

Nutrition21

FOR IMMEDIATE RELEASE

New Data on Nutrition 21's Chromax® Chromium Picolinate Published in December 2018 *Nutrients Online Journal*

PURCHASE, NEW YORK – January 3, 2019 – Nutrition 21, LLC (“**Nutrition 21**”), has announced the publication of new data revolving around the company’s innovative fitness and body composition ingredient, Chromax®, in this past December’s *Nutrients Online Journal*.

This publication was authored by three renowned experts: Darryn Willoughby, Ph.D., FACSM, CSCS, CISSN, FISSN, is an internationally recognized scholar currently serving as a Professor and the Director of Exercise and Nutritional Biochemistry and Molecular Physiology at Baylor University. He is also the former President of the International Society of Sports Nutrition, has published more than 100 peer-reviewed research manuscripts, and serves on the editorial board of five scientific journals; Susan Hewlings P.h.D., R.D., is a Professor at Central Michigan University in their graduate nutrition program; and Douglas Kalman P.h.D., R.D., FACN, FISSN, is a Nutrition Specialist and Adjunct Professor at Nova Southeastern University in Davie, Florida. Dr. Kalman, is also the co-founder of the International Society of Sports Nutrition. Collectively, these three respected health professionals have published and presented at numerous national and international sport, nutrition and exercise physiology conferences over the past twenty years.

The new paper is titled “Body Composition Changes in Weight Loss: Strategies and Supplementation for Maintaining Lean Body Mass, a Brief Review,” and discusses common issues associated with weight loss, highlighting that while many weight loss programs on the market are successful at helping consumers lose weight, any actual fat loss is often accompanied by a loss in lean body mass – which makes it harder to maintain positive weight loss and has been linked to negative health implications.

The paper includes a discussion on Nutrition 21’s Chromax chromium picolinate, which seemed to display the strongest data related to a positive impact on the type of weight that was being lost during a weight loss program (demonstrating that it helped to better preserve muscle while fat was still being lost).

Nutrition 21’s Chromax, which is covered by various patents in the US and abroad, is a form of dietary chromium that is different from other forms of chromium available on the market due to its stable chemical structure and superior absorption. Chromax is clinically substantiated for both its efficacy and safety and provides numerous health benefits to the end consumer, including but not limited to: support for healthy glucose metabolism, assistance in weight management and food cravings, mood support, and enhanced cognitive function.

“While reduced calorie weight loss programs used by consumers can be effective and provide short-term success, the larger issue is that many fail to keep weight off long-term because of the significant loss in muscle, or lean body mass, resulting in a decrease in metabolism,” said James Komorowski, MS, CNS, Chief Science Officer at Nutrition 21. “It’s encouraging to see how Chromax enabled subjects to achieve weight loss primarily from body fat, while maintaining

their lean body mass, providing supportive evidence that incorporating chromium picolinate (Chromax) into a reduced calorie diet plan can markedly help maintain lean body mass.”

“Consumers who are looking to maintain their lean body mass and enhance their weight loss regimen should be sure to look for the Chromax logo on high-quality weight management products in order to achieve their overall weight loss and body composition goals,” commented Nutrition 21 Vice President of Sales, Todd Spear.

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

- Significant improvements in body composition[^]
- Significant reductions in carbohydrate cravings and appetite
- Helps to maintain muscle mass during weight loss

[^]When used along with a weight loss program

About Chromax[®]

Chromax chromium picolinate is different from other forms of chromium because of its stable chemical structure and superior absorption. The efficacy and safety of Chromax is supported by 35 human clinical studies and 35 non-rejected DSHEA claims. Furthermore, Chromax is affirmed as Generally Recognized as Safe (GRAS) at clinically substantiated doses. Nutrition 21 supplies Chromax to leading manufacturers marketing effective products designed to promote and to help support consumer’s dietary and nutritional needs in glucose metabolism and insulin resistance, appetite control and weight management, heart and lipid health, energy support, and brain health. Chromax is Prop 65 compliant through an independent verification for arsenic, cadmium, hexavalent chromium, lead and mercury levels. Chromax is available for use within the United States, European Union, Canada, and numerous other markets.

For more information, please visit: www.nutrition21.com/chromax

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 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: Velositol[®], a dietary complex of amylopectin and chromium, which has been clinically shown to double the effects of whey protein -- significantly increasing muscle protein synthesis, the key to muscle growth; 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

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