Sports nutrition consumers are encouraged to look for the Nitrosigine® logo on their pre-workout products for clinically substantiated benefits.*

**PURCHASE, NEW YORK – September 6, 2017** – Nutrition 21, LLC (“**Nutrition 21**”) is pleased to announce its expanded partnership with American Media, Inc. (AMI) that is dedicated to educating consumers on the benefits of Nitrosigine. Nitrosigine is scientifically engineered to significantly boost nitric oxide levels, a key factor in increasing blood flow to working muscles<sup>^</sup> and is formulated to help consumers train longer, harder and better. Nutrition 21’s pre-workout ingredient, Nitrosigine, has been highlighted with numerous articles and advertising in AMI publications including, *Men’s Fitness*, *Muscle & Fitness*, and *Flex*.

“Nutrition 21 has become an important partner to AMI, because like us, they are dedicated to educating their readership and followers about key ingredients in workout supplements. Based on this, we have worked closely with the Nutrition 21 team to create impactful, integrated programs via our print, digital and social media assets,” said Chris Scardino, EVP at AMI. AMI’s popular men’s titles reach a powerful 20 million+ men each month, delivering both the best in fitness and nutrition, as well as lifestyle content.

In addition to educational articles and advertisements featured in AMI’s publications and websites, Nutrition 21 expanded the relationship to include a social media friendly medium to appeal to a broader audience. For the first promotional video collaboration, Nutrition 21 and AMI brought on world renowned fitness and sports nutrition trainer, Hany Rambod, to showcase the benefits and key facts about Nitrosigine and how it can enhance your work-out routine. The newly launched video can be viewed here <http://bit.ly/2gJqoA8>.

Nitrosigine’s clinical evidence supports long-lasting bioavailable benefits and enhanced performance, giving sports nutrition products containing Nitrosigine a competitive edge. “Including the Nitrosigine logo on sports nutrition products informs consumers that a specific workout product will help them to get more out of their fitness training,” said Nutrition 21 Vice President of Sales Jim Kahn.

A uniquely versatile product, Nitrosigine delivers results. Consumer benefits directly linked to Nitrosigine supplementation have been clinically substantiated. Among them, Nitrosigine has been shown to:

- Boost key factors for increasing blood flow<sup>^</sup>
  - Significantly improve focus, mental acuity and processing speed by 33%
  - Increase muscle volume<sup>^</sup>
  - Reduce muscle damage from exercise
  - Increase energy quickly and safely
  - Provide a safe, bioavailable source of arginine and silicon
  - Significantly increase silicon levels for up to 1.5 hours
  - Significantly enhance blood arginine levels for up to 6 hours<sup>^</sup>
- <sup>^</sup>Results compared to baseline

**About Nitrosigine®**

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Nitrosigine, a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status; affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. Nitrosigine is scientifically engineered to boost nitric oxide levels. The Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects. Nitrosigine is a safe, non-stimulant, effective ingredient that is easy to formulate into new and existing products for sports nutrition, men's health and cardiovascular health. For more information, please visit:

[www.Nitrosigine.com](http://www.Nitrosigine.com)

### **About Nutrition 21, LLC**

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is a leader in the nutritional supplement industry. With many years of biotechnology and pharmaceutical experience, the Company's scientific platform has created unique, patented products that are safe and clinically effective. Rigorous preclinical and clinical trials are a key part of its product development strategy to ensure product safety and consumer trust. Nutrition 21 currently holds over 100 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, cognition, and sports nutrition.

The Company is a developer and marketer of efficacious, high-value, clinically substantiated ingredients for dietary supplements, medical foods and beverages. Nutrition 21's branded ingredients include: Velositol® amylopectin chromium complex, clinically shown to double the effects of whey protein -- significantly increasing muscle protein synthesis, the key to muscle growth; Chromax® chromium picolinate, with clinically substantiated benefits for glucose metabolism, weight management, and brain health; Nitrosigine® bonded arginine silicate, is clinically shown to significantly boost nitric oxide levels supporting mental acuity/focus and sports nutrition. Nitric oxide is a key factor in promoting the relaxation of smooth muscle in blood vessels, increasing blood flow to working muscles. For more information, please visit: [www.Nutrition21.com](http://www.Nutrition21.com)

### **Contact Information**

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