

# Nutrition21

FOR IMMEDIATE RELEASE

## Nutrition 21's Muscle Protein Synthesis Boosting Velositol® Powers Up GNC's New Beyond Raw® Precision BCAA Formula

**PURCHASE, NEW YORK – November 21, 2017** – Nutrition 21, LLC (“**Nutrition 21**”), has announced that its clinically substantiated ingredient, Velositol®, is featured in GNC's new Beyond Raw® Precision BCAA formula. Precision BCAA is a concentrated complex created specifically to enhance power output and support muscle repair after exercise.

Velositol, developed by Nutrition 21, is a patented, revolutionary ingredient, that when added to protein and BCAA formulations, is designed to accelerate and boost muscle protein synthesis (MPS). “Through our scientific studies, we have been able to show that even after one dose, Velositol can enhance muscle protein synthesis, which is a key to improved muscle growth and faster muscle recovery,” said Nutrition 21 Chief Science Officer, Jim Komorowski. Velositol also works to enhance insulinogenic function, which increases amino acid uptake, providing fuel for working muscles.

Clinical findings show that Velositol doubles the rate of MPS when combined with whey protein. Additionally, results from a BCAA-focused preclinical study showed that the inclusion of Velositol increased MPS by 25% over BCAAs alone, providing evidence that the beneficial effects observed in the clinical study using whey protein, may also occur when using BCAAs.

“Consumers looking to get more out of their post-workout regimen and supplements, should look for the Velositol logo on quality protein and BCAA products, such as Beyond Raw Precision BCAA,” said Jim Kahn, Vice President of Sales at Nutrition 21.

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)
- 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

\*In a double-blind, crossover clinical study participants were given a single dose of Velositol with 6 grams of protein or 6 grams of protein alone.

### **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 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 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 pre-clinical 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®; 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)

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