

FOR IMMEDIATE RELEASE

Nutrition21

Nutrition21 to Showcase Full Range of Science-Backed Branded Ingredients at SupplySide East 2024

Menu of functional beverage concepts and chewable supplement will highlight the latest health and wellness trends

Saddle Brook, NJ, April 3, 2024 — Nutrition21, LLC, an Everwell Health company, ("**Nutrition21**") is exhibiting at SupplySide East 2024 (SSE24) in Secaucus, NJ, April 14–17, 2024. As a supplier and developer of leading and novel ingredients that help wellness consumers look, feel, and perform their best, Nutrition21 is inviting SSE24 attendees to visit booth #109. Visitors can discover a range of functional beverage concepts and a chewable supplement that feature Nutrition21's science-backed branded ingredients. Leading brands and retailers including Nestle, Unilever, GNC, Vitamin Shoppe, and Walmart all showcase Nutrition21's innovative ingredients in their latest consumer wellness products.

"As a New Jersey-based company, we're thrilled to be exhibiting at SupplySide East and look forward to connecting with customers and partners," said Volkan Eren, VP Sales & Business Development – Nutrition21. "The smaller footprint of the event will allow us to engage more intimately with prospective customers, and we are excited to spend time discussing some of the latest industry trends and how our portfolio of leading ingredients is inspiring brands to formulate a new generation of health and wellness products that deliver real results."

SSE24 visitors can meet with Nutrition21 experts at booth #109 to experience several concepts created for the event that feature solutions from the Nutrition21 portfolio, including:

- **Sour apple ready-to-mix beverage** – this tasteful twist on a cognitive-boosting drink quickly delivers a full dose of nooLVL® for focus you can feel, without the side effects or crash commonly experienced with caffeine. nooLVL, Nutrition21's patented complex of Bonded Arginine Silicate and Inositol, has been clinically shown to support overall memory, focus, and concentration.
- **Watermelon pre-workout powdered drink** – this thirst-quenching, powdered beverage is designed for pre-workout hydration and performance, and showcases Nitrosigine® – a fast-acting and bioavailable form of arginine. Nitrosigine has been clinically shown to be a fast-acting nitric oxide booster – 5 times more efficient than the commonly used citrulline malate. Clinically backed, Nitrosigine enhances blood flow, helping to support oxygen and nutrient delivery and promote muscle pump for optimal physical performance.
- **Tart cherry rose chew** – this gummy concept is sure to brighten your day and bring out your inner glow. As the beauty-from-within trend continues its upward trajectory with consumers, this once-daily chewable is powered with a full dose of Lustriva® which has been clinically shown to help support existing hair growth in as little as three weeks and promote youthful, healthy skin within twelve weeks. Lustriva is a safe and effective way to look your best from the inside out and is easily formulated into tablets, capsules, powders, beverages, and bars.

"As cognitive health continues to be an area of focus for consumers, we anticipate many SSE24 attendees will be eager to learn more about cognitive health solutions and the role novel science-backed ingredients such as our unique nootropic, nooLVL, can bring to a formulation," said Eren. "We recently highlighted the incredible opportunity for brands to win with cognitive wellness in our new white paper, [Staying Sharp: Cognitive solutions to spark focus](#). We're proud to offer our customers insights that bring greater awareness to consumers' cognitive needs and demonstrate how brands can deliver many

cognitive-boosting benefits with nooLVL, an ingredient clinically studied to deliver safe and effective focus consumers can feel in as little as 15 minutes, without the use of caffeine or stimulants.”

To learn more about Nutrition21’s robust portfolio of branded ingredient solutions including Nitrosigine®, Chromax®, Velositol®, nooLVL®, Lustriva®, and Zinmax®, please visit the team at SSE24 booth #109 or schedule a meeting in advance by contacting info@nutrition21.com.

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About Nutrition21, LLC

Nutrition21, an Everwell Health company, 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 more than 50 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: Nutrition21.com.

About Everwell Health Holdings, LLC

Everwell Health aims to help people look, feel, and perform their best by advancing the science of safe, convenient, and attainable functional ingredients. Everwell Health enables our partners to win by providing trusted ingredient solutions that help all to look, feel, and perform their best. The company adds meaningful value to dietary supplement, food, and beverage brands by offering scientifically substantiated functional ingredient solutions. The company is actively focused on business development partnerships across the functional ingredients market.

For more information on Everwell Health, visit: Everwellhealth.com

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