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Nutrition21

Nutrition21 Inspires New Generation of Wellness Products and Highlights the Superior Nitric Oxide Booster at SSW 2024

'Pioneering the Possible' by addressing the latest trends in collection of functional concepts

Saddle Brook, NJ, October 24, 2024 — Nutrition21, LLC, an Everwell Health company, ("**Nutrition21**") is exhibiting at SupplySide West Exposition (SSW) in Las Vegas, Nevada, on October 30-31, 2024. As a developer of leading and novel science-based ingredients, Nutrition21 is excited to showcase how their branded ingredients support wellness at every stage of life at booth #3565. Visitors can sample a variety of functional product concepts created for the event meant to inspire the next generation of consumer health and wellness products. The concepts are powered by Nutrition21's clinically-backed, patented portfolio of ingredients that help consumers look, feel, and perform their best.

Attendees can rediscover Nitrosigine® as The Superior Nitric Oxide Booster with a refreshed logo and positioning supporting the ingredient's broader appeal to consumers of any age focused on healthy aging and an active lifestyle. Nitrosigine is clinically demonstrated to boost nitric oxide in the body, which has long supported its success in sports nutrition fueling healthy working muscles. This is the next frontier for Nitrosigine, with a broadened focus on the power of this 'miracle molecule,' opening a new world of possibilities for healthier lifestyle products. Nutrition21 recently published a new white paper, "[The 'Magic' Inside: The Power of Nitric Oxide.](#)" educating customers and the industry on the opportunities the superior nitric oxide-boosting ingredient can bring.

"We're excited to be at SupplySide West as we unveil Nutrition21's bold new booth that aligns with our theme of 'pioneering the possible,'" said Jordan Miller, VP of Marketing – Nutrition21. "It shines a light on our forward-thinking approach as a trusted partner for brands seeking to discover innovative product opportunities enabled by our distinctive and effective ingredients. Alongside our engaging booth and menu of functional concepts, we're thrilled to tell a new story for Nitrosigine and its potential to be the secret ingredient for healthy aging and whole-body optimization. With demonstrated ability to quickly boost nitric oxide levels, Nitrosigine can offer support in key areas such as physical performance, sexual health, cognition, and cardiovascular health. With a growing number of consumers focused on healthy aging, we believe consumers are ready to say "yes" to the power of NO (Nitric Oxide)."

Visitors to booth #3565 at SSW can meet with Nutrition21 experts and sample a variety of functional beverages and a metabolism chew concept, showcasing the one-of-a-kind branded ingredient solutions helping brands deliver exceptional results for consumers. Featured concepts include:

- **NitroBoost** is a mixed berry wellness beverage with Nitrosigine, designed to boost the 'miracle molecule' nitric oxide. This healthy aging and active lifestyle concept supports physical performance, sexual vitality, and heart health.
 - Nitrosigine is demonstrated to boost nitric oxide and promote vasodilation in the body within 2 hours, at a much lower dose compared to ingredients such as Citrulline.
- **Dual Boost Focus & Immunity**, a refreshing citrus lemon drink, features nooLVL® for improved focus and concentration, along with Zinmax® to support the immune system, combining two powerful ingredients for the perfect companion to consumers' on-the-go and busy lifestyles.

- nooLVL, a unique complex of bonded arginine silicate and inositol, takes consumers from zero to hero in as little as 15 minutes. It promotes focus and concentration without the jitters or crash experienced from other ingredients like caffeine or stimulants.
- Zinmax is a premium-grade zinc picolinate, delivering better absorption compared to other zinc forms, so the benefits of zinc are more readily available in the body.
- **Crave Wave Hydrator** is a tasty cranberry-flavored drink made with Chromax® to help manage cravings and support appetite control, while also maintaining muscle mass during weight loss, along with electrolytes for hydration. This concept appeals to today's weight management consumer who expects more from their supplements to help achieve their wellness goals.
 - Chromax, the most clinically studied form of chromium on the market, offers up to 15x better bioavailability than other forms of chromium.
- **Hair & Skin BeauTea** offers a nourishing and holistic take on the “beauty from within” trend. This crisp blueberry white tea flavored drink is designed to support healthy hair growth and healthy skin, and features Lustriva® along with collagen.
 - Lustriva is a one-of-a-kind, patented complex of bonded arginine silicate and magnesium biotinate, offering bioavailable forms of both silicon and biotin.
- **Metabolism Chew** highlights an innovative and trending delivery format that makes supporting consumers' metabolic health easier than ever. This convenient once-daily chew, featuring Chromax, not only aids in maintaining a healthy metabolism but also provides essential benefits that complement consumers' weight management goals.
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“As the industry responds to a growing wave of healthy aging consumers seeking more ways to maintain their health for today and into the future, Nitrosigine—showcased in our NitroBoost concept—helps unlock the power of nitric oxide to live your best life. Visitors can learn more about how Nitrosigine and Nutrition21's portfolio help consumers look, feel, perform their best,” added Miller.

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 SSW booth #3565 or contact info@nutrition21.com to schedule a meeting.

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About Nutrition21, LLC

Nutrition21, an Everwell Health company, is an industry-leading developer and marketer 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. Grounded in decades of scientific research, Nutrition21 places efficacy and safety at the forefront of their efforts to create unique, patented products that are both safe and clinically effective. More than 50 scientific publications have been fielded in their portfolio—all working to build consumer trust and prove the efficacy and safety of their ingredients. Ingredients from Nutrition21 empower consumers in the pursuit of proactive health and optimal performance in every body through any stage of life. By understanding consumer needs and interests, such as sports nutrition, weight management, cognitive health, beauty from within, and more, Nutrition21 ingredients are optimized to support health outcomes and help individuals live their best life. For more information on Nutrition21, visit: Nutrition21.com.

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