

## Complete Nutrition® Now Featuring Nutrition 21's Patented Ingredients Nitrosigine® and Chromax® in New Prime Trim® Product Line

**PURCHASE, NEW YORK – January 10, 2019** – Nutrition 21, LLC (“Nutrition 21”), has announced that its clinically substantiated ingredients, Nitrosigine® bonded arginine silicate and Chromax® chromium picolinate, have been included in three of Complete Nutrition’s® new products in their recently launched, seven-part Prime Trim® weight management system. Nitrosigine is included in Prime Man™, which works to improve nitric oxide levels, boost free testosterone and enhance vascularity, while Chromax is included in both Prime Drive® and Prime Tone™. Prime Drive targets increasing focus, enhancing metabolism and curbing appetite, while Prime Tone works to support joints, helps to suppress appetite and acts as a powerful antioxidant. This is the eighth product launched by Complete Nutrition containing Nitrosigine and the second and third containing Chromax.

When developing their Prime Trim line, Complete Nutrition was in search of clinically substantiated, safe and efficacious ingredients that could help support the multifaceted end points touted by their new products. Both Nitrosigine and Chromax have been extensively studied in both preclinical and clinical settings and offer multiple benefits for the end user.

Nitrosigine is a patented complex of bonded arginine silicate stabilized with inositol that is scientifically engineered to significantly boost nitric oxide levels, a key factor in increasing vasodilation and blood flow. ^ The ingredient has also been shown to improve mental flexibility and executive functioning, demonstrating dramatic improvements in both mental acuity and focus. Several studies have also shown that Nitrosigine clinically enhances levels of both arginine and nitric oxide in the blood and is a more bioavailable form of arginine. Additionally, a recent study demonstrated that at least some of Nitrosigine’s superiority over other nitric oxide boosters is due to the ingredient’s ability to inhibit the pump-deflating enzyme, arginase.

Nutrition 21’s Chromax, which is covered by various patents in the US and abroad, is a form of dietary chromium that is different from other forms of chromium available on the market due to its stable chemical structure and superior absorption. Chromax is clinically substantiated for both its efficacy and safety and provides numerous health benefits to the end consumer, including but not limited to: support for healthy glucose metabolism, assistance in weight management and food cravings, mood support, and enhanced cognitive function.

“When developing Prime Man, Prime Drive and Prime Trim, my mind was set on several things,” said Christopher Gendron, Vice President of Product Development at Complete Nutrition. “I wanted to produce a testosterone-boosting product that had an ergogenic impact, creating a sensation and value people could feel, and I also wanted to create diverse, innovative weight management system that could help our customers achieve the weight loss they desired using a customizable set of products with clinically studied ingredients. I truly believe the addition of Nitrosigine and Chromax into these new formulations has enabled us to provide an effective suite of products to our customers, and we’re excited about it!”

“Nitrosigine’s clinical evidence supports increased, long-lasting bioavailability and enhanced performance, providing consumers with an effective, and powerful option for improving vascularity and boosting nitric oxide levels,” said Nutrition 21’s Vice President of Sales, Todd Spear. “Consumers who are looking to enhance their blood flow and vasodilation should look for quality products containing the Nitrosigine logo, such as Prime Man, while those who are looking to enhance their overall weight loss and body composition goals should look for quality products containing the Chromax logo, such as Prime Drive and Prime Tone.”

Consumer benefits shown to be directly linked to Nitrosigine supplementation include:

- Boosts key factors for increasing blood flow^
- Increases muscle volume^
- Reduces muscle damage from exercise^
- Increases energy quickly and safely without negatively impacting heart rate or blood pressure
- Improves cognitive flexibility within 15 minutes
- Increases arginine bioavailability through arginase inhibition
- Significantly enhances blood arginine levels for up to 6 hours^
- Significantly improves mental acuity and processing speed by 33%
- Prevents the decline in cognitive performance following strenuous exercise

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^Results compared to baseline

Consumer benefits shown to be directly linked to Chromax supplementation include:

- Significant improvements in body composition<sup>^</sup>
- Significant reductions in carbohydrate cravings and appetite
- Helps to maintain muscle mass during weight loss

<sup>^</sup>When used along with a weight loss program

## **About Nitrosigine®**

Nitrosigine is a patented complex of bonded arginine silicate with FDA New Dietary Ingredient (NDI) notification status and has been self-affirmed Generally Recognized As Safe (GRAS) at the level of 1,500 mg per day for use in nutritional bars and beverages. Nitrosigine is scientifically engineered to boost nitric oxide levels, which have been shown to be a key factor in generating greater blood flow and vasodilation in working muscles. The unique Nitrosigine complex bonds arginine and silicate – unlocking powerful synergistic effects that offer enhanced benefits. Nitrosigine is a safe, non-stimulant, effective ingredient that is easy to formulate into new and existing products for sports nutrition, men's health and cardiovascular health.

For more information, please visit: [www.Nitrosigine.com](http://www.Nitrosigine.com)

## **About Chromax®**

Chromax chromium picolinate is different from other forms of chromium because of its stable chemical structure and superior absorption. The efficacy and safety of Chromax is supported by 35 human clinical studies and 35 non-rejected DSHEA claims. Furthermore, Chromax is affirmed as Generally Recognized as Safe (GRAS) at clinically substantiated doses. Nutrition 21 supplies Chromax to leading manufacturers marketing effective products designed to promote and to help support consumer's dietary and nutritional needs in glucose metabolism and insulin resistance, appetite control and weight management, heart and lipid health, energy support, and brain health. Chromax is Prop 65 compliant through an independent verification for arsenic, cadmium, hexavalent chromium, lead and mercury levels. Chromax is available for use within the United States, European Union, Canada, and numerous other markets.

For more information, please visit: [www.Chromax.com](http://www.Chromax.com)

## **About Nutrition 21, LLC**

Nutrition 21, a wholly owned subsidiary of JDS Therapeutics, is an industry-leading developer and marketer of efficacious, high-value, clinically substantiated ingredients for use in dietary supplements, medical foods, and beverages. With over 30 years of biotechnology and pharmaceutical experience, the company's scientific platform has continued to create unique, patented products that are both safe and clinically effective. To build consumer trust, Nutrition 21 ensures product efficacy and safety through a product development strategy that involves rigorous preclinical and clinical research. The company currently holds over 80 domestic and international issued and pending patents for its ingredients which support unique claims associated with glucose metabolism, weight management, cognition, and sports nutrition, among others.

Nutrition 21's branded ingredients include Velositol®, a dietary complex of amylopectin and chromium clinically shown to double the effects of whey protein and significantly increase muscle protein synthesis, the key to muscle growth, Nitrosigine®, a bonded arginine silicate clinically shown to significantly boost nitric oxide levels, supporting mental acuity, focus and sports nutrition, and Chromax® chromium picolinate that supports clinically substantiated benefits including glucose metabolism, weight management, and brain health.

For more information, please visit: [www.Nutrition21.com](http://www.Nutrition21.com)

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