

## **Nutrition 21, LLC Announces New Consumer Brand Awareness Data for Nitrosigine® and Velositol® and Hires Erika Harvey as West Coast Key Accounts Manager**

**PURCHASE, NEW YORK – October 25, 2018** – Nutrition 21, LLC (“**Nutrition 21**”) is pleased to announce the results of a new brand awareness survey recently conducted by American Media Inc. (AMI), publisher of the popular men’s fitness magazines *Muscle & Fitness* and *Flex*. For the past year, Nutrition 21 has promoted its cornerstone ingredients, Nitrosigine® and Velositol®, through various print advertisements and digital programs within AMI’s platform to create demand among consumers.

Results from this survey yielded highly favorable data, with Nitrosigine, the company’s nitric oxide boosting ingredient, receiving an *85% brand awareness rating* and Velositol, the ingredient that enhances muscle protein synthesis, *receiving an 89% awareness rating*. Of these two results, Nitrosigine also received an 81% favorable view from consumers with Velositol receiving an 85% favorable view<sup>1</sup>.

“We pride ourselves on developing proprietary ingredients that are efficacious, experiential and safe for the consumer,” said Joe Weiss, President of Nutrition 21. “Educating consumers is a critical part of our marketing strategy, as they need to understand what our ingredients do to inform their purchasing decisions. Our consistent presence in AMI’s publications has helped us establish strong awareness with consumers, which in-turn, has greatly increased brand acceptance of our products. To that end, Nutrition 21 partners have successfully launched over 50 new products containing Nitrosigine and Velositol this year.”

To handle this increased demand for its sports’ nutrition ingredients, Nutrition 21 has also continued to expand its team. This October, executive leadership welcomed Erika Harvey as the Key Accounts Manager, West Coast. Erika brings 16 years of experience selling ingredients in the natural products space, most recently with HORN Nutraceuticals. Erika’s technical expertise includes a thorough understanding of a product’s lifecycle from raw materials to production, as well as assisting customers with new concepts and product development.

“I am thrilled to join the Nutrition 21 team,” said Erika Harvey, Key Accounts Manager, West Coast. “The company has an exciting level of energy and I look forward to working with the team to continue to bring awareness about our high-value, clinically substantiated, ingredients to this ever-changing industry.”

“We are excited to welcome Erika as our Key Accounts Manager, West Coast,” said Todd Spear, Vice President of Sales. “Erika brings a wealth of knowledge and experience in the natural products industry and can provide unique insight to customers when ideating around new products.”

### **About Nitrosigine®**

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

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<sup>1</sup> Velositol AMI survey size was 311 participants | Nitrosigine AMI survey size was 271 participants – results provided September 2018.

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sports nutrition, men's health and cardiovascular health. For more information, please visit:  
[www.Nitrosigine.com](http://www.Nitrosigine.com)

### **About Velositol®**

Velositol is a patented ingredient designed to enhance 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 insulin. This helps to safely increase insulin levels and enhance the body's amino acid uptake, stimulating and boosting MPS. Velositol has attained GRAS (generally regarded as safe) status for 2 grams, to be used in protein drinks (including ready-to-drink and powder), meal replacement bars, energy and protein bars. For more information on Velositol, please visit:  
[www.Velositol.com](http://www.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 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 100 domestic and international issued and pending 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](http://www.Nutrition21.com)

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