

Nutrition 21's Velositol® Endorsed by LionEdge Nutrition Physician Board, Now Powering Up Their BCAA Edge, Casein Edge and Post Edge

PURCHASE, NEW YORK – June 21, 2018 – Nutrition 21, LLC (“**Nutrition 21**”), has announced that its clinically substantiated ingredient, Velositol®, which is clinically shown to increase the effect of protein and BCAAs on muscle protein synthesis (MPS), a key to muscle growth, has received an endorsement from the physician board at LionEdge Nutrition®. Velositol will now be featured in LionEdge Nutrition's BCAA Edge, Casein Edge, and Post Edge workout products.

Velositol is a patented, modified-release chromium complex combined with a specialized form of amylopectin that has been shown to accelerate and boost MPS when combined with protein or BCAAs. MPS is a prime component for amplified muscle growth, lean body mass, and quicker muscle recovery. Velositol has been shown in several studies to increase MPS with a variety of different proteins and amino acids, and also works to enhance insulinogenic function, which increases amino acid uptake, providing fuel for working muscles.

In a randomized, double-blind, active-controlled clinical crossover study, Velositol was shown to increase MPS in subjects by 48% from baseline when combined with six grams of whey protein and exercise, as compared to a 24% increase seen with whey protein and exercise, alone. This observed increase in MPS is what enhances protein's ability to boost muscle-building activity after exercise and can lead to an increase in muscle size and strength.

“At LionEdge Nutrition, we pride ourselves on providing consumers with the most advanced, transparent and effective supplements on the market,” commented Adam Rajoulh, MD, Founder & CEO of LionEdge Nutrition. “LionEdge is founded and owned by physicians and our formulations are overseen by over 10 practicing, board-certified physicians. LionEdge Nutrition's unwavering commitment to innovation and research, along with our unmatched standards for safety and quality, drive our vision to become the most trusted and respected global leaders in nutritional science. Our clinically dosed formulas and health claims are based on real scientific research and clinical studies. Every ingredient that goes into our product formulations requires an endorsement from our medical advisory board. Being a reliable, safe, and effective ingredient that is supported by credible science, Velositol meets our high quality standard. We are excited to endorse Velositol and to have it featured in our BCAA Edge, Casein Edge, and Post Edge products. Visit lionedgenutrition.com to learn more.”

“LionEdge Nutrition sets a very high standard for the ingredients that go into their physician-formulated products, and we are proud that Velositol is featured in their product line,” added Todd Spear, Executive Director of Sales, Nutrition 21. “Consumers looking to get more out of their post-workout supplements should look for the Velositol logo on quality protein and BCAA products, such as BCAA Edge, Casein Edge, and Post Edge from LionEdge Nutrition.”

About Velositol®

Velositol is a patented ingredient designed to double the effects of protein and exercise on muscle protein synthesis (MPS). When added to protein, Velositol's novel complex rapidly stimulates insulin release and increases the muscle cell's sensitivity to the insulin. This helps to safely increase insulin levels and enhance the body's amino acid uptake, stimulating and boosting MPS.

Velositol is a uniquely efficacious ingredient that delivers clinically substantiated results. Consumer benefits shown to be directly linked to Velositol when combined with protein, include:

- Significantly boosts MPS beyond protein alone (as measured by FSR)

Nutrition21

Ingredients. Science. Innovation.

FOR IMMEDIATE RELEASE

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- Promotes leaner body composition
- Doubles the power of protein on MPS vs. protein alone in a single dose*
- Unlocks the potential of protein to enhance muscle-building activity after exercise

Velositol has received GRAS (generally recognized as safe) status at the recommended serving of 2 grams per day in protein drinks (including ready-to-drink and powder), meal replacement bars, energy and protein bars; with the consideration that these products can be taken up to three times a day.

*In a double-blind, crossover clinical study participants were given a single dose of Velositol with six grams of protein or six grams of protein alone.

For more information, please visit: <https://velositol.com/>

About Nutrition 21, LLC

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is an industry-leading developer and marketer of efficacious, high-value, clinically substantiated ingredients for dietary supplements, medical foods and beverages. With many years of biotechnology and pharmaceutical experience, the company's scientific platform has created unique, patented products that are safe and clinically effective. To ensure product safety and ensure consumer trust, product development strategy at Nutrition 21 features rigorous preclinical and clinical trials. 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.

Nutrition 21's branded ingredients include Velositol[®], a dietary complex of amylopectin and chromium, which has been clinically shown to double the effects of whey protein and significantly increase muscle protein synthesis, the key to muscle growth, Nitrosigine[®] bonded arginine silicate, which is clinically shown to significantly boost nitric oxide levels, supporting mental acuity/focus and sports nutrition, and Chromax[®] chromium picolinate, with clinically substantiated benefits for glucose metabolism, weight management, and brain health.

For more information, please visit: www.Nutrition21.com

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