



**FOR IMMEDIATE RELEASE**  
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## **Nutrition21 Highlights Newest Ingredient and Latest Research at SupplySide West 2021**

*Learn more about Nutrition21's newest ingredient Lustriva, as well as new research on nooLVL and Velositol*

**Harrison, New York:** Nutrition21, LLC (“**Nutrition21**”) today announced that it will be featuring its newest ingredient, [Lustriva](#)<sup>®</sup> and new research findings on [nooLVL](#)<sup>®</sup> and [Velositol](#)<sup>®</sup> at the [SupplySide West Show](#) taking place in Las Vegas, October 25<sup>th</sup>-28<sup>th</sup>.

Launched in February, Lustriva is a patented complex of Bonded Arginine Silicate and Magnesium Biotinate that is designed as a healthy aging ingredient. Lustriva is unique in that its form of biotin has 40X greater solubility than D-biotin. Lustriva has been clinically shown to increase hair growth in as little as three weeks, reduce facial wrinkles, fine lines<sup>1</sup>, and improve skin texture.<sup>1</sup> Learn more about Nutrition21's newest [research](#) on Lustriva by visiting the [Nutrition21 booth](#) (#4947) at the show.

Nutrition21 will also be discussing new research on its esports ingredient, nooLVL, a patented complex of Bonded Arginine Silicate with an additional optimized dose of Inositol. The new data strengthens the evidence behind nooLVL for improving cognitive benefits for gamers, who rely on quick reaction time, focus, and energy<sup>2</sup> to excel during competition. Learn how this patented ingredient can give gamers the competitive edge they're looking for.

Most recently, Nutrition21 unveiled [new research](#) on Velositol, a patented complex of Amylopectin and Chromium that is designed to work as protein's perfect partner. Velositol, when used with whey protein, plant protein or branched chain amino acids significantly amplifies their impact on muscle protein synthesis (MPS). Velositol has been clinically shown to improve strength and enhance jumping power, increase muscle endurance, and double squat reps to failure.<sup>3</sup>

“We are excited to discuss all of these new developments with SupplySide West attendees, especially those looking for novel health and nutrition solutions,” said Todd Spear, VP Sales, Nutrition21. “Lustriva, nooLVL and Velositol, as well as our other products, Nitrosigine, Chromax, and Zinmax, offer safe, efficacious, science-backed options for the dietary supplement, functional foods, and beverage markets.”

### **About Nutrition21, LLC**

Nutrition21 is an industry-leading developer and marketer of efficacious, high-value, clinically substantiated ingredients for use in dietary supplements, functional foods and beverages. With decades of 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 process 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 sports nutrition, weight management, cognitive health, and beauty-from-within, among others. For more information on Nutrition21 visit: [www.Nutrition21.com](http://www.Nutrition21.com)

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© 2021 Nutrition21 LLC Lustriva<sup>®</sup>, nooLVL<sup>®</sup>, Nitrosogine<sup>®</sup>, Chromax<sup>®</sup>, Velositol<sup>®</sup>, and Zinmax<sup>®</sup> are registered trademarks of Nutrition21, LLC.

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<sup>1</sup> Compared to start of treatment after 12-weeks.

<sup>2</sup> Perceived energy measured by the validated Profile of Mood States (POMS) questionnaire

<sup>3</sup> In a clinical study with 15g of whey protein

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