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# Glanbia and Nutrition 21 extend strategic partnership with Velositol agreement

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Velositol can be formulated into a variety of supplement protein product applications, including: powders (RTM), beverages (RTD), functional foods, weight gainers and lean mass gainers, said the companies. Image © iStock/Lecic

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## Glanbia Nutritionals and Nutrition 21, LLC will co-market Nutrition 21's Velositol ingredient, extending their long-time partnership.

Velositol is a combination of amylopectin and chromium. A recent clinical study showed that adding 2 grams of Velositol to a 6 gram dose of whey protein doubled the muscle protein synthesis rate compared to what was seen when using whey alone (*Journal of the International Society of Sports Nutrition*, 2017, 14:6).

"Extending our strategic partnership with Nutrition 21 to co-market Velositol along with Nitrosigine bonded arginine silicate is a welcomed addition to Glanbia's portfolio of bioactives and proteins. This will provide our sports nutrition customers even greater opportunities to create innovative new protein products," said Ram Nimmagudda, Ph.D., Senior Director Performance and Wellness Bioactives for Glanbia Nutritionals.

"This partnership, which combines Nutrition 21's expertise in developing new ingredient technologies with Glanbia's dominant position in the protein market, is a powerful combination that will benefit our customers and consumers alike," said Joe Weiss, President of Nutrition 21.

Glanbia's sales organization is the exclusive distributor of Velositol and will support Nutrition 21 in North America, offering Velositol to the dietary supplement and functional food industries.

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