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Nutrition21's Lustriva® Available Nationwide in U.S. Retail Stores

Saddle Brook, NJ: Nutrition21 LLC is proud to announce that its patented, clinically-backed beauty from within ingredient, Lustriva® is now available for purchase at major mass-market retail stores.

“We’re really excited about what this milestone represents for Nutrition21 and our Lustriva partners and consumers,” said Joe Weiss, President of Nutrition21.

Lustriva is a patented complex that combines Bonded Arginine Silicate with Magnesium Biotinate — superior forms of silicon and biotin proprietary to Nutrition21.

The magnesium biotinate complex in Lustriva is 40 times more soluble than D-biotin. Lustriva is a unique ingredient that is clinically-researched and provides hair and skin benefits that consumers can see and feel.

In a clinical study¹, participants who took Lustriva daily experienced on average a nearly 20% increase in the growth of thicker hair. In the same study, compared to the start of the study, women who took Lustriva daily for 3 months had improved skin texture and experienced a significant reduction in the appearance of wrinkles.

Lustriva has self-affirmed Generally Recognized as Safe (GRAS) status, is versatile, and easy-to-use with a small efficacious dose of just 160 mg.

The complex can be easily formulated into a variety of functional food/beverage and dietary supplement applications, including ready-to-drink (RTD) and ready-to-mix (RTM) beverages, gummies and gels, capsules, tablets, and more.

Nature's Bounty Optimal Solutions Hair Growth features Lustriva and is now available at both Walmart and Walgreens.

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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 is 40X more soluble than D-biotin. Lustriva has multiple benefits for hair and skin and is clinically shown to increase hair growth in as little as three weeks, and reduce facial wrinkles, fine lines, and improve skin texture in 12 weeks.

For more information on Lustriva visit: www.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, D. and S. Hewlings (2021). "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 12(1).

*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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