

FOR IMMEDIATE RELEASE

Nutrition 21's Muscle Protein Synthesis Boosting Ingredient Velositol® Now Powering Up The Genius Brand's™ Vegan Strong Protein

PURCHASE, NEW YORK – January 24, 2019 – Nutrition 21, LLC (“**Nutrition 21**”), has announced that its clinically substantiated ingredient, Velositol®, which has been shown to increase the effects of whey and plant protein as well as BCAAs on muscle protein synthesis (MPS), a key to muscle growth, has been formulated into The Genius Brand's™ Vegan Strong protein powder. Vegan Strong is uniquely designed to provide end-users with the optimal amount of protein required to build and maintain muscle while still adhering to strict vegan standards.

Velositol is a patented, modified-release chromium complex combined with a specialized form of amylopectin that has been shown to accelerate and boost MPS when combined with whey protein, plant protein or BCAAs. Muscle protein synthesis is a prime component for amplified muscle growth, lean body mass, and quicker muscle recovery. Velositol has been shown in several studies to increase MPS with a variety of different proteins and amino acids, and works to enhance insulinogenic function, which increases amino acid uptake, providing fuel for working muscles.

“Having spent over two years as a strict vegan, I understand both the profound health benefits as well as the certain hurdles that need overcoming when consuming solely plant-based protein— specifically as they relate to building and maintaining muscle mass,” said Robert Oliver, CEO of The Genius Brand. “This is precisely why the idea to launch Vegan Strong came about. I wanted to create an upgraded plant protein that performed like a premium whey isolate, and by including Velositol, we believe we have successfully delivered on that.”

In a randomized, double-blind, active-controlled clinical crossover study, Velositol was shown to increase MPS in subjects by 48% from baseline when combined with six grams of whey protein and exercise, as compared to a 24% increase seen with whey protein and exercise, alone. This observed increase in MPS is what enhances protein's ability to boost muscle-building activity after exercise and can lead to an increase in muscle size and strength.

“Consumers looking to get more out of their post-workout regimen and protein or BCAA supplements should look for the Velositol logo on quality whey and plant protein products, such as The Genius Brand's Vegan Strong,” said Todd Spear, Vice President of Sales at Nutrition 21.

About Velositol®

Velositol is a patented ingredient designed to double the effects of protein and exercise on muscle protein synthesis (MPS). When added to protein, Velositol's novel complex rapidly stimulates insulin release and increases the muscle cell's sensitivity to the insulin. This helps to safely increase insulin levels and enhance the body's amino acid uptake, stimulating and boosting MPS.

Velositol is a uniquely efficacious ingredient that delivers clinically substantiated results. Consumer benefits shown to be directly linked to Velositol when combined with protein, include:

- Significantly boosts MPS beyond protein alone (as measured by FSR)
- Promotes leaner body composition as part of a healthy diet and exercise program
- Doubles the power of protein on MPS vs. protein alone in a single dose*
- Unlocks the potential of protein to enhance muscle-building activity after exercise

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Velositol has received GRAS (generally recognized as safe) status at the recommended serving of 2 grams per day in protein drinks (including ready-to-drink and powder), meal replacement bars, energy and protein bars; with the consideration that these products can be taken up to three times a day.

*In a double-blind, crossover clinical study participants were given a single dose of Velositol with six grams of whey protein or six grams of whey protein alone.

For more information, please visit: www.Velositol.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 dietary supplements, medical foods and beverages. With many years of biotechnology and pharmaceutical experience, the company's scientific platform has created unique, patented products that are safe and clinically effective. To ensure product safety and ensure consumer trust, product development strategy at Nutrition 21 features rigorous preclinical and clinical trials. Nutrition 21 currently holds over 80 domestic and international issued and pending patents for products. Many support unique claims associated with, among others, glucose metabolism, weight management, cognition, and sports nutrition.

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

For more information, please visit: www.Nutrition21.com

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