

Nutrition21 to Showcase Lustriva at NYSCC Supplier's Day Show

SADDLE BROOK, N.J., April 13, 2023 (Newswire.com) -

Nutrition21 LLC will be exhibiting at the New York Society of Cosmetic Chemists (NYSCC) "Suppliers' Day 2023" show (booth #116) at the Jacob Javitz Convention Center in New York City May 2-3, 2023. The company will be featuring its newest patented beauty-from-within ingredient Lustriva®.



While conventional biotin is often used in beauty supplements, its benefits are vague. Lustriva is a [clinically substantiated](#) patented complex that combines Bonded Arginine Silicate with Magnesium Biotinate to promote healthier-looking hair and skin.*

Lustriva is unique in that it significantly increases biotin solubility 40 times greater than that of D-biotin, the form of this vitamin commonly found in beauty products.

In a clinical study¹, healthy women who received Lustriva experienced thicker hair as well as a nearly 20% increase in hair growth in as little as three weeks. In the same study, participants also experienced improved skin texture and a 10% reduction in the appearance of wrinkles in just 12 weeks.

According to Catherine Kwik-Urbe, Ph.D., Nutrition21's Vice President of Scientific and Regulatory Affairs, "There are many options in the market today. The research shows that Lustriva's unique formulation offers 2-in-1 benefits that you can see and feel.

"Fortunately, the science and technology behind Lustriva offers formulators the assurance they need that the right forms of biotin and silicon make all the difference; the highly bioavailable forms of silicon and biotin can only be found in this product."

Lustriva is self-affirmed Generally Recognized As Safe (GRAS) status and can be easily incorporated into a variety of products, including dietary supplements, functional foods, gummies and gels, and ready-to-drink beverages in a small clinical dose of 160 mg.

Information on registering for the event can be found [here](#).

About Lustriva®

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 and offers proven bioavailable forms of biotin and silicon. Lustriva has multiple benefits for hair and skin and has been clinically shown to increase hair growth in as little as three weeks and reduce wrinkles and improve skin's texture within 12 weeks.

For more information on Lustriva, visit <https://nutrition21.com/lustriva/>.

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 70 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.

[1] Kalman DS and Hewlings SJ. A randomized double-blind evaluation of a novel biotin and silicon ingredient complex on the hair and skin of healthy women. *J Clin Exp Dermatol Res*. 2021;12(1):1-7. Accessed April 9, 2023.

*These statements have not been evaluated by the Food and Drug Administration. This ingredient is not intended to diagnose, treat, cure or prevent any disease.

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Nutrition21, LLC, Saddle Brook, NJ Source: Nutrition21, LLC M0002423

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About Nutrition21

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.

<http://www.Nutrition21.com>

Company Address

Nutrition21

250 Pehle Ave (200)
Saddle Brook, NJ 07663
United States

Original Source: www.newswire.com