



FOR IMMEDIATE RELEASE

Newly Published Clinical Data Shows Nutrition 21's eSports Ingredient, nooLVL[®], Significantly Boosts Cognitive Function and Perceived Energy in Video Gamers

PURCHASE, NEW YORK –October 15, 2019 – A new clinical study published in MDPI's peer-reviewed journal of human nutrition, [Nutrients](#), has produced exciting results for the eSports industry. The double-blind placebo-controlled study shows that nooLVL[®], an eSports gaming ingredient from Nutrition21, is both fast and effective- working within 15 minutes and increasing perceived energy, focus[†] and accuracy.

The study entitled "*A Prospective Study Evaluating the Effects of a Nutritional Supplement Intervention on Cognition, Mood States, and Mental Performance in Video Gamers*" was authored by three industry experts: Jamie L Tartar- College of Psychology, Nova Southeastern University, Douglas Kalman-College of Health Sciences, Nova Southeastern University, and Susan Hewlings- College of Education & Human Services, Central Michigan University. The clinical study evaluated effectiveness of inositol enhanced arginine silicate (nooLVL) after acute ingestion by Gamers. The design included comparing nooLVL to placebo before and after prolonged video game playing, as well as analyzing actual video game performance. The subjects (referred to as Gamers) were healthy adults, who played video games for five or more hours per week for at least six months prior to screening.

The results of the study, which was designed specifically to be performed in a population of Gamers/ eSports athletes, showed that the use of nooLVL as an oral supplement significantly increased cognitive function, perceived energy, and reduced errors as compared to placebo. Another unique advantage for Gamers as it relates to nooLVL is the Bonded Arginine Silicate in nooLVL (a non- stimulant) safely increases perceived energy without negatively affecting heart rate or blood pressure.

"We're excited to see that these clinical study results support nooLVL's ability to effectively enhance endpoints related to gaming and performance," said Joe Weiss, President of Nutrition 21. We wanted to test the effectiveness of a gaming product on real gamers. Although not the easiest approach, we felt it would deliver the most impact."

As it specifically relates to eSports and gaming, nooLVL has some powerful endpoints for users:

- nooLVL significantly improves attention and reaction time in gamers after 60 minutes of gaming.[†]
- a single dose of nooLVL resulted in 66% less errors, significantly improving accuracy, compared to placebo.
- nooLVL significantly improves motor speed and visual attention in gamers after 60 minutes of gaming.[†]
- nooLVL significantly increases (non- stimulant) perceived energy in gamers after a single dose and within 15 minutes.

As a pioneer in the pre-workout market, Nutrition 21 is focused on finding safe and effective solutions to enhance performance for everyone. Nutrition 21 is committed to providing novel ingredients with strong science. Given the success of this study, Nutrition 21 plans to fund additional studies on nooLVL to further demonstrate the potential benefits this ingredient can provide.

†Results compared to baseline.

About nooLVL®

nooLVL® is a patented, non-stimulant, nutritional ingredient that boosts cognitive performance and energy in eSports athletes. nooLVL has been clinically studied in a population of Gamers to demonstrate its safety and efficacy. The first eSports gaming ingredient from Nutrition21, nooLVL is both fast and effective- working within 15 minutes and increasing perceived energy, focus† and accuracy.

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 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.

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

Contact Information

Aimee Masterson
Nutrition 21, LLC
Director of Marketing
914-701-4509
amasterson@nutrition21.com

© 2019 Nutrition 21, LLC nooLVL® is a registered trademark of Nutrition 21, LLC.

END

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