Sports Nutrition

PERFORMANCE & ENERGY

Ingredients and product marketing for active consumers
The Importance of Blood Flow

Creatine is often combined with other sports performance ingredients such as nitrates. Found in a number of different foods—mostly vegetables—and formed in the body as a result of certain oxidation reactions, nitrates have often been considered negative for health. However, these compounds have become popular in sports nutrition due to an ability to increase body levels of nitric oxide (NO), a vasodilator that increases blood flow. The idea is that improved blood flow increases the delivery of important energy- and performance-related compounds, such as glucose, to the muscles and reduces oxygen demands during exercise, thereby lowering energy demands. But the research on nitrate supplementation’s benefit to energy and performance has not been definitive.

A high-nitrate diet was shown to increase plasma nitrate and nitrite concentrations, and provide some performance and oxygen demand benefits during various levels of cycling exercises.9

NO is produced in the body from its precursor L-arginine, an amino acid. Supplementation with arginine bonded with silicon (as Nitrosigine®, from Nutrition 21) may increase blood arginine and NO levels.10 Recent research showed Nitrosigine supplementation may increase blood flow to the muscles and the brain, resulting in improved muscle health and cognitive functioning.11,12 However, a 2013 trial found arginine did not offer any benefit to hormonal, metabolic or cardio-respiratory responses during exercise.13
Nitrosigine® from Nutrition 21—enhances performance to give your sports nutrition product the competitive edge.

- Elevates arginine levels for up to 6 hours*1
- Increases energy quickly and safely*2,6
- Improves mental acuity and focus within 15 minutes*3
- Increases muscle volume*4-6
- Reduces muscle damage from exercise*12,6

Our integrated co-promotion program communicates the powerful benefits of Nitrosigine to your customers, generating millions of consumer impressions!

Pump up sales with Nitrosigine!
Visit Nutrition21.com or call (855) 648-7674 for details.

*Results compared to baseline.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
New Velositol™, a revolutionary ingredient from the makers of Nitrosigine® that doubles the power of protein — increasing muscle protein synthesis, the key to muscle growth. Velositol is clinically shown to work in a single dose. A flavorless, water-dispersible powder, Velositol can be easily incorporated into powder, pill, bar, or ready-to-drink protein products.

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