



Nuritas Obtains Self-affirmed GRAS Status For Their Premier Ingredient PeptiStrong™

NEW YORK, NY, UNITED STATES, November 16, 2022 /EINPresswire.com/ -- Nuritas, the world leader in Artificial Intelligence-based peptide discovery, has today announced that it has achieved self-affirmed GRAS (Generally Recognized As Safe) status for their pioneering muscle health intelligent ingredient [PeptiStrong™](#). PeptiStrong™ 's cell-signaling technology is powered by Nuritas exclusive natural peptides, unlocked from the fava bean.

GRAS status of PeptiStrong™ was achieved after an intensive review of safety by an independent panel of scientific experts. The panel concluded that the fava bean protein hydrolysate was safe in accordance with the US Food and Drug Administration for proposed food and beverage uses.

Nuritas' patented precision ingredient PeptiStrong™ harnesses cell-signaling technology to revolutionize functional ingredients. Backed by two peer-reviewed clinical studies, this plant-based intelligent ingredient has outperformed animal protein. It has a multi-dimensional effect on muscle health: promoting muscle strength, improving recovery after intense exercise, boosting energy and supporting the synthesis of protein that assists in maintaining and building muscle. These results show promising potential for functional foods and beverages in sports nutrition, but also for a wide array of healthy aging solutions.

Nuritas recently launched PeptiStrong™ at SSW 2022 in Las Vegas, with applications in gel shots, cereal bars and shake powder. The company is continuing to develop formats and concepts that illustrate not only the flexibility of the ingredient, but also the power of the cell-signaling technology to complement functional food, going beyond nutrition.

Dr. Nora Khaldi, CEO and Founder of Nuritas, commented: "Through cutting edge precision technology, we are leading the way with a brand-new category of ingredients – Intelligent Ingredients, based on identified consumer needs. By now being recognised as GRAS, it aligns wonderfully with our mission to make our everyday products healthier, safer, and greener. PeptiStrong™ is a game-changer, with the potential to replace several ingredients in a beverage or functional food, and to superpower its efficacy".

PeptiStrong™ can be found in Anomaly, available via the Glaxon and GNC websites, and in GNC stores across the US.

About Nuritas: What if the future of intelligent ingredients was here but remained hidden away from science? Through pioneering life science and artificial intelligence, Nuritas and our unique Nuritas MagnifierNπΦ allows us to identify, unlock, clinically test, and patent peptides; turning them into powerful and precise ingredients that elevate natural efficacy. We want to empower people to live healthier lives, naturally by making our everyday products healthier, safer, greener, and more efficacious - from what we eat, to what we apply to our skin, all the way to what we feed our livestock. By translating nature's wisdom into innovation, together, we can change the life of billions. Find us on Twitter, LinkedIn or via our website at www.nuritas.com.

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