

## Nutrition 21's Nitric Oxide Boosting Ingredient Nitrosigine® is Now Powering Up Mr. Hyde® ICON, a NEW Pre-Workout from ProSupps®

**PURCHASE, NEW YORK – May 1, 2019** – Nutrition 21, LLC (“Nutrition 21”), has announced that its clinically substantiated ingredient Nitrosigine®, is now featured in Mr. Hyde® ICON by ProSupps®. Mr. Hyde ICON is an innovative pre-workout supplement containing eight trademarked and patented premium ingredients, formulated to deliver an intense workout experience focused on increasing strength, power, energy, endurance, pumps, thermogenesis and recovery. Mr. Hyde ICON marks the 5<sup>th</sup> ProSupps product to include Nitrosigine.

Nitrosigine is a patented complex of bonded arginine silicate stabilized with inositol that is scientifically engineered to significantly boost nitric oxide levels, a key factor in increasing blood flow. ^ Several studies have shown that Nitrosigine clinically enhances levels of both arginine and nitric oxide in the blood and is a more bioavailable form of arginine. Additionally, a recent study demonstrated that at least some of Nitrosigine’s superiority over other nitric oxide boosters is due to the ingredient’s ability to inhibit the pump-deflating enzyme, arginase.

“Mr. Hyde® ICON is so much more than just a pre-workout,” says TJ Humphreys, Founder of ProSupps®. “It works to help you achieve the personal best you haven’t been able to attain, until now.” He continues, “At ProSupps, we’re dedicated to providing quality products backed by science; with the combination of the premium ingredients featured in Mr. Hyde ICON, we feel we’re delivering a complete training experience to our customers that will make their next workout even better than the last.”

“We are excited to announce that Nitrosigine will be featured in Mr. Hyde ICON,” said Nutrition 21 Vice President of Sales, Todd Spear. “In developing this new pre-workout, ProSupps placed an extra focus on the scientific background of each ingredient and we’re excited that Nitrosigine not only met their stringent specifications, but also that it was included for its powerful nitric oxide boosting properties. Consumers looking to improve their pre-workout routine should look for Mr. Hyde ICON, as well as the Nitrosigine trademark or logo on the products they are using to help support their overall fitness goals.”

Consumer benefits shown to be directly linked to Nitrosigine supplementation include:

- Boosts key factors for increasing blood flow^
- Increases muscle volume^
- Reduces muscle damage from exercise^
- Increases energy quickly and safely without negatively impacting heart rate or blood pressure
- Improves cognitive flexibility within 15 minutes
- Increases arginine bioavailability through arginase inhibition
- Significantly enhances blood arginine levels for up to 6 hours^
- Significantly improves mental acuity and processing speed by 33%
- Prevents the decline in cognitive performance following strenuous exercise

^Results compared to baseline

### About Nitrosigine®

Nitrosigine is a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status and has been self-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, which have been shown to be a key factor in generating greater blood flow and vasodilation in working muscles. The unique Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects that offer enhanced benefits. 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,

# Nutrition21

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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 80 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: [Chromax](#)<sup>®</sup> chromium picolinate, with clinically substantiated benefits for glucose metabolism, weight management; [Velositol](#)<sup>®</sup>, a dietary complex of amylopectin and chromium, which has been clinically shown to double the effects of whey protein – significantly increasing muscle protein synthesis; [Nitrosigine](#)<sup>®</sup> bonded arginine silicate, is clinically shown to significantly boost nitric oxide levels supporting mental acuity, focus and sports nutrition; and [Lepidamax](#)<sup>™</sup>, a dietary complex of *Lepidium peruvianum* shown to enhance key factors of men's health, including sexual function, strength and energy.

For more information, please visit: [www.Nutrition21.com](http://www.Nutrition21.com)

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