

## Glanbia and Nutrition 21 Extend Distribution Partnership for Velositol

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Clinical study shows Velositol can enhance muscle protein synthesis.



**Glanbia Booth 439**

[Glanbia Nutritionals](#) and [Nutrition 21, LLC](#) are extending a long-time partnership to co-market Nutrition 21's unique ingredient, Velositol. 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. The company's expect to obtain Generally Recognized As Safe (GRAS) status for the ingredient in April of this year.

According to the companies, Velositol unleashes the power of protein with unique benefits when combined with protein products. It has been clinically shown to double the muscle protein synthesis (MPS) induced by protein in a single 2 g dose of Velositol. It significantly accelerates and increases MPS, which is a key to muscle growth and recovery. 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.

"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, PhD, 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.

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