

## **NNB Nutrition Files New Patent of its L-BAIBA to Increase Benefit of Losing Weight of Intermittent Fasting**

*MitoBurn™ (L-BAIBA) supplementation is considered as “EXERCISE FACTOR” to browning the white adipose tissue which can result in increased energy expenditure, body-weight reduction and improvement of diet-induced insulin resistance.*

NNB Nutrition (Nanjing, China, <https://nnbnutrition.com/>), a cutting-edge branded ingredient supplier and creator delivering new and novel ingredients with an elite global team of scientists, announces that it has filed a PCT patent(PCT/CN2021/101529) about the benefits of its proprietary MitoBurn™, a registered trademark of L-BAIBA ingredient for increasing benefits of losing weight of intermittent fasting. This patent has been applied for increasing benefits of reducing body fat percentage, decreasing a blood triglyceride level, lowering blood glucose, improving leptin resistance, and improving insulin resistance of the mammal during every-other-day fasting (EODF).

Intermittent fasting is a beneficial dietary treatment for obesity. Every-other-day fasting (EODF), one of the main intermittent fasting strategies, is a simple and easily implemented strategy and has been established to be tolerable in human trials. Nevertheless, recent study<sup>[1]</sup> in mice based on proteomics showed an increase in mitochondrial protein content in subcutaneous white adipose tissue (scWAT) and visceral WAT (vWAT) depots after EODF, and this effect is correlated with increased fatty acid synthesis enzymes in both WAT depots but not in brown adipose tissue.

Strikingly, it showed that EODF treatment downregulates lipolysis specifically in vWAT, indicating the preservation of the visceral lipid store during EODF. In other words, the preservation of the visceral lipid store during EODF, namely lipolysis resistance, may compromise the effect of losing weight through EODF. Therefore, people began to search for improved methods and compositions to increase fat mobilization during EODF, thereby increasing the benefit of losing weight of EODF.

Here comes the novel ingredient MitoBurn™ from NNB, known as “exercise factors”, which is triggered by the PGC-1 $\alpha$  protein from exercising muscles. It plays a powerful role behind the benefits of regular exercise, and initiates the “browning” of white adipose tissue, which increases energy expenditure and helps regulate weight management during EODF. After supplementing our MitoBurn™, people usually find the weight loss effect of EODF a lot better than not using it.

### **Our Claims About MitoBurn™**

- Decrease body fat and improve body composition
- Shown in research to improve carb tolerance and insulin sensitivity
- Enhances the body’s exercise signal to intensify exercise efforts
- Promotes anti-aging, mitochondrial function, and cellular energy benefits
- Increases ketones, promoting cognition, reduced appetite, and muscle protection.

### About NNB Nutrition.

We create new and novel ingredients from start to finish and develop ingredients in-house for our partners globally. Our factories, scientists, intellectual and partners are all about creating ingredients with higher quality, more certainty, faster speed. Typically, we cooperate with large brand companies, contract manufacturers.

- [1] HARNEY D J, CIELESH M, CHU R, et al. Proteomics analysis of adipose depots after intermittent fasting reveals visceral fat preservation mechanisms [J]. Cell Rep, 2021, 34(9): 108804.