

# Elyse Lovett Joins Nutrition21 as Vice President of Marketing

Lovett will leverage extensive dietary supplement and food and beverage experience to build key partnerships and increase awareness for Nutrition21's branded ingredients.

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HARRISON, N.Y., November 23, 2020 (Newswire.com) - Nutrition21, LLC (“**Nutrition21**”) announced today that Elyse Lovett has joined the Company as its new Vice President of Marketing.

The logo for Nutrition21, featuring the word "Nutrition" in a dark blue font and "21" in a lighter blue font.

Elyse brings with her a solid background in science, as well as 10 years of experience marketing value-added ingredients to manufacturers in the nutrition, food and beverage, pharmaceutical, and cosmetic industries.

Most recently with Kyowa Hakko as senior marketing manager, Elyse also spent several years with AAK (AarusKarlshamn) and Novartis in marketing and sales positions.

Over the past six years, Elyse has taken an active role in various dietary supplement organizations, including the Council for Responsible Nutrition (CRN) and the International Society of Sports Nutrition (ISSN). She has also given numerous presentations at SupplySide West (SSW) and ISSN. Most recently she presented at the 2019 Neurosports Conference on marketing trends related to ingredients and health benefits.

Elyse holds a Master of Business Administration degree in marketing and a Master of Science degree in clinical nutrition from New York Institute of Technology, as well as a Bachelor's degree in biochemistry and nutrition from Rutgers University.

“Nutrition21 is a well-respected company, with novel products and a fantastic entrepreneurial spirit. All of these qualities are what drew me to this opportunity. I am honored to be here,” Lovett said. “2021 will be an interesting year for everyone as we navigate some new terrain in marketing. I am excited to work alongside Nutrition21’s current customer base and new customers to create value-added marketing programs to our already best-in-class ingredient portfolio.”

“Nutrition21 is thrilled to have Elyse join our team at this time, especially as we continue to grow the business by launching new branded ingredients and moving into new market segments,” said Joe Weiss, President, Nutrition21. “Elyse will take our marketing and consumer education efforts to the next level and help Nutrition21 fully leverage our patented, clinically researched ingredients.”

**About Nutrition21, LLC:** Nutrition21, 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, Nutrition21 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. For more information, please visit: [www.Nutrition21.com](http://www.Nutrition21.com)

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Nutrition21 is a trusted developer and supplier of novel and clinically substantiated branded ingredients for the sports nutrition, dietary supplement, and functional food and beverage industries.

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