

Women-focused brand builds pre workout around Nutrition 21's nitric oxide booster

By **Hank Schultz** [↗](#)

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A new stimulant free pre-workout product sold through GNC stores features a nitric oxide booster manufactured by Nutrition 21.

The ingredient is the company's Nitrosigine offering, which is a patented complex of bonded arginine silicate stabilized with inositol. It is featured in the newest product from women-focused brand Alani Nu.

Part of a multi-ingredient formula

The Alani Nu product also features two TCM staples: AstraGin, a branded ingredient that pairs *Panax ginseng* with Astragalus root extract manufactured by Brea, CA-based ingredient supplier NuLiv Science and an extract of *Huperzia serrata*, or the toothed clubmoss.

Nitrosigine has been clinically shown to enhance levels of both arginine and nitric oxide 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 arginine-deflating enzyme, arginase.

“Pump - Stim Free is more than just another pre-workout, it is what our customers have asked us for, a high-quality product that provides them with the boost needed to get the most out of their active lifestyle,” said Alani Nu founder Katy Hearn.

Nutrition 21, which is based in Purchase, NY, has been developing Nitrosigine over a period of years. It filed a New Dietary Ingredient notification on the product in 2013 and received a no objection letter response from the US Food and Drug Administration. It also announced self affirmed GRAS status on the ingredient in 2014.

“In developing this new pre-workout, the Alani Nu team placed their focus on using a combination of efficacious ingredients to deliver crucial benefits without using stimulants,” said Todd Spear, Nutrition21’s VP of sales.

Nitrosigine advantages

According to Nutrition 21, Nitrosigine’s principal advantages are:

- Boosts key factors for increasing blood flow
- Increases muscle volume
- Reduces markers of muscle damage from exercise
- Increases perceived energy quickly and safely without negatively impacting heart rate or blood pressure.

The company also claims it has evidence to support the ingredient’s ability to boost mental acuity both at rest and in the post exercise phase. And the company said the ingredient has been shown to significantly raise blood arginine levels for up to six hours.

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