

# Nutrition21's nooLVL® Energizes New XP Sports Esports Line

nooLVL helps gamers level up in lovate's new products

PRESS RELEASE UPDATED: NOV 10, 2020 08:00 EST

HARRISON, N.Y., November 10, 2020 (Newswire.com) - Nutrition21, LLC ("Nutrition21") has announced that its clinically substantiated ingredient nooLVL® is featured in a new line of products from lovate formulated for gamers called XP Sports.



nooLVL stars in three of the four new products — Boost carbonated RTD, Boost ready-to-mix powder, and Zero-Lag, a capsule product. Both of the Boost supplements deliver the clinically-studied dose of 1.6 grams of nooLVL in a delicious beverage that supports energy, alertness, and mental focus. Zero-Lag provides similar benefits but is delivered in a capsule, also containing 1.6 grams of nooLVL.

nooLVL is comprised of two components: Bonded Arginine Silicate combined with an additional dose of inositol. Found at high levels in the brain, inositol is a nutrient known for its important role in brain health and function.

Most recently, nooLVL was the subject of a clinical study published in [Nutrients](#), which compared it to placebo following acute ingestion by gamers. Researchers evaluated subjects before and after prolonged video game playing. The double-blind placebo-controlled study showed that nooLVL is both fast and effective—working within 15 minutes and increasing energy<sup>†</sup>, focus and accuracy.

More specifically, it showed that nooLVL as an oral supplement significantly increased cognitive function and reduced errors as compared to placebo. Another unique advantage for gamers is that the Bonded Arginine Silicate in nooLVL is stimulant-free, safely increasing energy without negatively affecting heart rate or blood pressure.

Todd Spear, VP of Sales, Nutrition21, said lovate takes gaming supplements to the next level with XP Sports. "The introduction of XP Sports has been long-awaited by the gaming community. The fact that nooLVL is featured in three of the four new products speaks to its popularity among gamers."

Max Christiansen, Brand Manager, lovate/XP Sports, said the new line is the company's first in the gaming market. "Including nooLVL in our exciting new XP Sports line was a no-brainer for us given its reputation in the gaming community. The fact that it has been studied in actual gamers, playing some of today's most popular video games makes this product all the more relatable and desirable to consumers looking to gain a competitive edge."

## 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 on the market, nooLVL is both fast and effective — working within 15 minutes and increasing perceived energy<sup>†</sup>, focus and accuracy.

**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)

†Perceived energy measured by the validated Profile of Mood States (POMS) questionnaire

### Contact Information

Becky Wright

Media Contact

[bwright@nutrition21.com](mailto:bwright@nutrition21.com)

201-675-0197

© 2020 Nutrition21, LLC nooLVL® is a registered trademark of Nutrition21, LLC.

Nutrition21, LLC, 500 Mamaroneck Ave., Suite 510, Harrison, New York 10528 Source: Nutrition21, LLC  
DRA2923103020

## END ##

Source: Nutrition21

### Share:



---

**Categories:** [Active and Healthy Living](#)

**Tags:** [esports](#), [gaming](#), [healthy](#), [nutrition](#), [sports](#), [sports performance](#), [video games](#)

---

**About Nutrition21** ([edit](#)).

[View Website](#)

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.

**in**

**Nutrition21**  
INNOVATIVE INGREDIENTS. REAL RESULTS.

---

**[More Press Releases](#)**



### [Nutrition21's Nitrosigine® Featured in Revamped GAT Sport Pre-Workout Line](#)

Nitrosigine takes GAT Sport 'Nitraflex' to the next level  
NUTRITION21 - OCT 27, 2020

### [Nutrition21's Velositol® Featured in New Breakfast Bars](#)

Velositol doubles the protein power of the functional and tasty Outright Breakfast Bar.  
NUTRITION21 - OCT 13, 2020



### [Velositol® is the Best-Kept Secret for Boosting Protein's Power](#)

New study shows Velositol + Protein fuels squat and vertical jump power in active individuals  
NUTRITION21 - SEP 29, 2020

What is your email address?

[Free PR Guide](#)

#### Products

- [Press Release Distribution](#)
- [Financial Distribution](#)
- [Media Database](#)
- [Media Watch](#)
- [Analytics](#)
- [Media Room](#)
- [Customer Success](#)
- [Earned Media Advantage GT](#)

#### Support

- [Contact Us](#)
- [Content Guidelines](#)
- [Editorial Process](#)
- [Help Desk](#)

#### Company

- [About Us](#)
- [Blog](#)
- [Careers](#)
- [Customer Stories](#)
- [Our Media Room](#)

#### Resources

- [For Journalists](#)
- [For Partners](#)
- [Newsroom](#)
- [PR and Earned Media Planner](#)
- [RSS Feeds](#)

© 2005 - 2020 Newswire



[Terms of Service](#) [Privacy](#) [Uptime](#)