

FOR IMMEDIATE RELEASE

Nutrition21

Nutrition21 Showcases Portfolio of Science-Backed Ingredients at SupplySide Connect 2025

Serving up concepts to highlight latest cognitive, beauty-from-within, and healthy aging trends

Saddle Brook, NJ, April 2, 2025 — Nutrition21, LLC, an Everwell Health company, ("**Nutrition21**") is exhibiting at SupplySide Connect in Secaucus, New Jersey, April 8-9, 2025. As a developer of leading and science-based functional wellness ingredients that help consumers look, feel, and perform their best, Nutrition21 is inviting attendees to stop by and meet with the team. Visitors to booth #133 can learn more about the latest on-trend and in-demand health needs of wellness consumers, showcased in a variety of concepts including gummies, chews, and a functional beverage.

SupplySide Connect, formerly known as SupplySide East, is a newly enhanced event connecting the supplement, food, and beverage industry to explore the latest solutions in the market. "We're excited to join our customers and partners in New Jersey to experience this new evolution of SupplySide Connect together," said Volkan Eren, Chief Growth Officer – Nutrition21. "We will discuss our recently expanded portfolio of unique ingredient solutions designed to inspire new health and wellness products for today's consumer. We look forward to growing our partnerships with brands and creating a new generation of effective, trustworthy health products."

Attendees will find a lineup of concepts specifically developed for the show, highlighting some of the most popular Nutrition21 ingredient solutions including:

- **Beauty Boost Gummy** — made with Lustriva® to bring out your inner beauty and support healthy hair and skin. One in four U.S. consumers are looking to supplements to improve their hair and skin health.¹ Made with clinically studied Lustriva, the mixed berry flavored gummies are designed to support healthy hair growth and promote healthy skin.
- **Brain Bite Chews** — powered by nooLVL® to elevate your daily performance with focus benefits. This great-tasting chew provides a cognitive boost, helping to sharpen your mind and focus, meeting today's cognitive health trends. 45% of U.S. consumers are willing to take supplements that enhance cognitive performance, and 36% of U.S. consumers are willing to spend more on supplements that offer focus and concentration benefits.¹
- **NitroBoost Wellness Beverage** — this tart mixed berry flavored drink features Nitrosigine®, designed to boost the 'miracle molecule' nitric oxide. This healthy aging and active lifestyle beverage concept boosts nitric oxide, offering support for physical performance, sexual vitality, and cardiovascular health.

"Our team is excited to discuss the new addition to our portfolio, EverZen™, a next-generation ingredient solution to promote a positive mood and help manage everyday stress," said Eren. "Addressing daily lifestyle stress and promoting mood are a key focus amongst consumers. We expect our new ingredient, EverZen, will offer brands a fresh and differentiated way to deliver this important benefit to consumers. We look forward to sharing more as we bring this new offering to the market."

EverZen is Nutrition21's new premium, plant-based ingredient clinically shown to help promote a positive mood, help with occasional anxiety, and support a healthy stress response. It contains a novel, naturally occurring and potent bioactive called 6-MBOA, offering powerful benefits for mental and emotional well-

being. Nutrition21 recently published an EverZen infographic with more information, please click [here](#) to download.

Nutrition21 will also feature Nitrosigine, the superior nitric oxide booster. The refreshed positioning of Nitrosigine supports the ingredient's broader appeal to consumers of any age focused on healthy aging and an active lifestyle. Nitric oxide is critical to maintaining vitality and supporting healthy aging in consumers of all ages. By rapidly promoting nitric oxide production, Nitrosigine can support healthy aging across key areas of well-being, including physical performance, sexual vitality, cognition, and cardiovascular health.

To learn more about the Nutrition21 robust portfolio of branded ingredient solutions, please visit the team at SupplySide Connect booth #133 or visit www.nutrition21.com.

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About Nutrition21, LLC

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. 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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Sources:

¹FMCG Gurus: *Nutritional Supplements USA 2024*