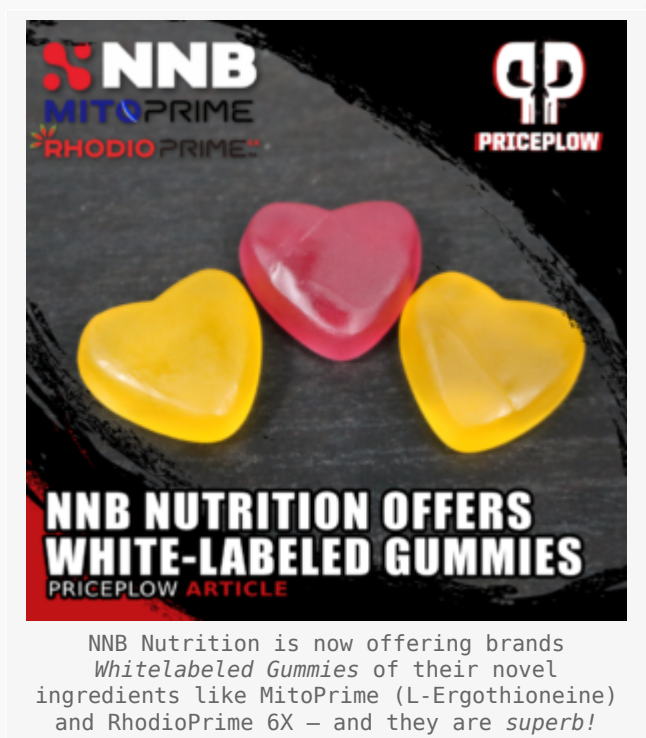


# GUMMIES Now Offered for Novel NNB Nutrition Ingredients

written by Mike Roberto | June 30, 2022

If you've been following the supplement industry for the past few years, you've clearly seen the growing trend for **gummy supplements**. The soft and chewable form factor is quickly replacing chewable tablets in many product categories, and they're no longer just for kids!



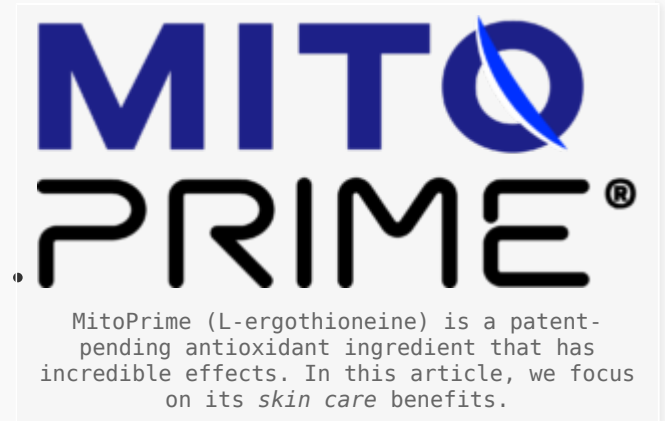
The growing gummy trend serves itself well to ingredients that work well in low doses and can be “baked” or heated without much degradation. They're increasingly popular in categories such as vitamins, hair/skin/nail support products, probiotics / digestive supplements, and immunity boosters.

Many consumers love gummy supplements – especially those who don't want to swallow capsules or mix powders – and brands are responding with evermore gummy products. The issue is that *gummy formulation is hard*, and the most reputable gummy manufacturers are booked solid.

In response, novel ingredient developer **NNB Nutrition** has created its *own* gummy supplement line, and is offering whitelabel opportunities to brands that'd like to utilize their incredible ingredients! They're initially offered in for:

- **Skin Care:** Collagen + MitoPrime (*ergothioneine*)

**Feel-good adaptogen:** RhodioPrime 6X  
(*high salidroside Rhodiola*)



- **Immunity and longevity:** Pure *ergothioneine*
- **Ketone Support:** goBHB (this one is exclusive to *Real Ketones*)

Note that these aren't (yet) for sale to consumers in America – this article is for *brands* looking for a novel gummy-based business opportunity using NNB's ingredients.

Below, we talk about these *sugar-free* gummies, and briefly explain each of the ingredients offered inside. But if you're interested in offering your own line of gummies using NNB's ingredients, Contact PriceFlow below and we'll get you in touch with the right contacts:

**Contact Us** to consider whitelabeling their gummies or head to **NNBNutrition.com** to learn more about their novel ingredients.

<https://www.youtube.com/watch?v=20aHG-bM7I0>

## About NNB Nutrition's Gummy Platform

NNB's Gummies are:

- **Sugar-Free**
- **Fat-Free**
- **Non-GMO**
- **100% Natural**

## NNB Gummy Supporting Ingredients

To keep them sugar-free, the gummies use a combination of two sugar alcohols in **maltitol** and **xylitol**, combined with **gelatin** and **agar**. They also include *stevia* sweetener, *malic* and *citric acid*, *natural colors* and *flavors*, and *carnauba wax*.



NNB Nutrition has some samples of their MitoPrime gummies, and the raspberry flavor is *especially* delicious!

The ergothioneine doses can come in 5 milligrams or 1 milligram each.

## Flavors available

At release, the first three flavors available are:

- **Orange**
- **Lemon**
- **Raspberry**

More flavors are on the way, with rumors that an incredible *peach oolong tea* flavor is in testing.

The ergothioneine gummies we've tried are also *heart-shaped*, which will be pleasing to the crowd enjoying its hair, skin, and nails benefits.

## Packaging Options

Brands that are re-selling these gummies can choose one of three form factors:



Have your own packaging? NNB can individually wrap them for you, if desired. Otherwise, you can get bulk delivery for your own bottling.

1. **Fully packaged:** NNB can do all of the work up front, providing 45 individually-wrapped gummies in a sealed box.
2. **Individually wrapped:** If you have your own bottle or packaging, brands can

simply buy the individually-wrapped gummies *without* the box.

3. **Gummies only:** Many gummies come in a bottle without individual packaging. Brands wishing to sell a bottle with gummies only can simply order the bulk gummies from NNB. Note that they may stick to each other a bit in your bottle, like other gummy supplements.

## NNB Nutrition Gummy Active Ingredients

The first three novel ingredients NNB has demonstrated to work in their gummies are **MitoPrime** (*L-Ergothioneine*), **RhodioPrime 6X** (*high-salidroside Rhodiola*), and **goBHB** (*exogenous ketones exclusive to Real Ketones*).

Let's get into each one below, starting with MitoPrime's *skin care* benefits:

- **MitoPrime: Patent-Pending Ergothioneine for Skin Care, Longevity, and Immunity**

**Ergothioneine** is a powerful "amino acid antioxidant" that has incredible benefits for immunity, anti-aging, longevity, beauty, and overall health. NNB Nutrition sells it as **MitoPrime**, and it's one of the most fascinating biological compounds we've researched.



The graphic features a chemical structure of L-ergothioneine in the top left corner. In the top right, there is a logo consisting of two interlocking 'P' shapes with the word 'PRICEFLOW' underneath. The main text 'NNB MITO PRIME' is prominently displayed in white and red. Below this, it says 'L-Ergothioneine' and 'L-ERGOTHIONEINE THE ENERGY PROTECTOR'. At the bottom left, it reads 'PRICEFLOW ARTICLE'. The background is a dark, textured surface with a red glow at the bottom.

Found in mushrooms and organ meats, **ergothioneine** is the oldest – and most overlooked – energy-supporting immune system booster / antioxidant on the market. Prepare to have your mind blown by this ingredient.

Our main article titled *Ergothioneine: The Immunity and Energy Protector* is an extremely in-depth analysis of the article, and our *Formulator's Corner Hypothetical Immunity Supplement* formulation discusses its incredible benefits with respect for immunity. So below, we'll briefly introduce the ingredient,

and then dive into its *skin care potential*, a major target for these gummies.

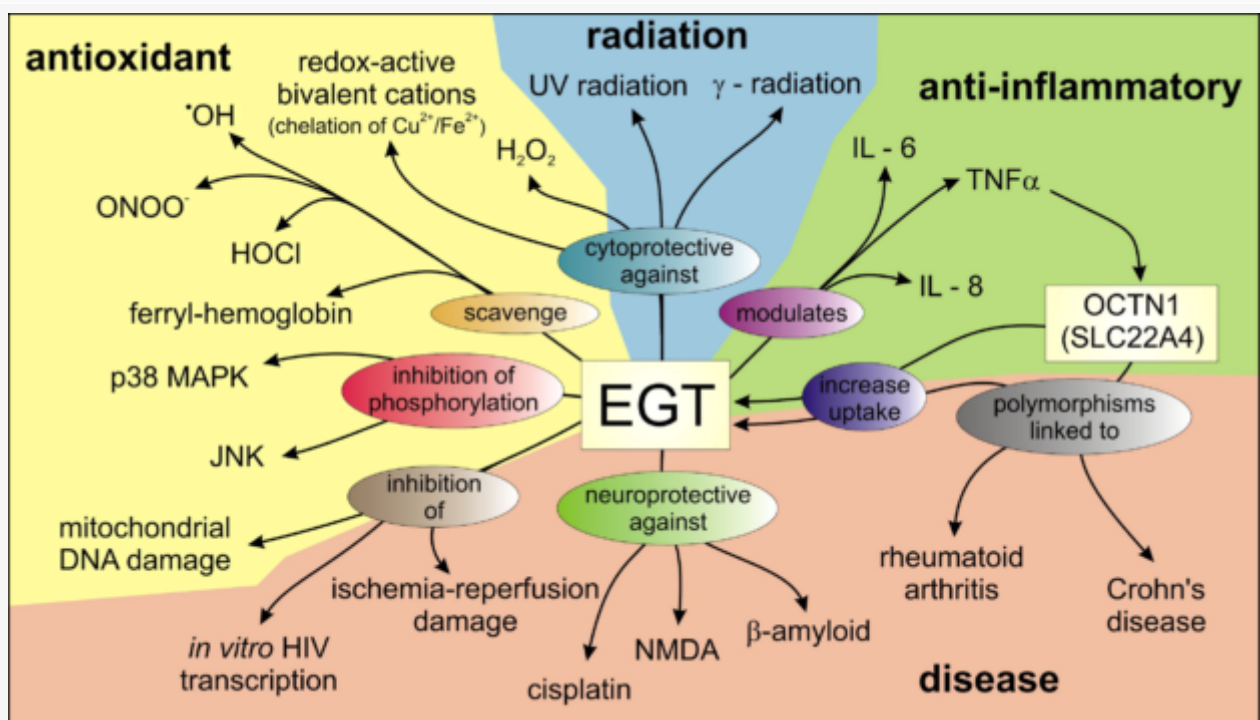
Ergothioneine has been shown to outperform popular antioxidants like *vitamin C*, *glutathione*, and *coenzyme Q10*, scavenging free radicals 3 to 30 times more effectively.[1-3] It protects not only against reactive oxygen species[4-7] and dangerous singlet oxygen,[8] but also reactive nitrogen species,[9,10] reactive chlorine species,[1,11] and prevents harmful lipid peroxidation.[5]

Our bodies actually have a dedicated *transporter and storage system* for ergothioneine,[4,12-14] where it can be deployed and used to combat harmful threats listed above. It protects our DNA, lipids, red blood cells, and energy-producing mitochondria – *on demand*.

In fact, ergothioneine is so powerful, many researchers call it a “candidate vitamin”[15,16] (and others call it the “longevity vitamin”[17,18]), suggesting that it should be taken on a regular basis. It’s found in mushrooms and organ meats,[1,19-21] two food groups we don’t eat much of, which is why we so firmly believe in taking MitoPrime every day. Now your customers can do that in *gummy* form!

### L-Ergothioneine for Skin Support?!

The one thing we haven’t covered is MitoPrime’s ability to enhance *skin health*. The body accumulates it in the bone marrow, liver, kidney, eyes, and *skin*. [12,22] A 2009 article titled “*Skin cells and tissue are capable of using L-ergothioneine as an integral component of their antioxidant defense system*” gives a very promising and high-level overview of the molecule’s ability to protect and repair skin cells.[22]



Ergothioneine serves *several* roles in the system, and we’re already wired for it! But are you

The ergothioneine transporter (ETT, formerly known as OCTN1) is heavily utilized in the epidermis, where it uses the antioxidant to reduce levels of reactive oxygen species, protect DNA and other proteins, and prevent lipid damage in keratinocytes – especially those subjected to oxidative stress from UV and solar light.[22-24]]

### **Protection from ultraviolet light**

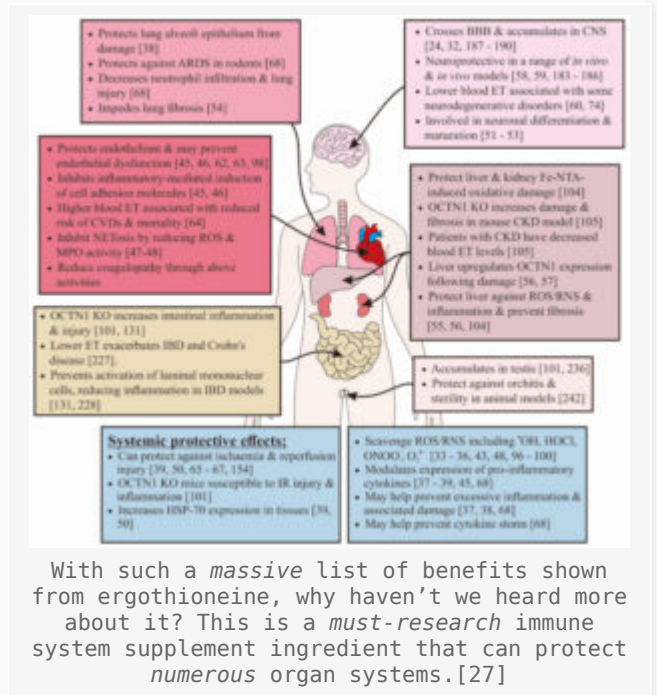
Follow-up research concluded that *“ergothioneine at nanomolar concentrations effectively ameliorated UVA-induced skin damage, and may be considered as a desirable food supplement for skin protection and/or preparation of skin care products.”*[25] We’d like to emphasize the word *nanomolar* there – it doesn’t take a huge dosage of ergothioneine to support the body’s health! These gummies can be dosed at 1 or 5 milligrams each (for a total of 3 or 15 milligrams per day).

In vitro analysis shows that ergothioneine accumulates in skin tissues after only *one* day, and after *nine* days, there’s a *sixfold* increase in the antioxidant’s concentration.[22] The researchers concluded the following:

*In conclusion, we have provided evidence that skin cells and tissue can take up, accumulate, and utilize the potent antioxidant L-ergothioneine. The reported diverse protective effects of this naturally occurring amino acid position EGT and its receptor/transporter as an integral part of the antioxidative defense system of the skin.[22]*

### **Improved wound healing**

Further research published in 2021 showed that ergothioneine protects hyaluronic acid (an important water-retention molecule in the skin) from degradation in a dose-dependent manner.[26] It significantly reduced *wound healing* time when combined with other treatments that included hyaluronic acid.



Additionally, NNB Nutrition's internal testing found increases of smoothness of skin and improvements to skin radiance, luminosity, evenness, texture, and elasticity.

### One of the many mechanisms: better sensing and protection of skin damage

Many of its mechanisms of action are explained in the article titled "*The Antiaging Activity of Ergothioneine in UVA-Irradiated Human Dermal Fibroblasts via the Inhibition of the AP-1 Pathway and the Activation of Nrf2-Mediated Antioxidant Genes*".[24]

The conclusion is a bit complex, but states that ergothioneine induces *Nrf2 activation* (a leucine zipper protein that functions as a *sensor* for stress), leading to downstream protective effects – especially in UVA-irradiated HSF (human dermal fibroblast) cells. It also increases cell viability and protects collagen from degradation by preventing extracellular matrix damage and degradation.[24]

Ultimately, this reinforces why we sometimes call MitoPrime *the intelligent antioxidant* – ergothioneine can be stored and deployed for use in *many* situations, ranging from immunity to organ damage to *skin* damage. You can read many of the other details on our main *Ergothioneine* article.

### • RhodioPrime 6X: The feel-good, energetic, and focused side of Rhodiola

Another great ingredient that NNB can put into the gummy form factor is none other than our favorite Rhodiola extract, **RhodioPrime 6X**.





RhodioPrime 6X from NNB Nutrition is a trusted source, and high in *salidroside*!

Years ago, we approached NNB, asking for a feel-good Rhodiola extract that focused on higher *salidroside* content. They came back with RhodioPrime 6X – with a whopping 6% *salidroside* standardization – and it’s been a fantastic ingredient for nootropics, anxiolytics, and pre-workout supplements ever since.

Our main two articles titled *Rhodiola: The Salidroside-Powered Adaptogen of the Vikings* and *NNB RhodioPrime 6X: The Strongest Rhodiola Extract* tell the full story, but the basics are below:

**Rhodiola** is an adaptogenic herb with a rich historical use for *vitality, mood improvement, and longevity*. [28] The plant has two primary bioactive compounds that are responsible for its incredible effects: *salidroside* and *rosavin*. While many supplement formulators look for *rosavin* standardizations, we’ve come to realize that *salidroside* is where the effects we enjoy most come from!

Reason being, research has shown that the *salidroside* portion increases long-term potentiation (LTP) in the brain’s hippocampus [29] while also stimulating catecholamine activity and uptake. [30-33] This provides a *feel-good, nootropic* effect, which is what many supplement users are looking for – especially from a great tasting gummy supplement.

Parameters	Placebo		Rhodiola rosea extract, 500:5	
	before	after	before	after
PWC-170 (kg/min)	810 ± 4.3	920 ± 3.2	810 ± 4.2	980 ± 4.0
The accuracy of manual movements	14 ± 4.7	12 ± 3.2	12 ± 3.5	6 ± 2.4
The number of corrected symbols	230 ± 21	300 ± 13	220 ± 15	310 ± 17
The number of mistakes in the correction table (%)	27 ± 3.5	20 ± 6.1	23 ± 4.5	15 ± 5.4
Tapping test (the number of tappings per 30 seconds)	180 ± 5.5	190 ± 5.0	180 ± 6.0	190 ± 3.0

Fewer mistakes and more accuracy when tired and fatigued? This has great implications in



On top of cognitive improvements, we've consistently seen Rhodiola improve mood and well-being in research.[34,35] The catecholamine activity described above works on the *serotonergic* system,[36] which is a well-known regulator of *mood* and *emotions*, amongst other things. Many supplement ingredients and stimulants increase *dopamine*, but Rhodiola hits the other side of the "happy hormones" as well.

However, there are other mechanisms at play as well – like ergothioneine discussed above, salidroside can also protect the body from mitochondrial disturbances, improving energy and protecting cells from death.[37-39]

For these reasons, we love the *high-salidroside* power of RhodioPrime 6X, and are excited that it too can be added to gummies for a healthy snack that not only *tastes great*, but *feels great* as well.

- **goBHB: Exogenous ketones exclusive to Real Ketones**

We recently caught up with the latest updates on *exogenous ketones* in our article titled *Innovating BHB: NNB Nutrition and the Brains Behind Ketone Supplements*.



This article clears up the confusion in the keto diet supplement space. All along behind the scenes, NNB Nutrition has been innovating the BHB salt manufacturing process, and is the sole producer of goBHB, licensed by Axxess Global for their company *Real Ketones*

Inside, we discussed the science and research behind the keto diet, and how taking ketone supplements such as the beta-hydroxybutyrate in **goBHB** can

provide additional benefits for *all* kinds of dieters. The benefits of taking ketone supplements are broken down into sections on *athletics*, *appetite reduction*, *cognition and anxiety reduction*, and *cardiovascular benefits*.

After that, we discuss that NNB Nutrition has been the company quietly manufacturing goBHB all along, and listed the improvements they've made, starting from the racemic DL-BHB salts and upgrading to more biologically active D-BHB salts produced through biosynthesis. Also teased were the *gummies*, which brings us to today's article.

While NNB is the *manufacturer* of goBHB and goBHB gummies, the licensee of goBHB is *Real Ketones*, owned by Axxess Global. They're the ones we expect to have exclusivity of BHB Gummies, and once launched, can update this article with some links.

## It's time for *novel* ingredients inside of gummy supplements

Gummies are all the rage, but some of the ingredients inside of them are... not as exciting. Sure, we're always happy to have vitamins, but the niche *really* starts to get interesting when the *ingredients* get interesting. With a company like NNB Nutrition involved, the gummy game has just been given a *major* upgrade.



Finally, gummies with *novel* ingredients inside!

MitoPrime is one of our favorite ingredients, but we've never approached it from the *skin care* angle that NNB is marketing these gummies towards. It certainly can work in immune system supplements, but the skin protection research is just as impressive. We're excited to see new ways for MitoPrime to hit the masses, because we truly believe that it's something lacking in modern diet – but our bodies are *wired* for it.

Meanwhile, we'll look forward to the feel-good effects of RhodioPrime 6X along

with the great taste of gummies. High-salidroside Rhodiola is an ingredient that we'll never turn down – and so are delicious gummies. Especially that raspberry flavor NNB put out.

**Contact Us** to consider whitelabeling  
their gummies or head to  
**NNBNutrition.com** to learn more about  
their novel ingredients.

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