

FOR IMMEDIATE RELEASE

Nutrition21

Nutrition21 Wins 2024 Natural Choice Ingredient Award Chromax® Recognized as Top Ingredient in Weight Management Category

Saddle Brook, NJ, September 30, 2024 — Nutrition21, LLC, an Everwell Health company, ("Nutrition21") is proud to announce it has been awarded a 2024 Natural Choice Ingredient Award by *WholeFoods Magazine*. Chromax®, the most clinically tested form of Chromium Picolinate proven to offer superior bioavailability compared to most other forms of chromium, was awarded top ingredient in the weight management category.

"The team at Nutrition21 is thrilled Chromax has been recognized as a top ingredient in the weight management category," said Jordan Miller, Vice President, Marketing – Nutrition21. "Chromax® has a long history of supporting consumer wellness as a leading ingredient found in many healthy lifestyle products. With more supporting research than any other form of chromium picolinate, Chromax offers brands a wide range of consumer relevant benefits that complement healthy weight management and metabolic health."

Chromax® has been extensively studied and supported by more than a dozen clinical studies. It is demonstrated to be safe and effective, is USP-grade and easily incorporated into tablets, capsules, powders, beverages, and bars. It offers several health benefits brands can leverage with substantiated claims such as:

- Helps to maintain muscle mass while you lose weight
- Helps improve body composition as you lose weight
- Supports healthy blood sugar levels (by promoting healthy insulin function)
- Helps manage carb cravings and appetite

"Chromax provides a superior source of an essential trace mineral, chromium, with superior bioavailability," said Miller. "Chromium has been shown to promote metabolic health by supporting healthy carbohydrate metabolism and, when consumed as part of a weight loss and exercise program, can help promote lean body mass¹². In today's highly dynamic weight management category, we're proud that this often-overlooked mineral with a long history of efficacy was selected as a top choice ingredient. Chromax offers valuable benefits to consumers, whether they are pursuing weight loss goals or aiming to support healthy metabolic function, and offers a proven track record of being safe and effective."

For 22 years, *WholeFoods Magazine* has presented the Natural Choice Awards (NCAs) annually to recognize the brands and products that independent natural products retailers love. They expand awards in 2024 to recognize the branded ingredients that pave the way for innovative, winning formulations with an ingredient edition of the Natural Choice Awards (NCAs), featured in the October issue. Awards were presented to ingredient suppliers in 14 categories, as voted on by industry members.

Click [here](#) to read more about the *WholeFoods Magazine* Natural Choice Awards: Ingredients Edition or visit <https://nutrition21.com/chromax/> to learn more about Chromax.

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About Nutrition21

Nutrition21, an Everwell Health company, is an industry-leading developer and marketer of one-of-a-kind, science-backed ingredients for use in dietary supplements, functional foods, and beverages that empower individuals to look, feel, and perform their best. With a portfolio of distinctive and proven ingredients, Nutrition21 is a trusted and reliable partner striving to pioneer the possible and uncover greater value for customers and consumers alike. For more information visit: [Nutrition21.com](https://www.nutrition21.com).

Media Contact:

Carrie Livingston, VP Media Relations, ColinKurtis Advertising, carrie@colinkurtis.com, 815-519-8302