

FOR IMMEDIATE RELEASE



Nutrition21
AN EVERWELL HEALTH COMPANY

Nutrition21 Launches EverZen™ — A Fresh and Differentiated Approach to Mood and Stress

Clinically-backed and plant-based EverZen contains novel 6-MBOA bioactive offering a low-dose solution to help improve mood and promote a healthy stress response

Saddle Brook, NJ, March 26, 2025 — Nutrition21, LLC, an Everwell Health company, ("**Nutrition21**") announced it is bringing to market a new functional ingredient, EverZen™. It comes to market as consumers seek out solutions to navigate the challenges of modern-day life and lifestyle stress, further supporting Everwell Health's mission to offer unique ingredients that empower all to look, feel, and perform their best. This premium, patent-pending ingredient contains a naturally occurring and potent bioactive, has been clinically shown to promote a positive mood and healthy response to occasional stress, and works through a dual-action approach to ease the mind and balance the body.

As an extract harvested from the leaves of young non-GMO corn (*Zea mays*) plants, EverZen is standardized to a specific concentration of the unique plant bioactive, 6-methoxy-2-benzoxazolinone (6-MBOA). 6-MBOA is a naturally occurring metabolite found in select plants which protects them from common environmental stressors like insects, fungi, and bacteria as they grow. In humans, this bioactive may offer similar protective benefits by promoting a healthy stress response and playing a role in supporting a calm and positive mood.

EverZen has been shown to help with the production of key neurochemicals that facilitate a positive mood, and boosts brain receptors that promote relaxation—all helping to ease the mind and stabilize the stress hormone, cortisol. This unique mechanism of action sets it apart from other mood and stress ingredients on the market. Additionally, EverZen is the only mood and stress support ingredient standardized to contain 6-MBOA. With a low effective dose of just 250mg, EverZen is a formulation-friendly ingredient suitable for use in a range of dietary supplement products, including capsules, tablets, gummies, chews, powders, and more.

"EverZen™ offers supplement manufacturers a one-of-a-kind alternative to ingredients like ashwagandha and is the only mental well-being ingredient on the market that leverages the power of the 6-MBOA compound," said Steve Rosenman, CEO of Everwell Health. "Clinical studies on EverZen have demonstrated its ability to enhance mood and stabilize cortisol levels—helping consumers feel mentally balanced, resilient, and at ease. This latest addition to the Nutrition21 portfolio is our first plant-based extract ingredient, and it was critical that EverZen meet the rigorous scientific, quality, and performance standards that our branded ingredients are trusted for. We partnered with an expert in botanical

ingredient discovery and development to bring this novel extract to market. We're thrilled to introduce this one-of-a-kind ingredient that delivers powerful benefits for mental well-being."

"Mood and stress supplements are in high demand; in fact, *Nutrition Business Journal* projected the mood and mental health category reached \$1.6B in 2024,¹" said Jordan Miller, VP of Marketing – Nutrition21.

"We believe the market is primed and ready for a new generation of mood and stress products that can deliver real results for consumers. Today's consumers report feeling anxious and overwhelmed. In fact, our own proprietary consumer research revealed that mood and stress is a top concern amongst consumers when it comes to healthy aging—65% stated that mood and stress is a concern, and only 14% rated their mood/stress levels as good.² While many have tried supplements to address this health area, there is a clear satisfaction gap in the market with 39% stating they were not satisfied with the product's effect.² EverZen provides supplement brands a new option to help consumers support their mental and emotional well-being, is easy to formulate with, and offers a more neutral taste profile, compared to the bitterness common with ayurvedic herbs and botanicals."

EverZen is backed by two clinical studies demonstrating stress and mood benefits including:

- Promoting a positive mood
- Supporting a healthy stress response
- Supporting mental and emotional well-being
- Easing the mind and balancing stress
- Helping with occasional anxiety

As consumers face an increasingly complex world, a fresh and differentiated approach to mood and stress support offers brands the opportunity to stand out in this fast-growing category. To learn more about EverZen and how it can help create products that benefit consumers' emotional wellness, visit <https://nutrition21.com/everzen/>

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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 from the Nutrition21 portfolio that help all to look, feel, and perform their best. The company adds meaningful value to dietary supplement, food, and beverage brands by offering one-of-a-kind, 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](https://everwellhealth.com).

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](https://nutrition21.com).

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