

Nutrition 21's Nitric Oxide Boosting Ingredient Nitrosigine® is Now Charging Up Nugenix® Sexual Vitality Booster

PURCHASE, NEW YORK – December 13, 2018 – Nutrition 21, LLC (“Nutrition 21”), has announced that its clinically substantiated ingredient, Nitrosigine®, is now featured in its first Nugenix® men’s sexual health product, Sexual Vitality Booster. Sexual Vitality Booster is a breakthrough formula designed to effectively enhance the male sexual response.

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.

“Nitrosigine’s clinical evidence supports increased, long-lasting bioavailability and enhanced performance, providing consumers with an effective, and powerful option for improving vasodilation,” said Nutrition 21’s Vice President of Sales, Todd Spear. “Men who are looking for an option to effectively enhance their blood flow and sexual performance, should look for Nugenix Sexual Vitality Booster, as well as other men’s health products featuring the Nitrosigine logo.”

“When formulating Nugenix Sexual Vitality Booster, we scoured the latest research looking for the best ingredients backed by quality, safety and efficacy,” said Natalie Jones, Sr. Formulation Scientist at Adaptive Health. “By incorporating Nitrosigine, a clinically validated ingredient backed by multiple studies, in combination with other high-potency ingredients, we were able to create a breakthrough formula that actually delivers on what it promises!”

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

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 use in dietary supplements, medical foods, and beverages. With over 30 years of biotechnology and pharmaceutical experience, the company’s scientific platform has continued to create unique, patented products that are both safe and clinically effective. To build consumer trust, Nutrition 21 ensures product efficacy and safety through a product development strategy that involves rigorous preclinical and clinical research. The company currently holds over 80 domestic and international issued and pending

Nutrition21

FOR IMMEDIATE RELEASE

Media Contact:
Mallory Junggren
Senior Director, Marketing
914-701-4500
mjunggren@Nutrition21.com

patents for its ingredients which support unique claims associated with glucose metabolism, weight management, cognition, and sports nutrition, among others.

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

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

Contact Information:

Mallory Junggren
Senior Director, Marketing
914-701-4500
mjunggren@Nutrition21.com

© 2018 Nutrition 21, LLC Nitrosigine®, Velositol®, and Chromax® are registered trademarks of Nutrition 21, LLC
END

Nutrition 21, LLC, 1 Manhattanville Road, Suite 104, Purchase, New York 10577-2197
Source: Nutrition 21, LLC. DRAXXXXXXXXXXX