

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

PRESS RELEASE



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Product Photos Available

Dr. Jay Wilkins

Bionox

People, Now More Than Ever, Are Focused on Keeping Their Immune System Strong
Bionox® provides nitric oxide nutrition to help the immune system keep balanced and protected against potential pathogens

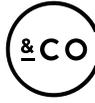
Greenville, SC (October 19, 2020) — According to the Center for Disease Control and Prevention, people with weakened immune systems are at a higher risk of getting severely sick from COVID. Strengthening the immune system, as during the common cold and flu season, is a high concern for people of all ages, and especially people with immunocompromised conditions. Finding solutions to improve the immune function includes integrating healthy lifestyle choices that will build and maintain a healthy immune system. An all-natural supplement for motivating wellness, Bionox provides nitric oxide nutrition to help support the body's defense against pathogens and infectious diseases and to keep the immune system balanced.

In 2005, Dr. Jay Wilkins, a naturopathic doctor and formulator of best-selling supplements, became interested in the astounding benefits of nitric oxide known as “the miracle molecule”.¹ Evidence shows that healthy levels of nitric oxide in the body supports cardiovascular health, healthy blood pressure, and widening blood vessels, as well as one of the most versatile players in the immune system. As people age, they produce less nitric oxide. For example, a person at age 40 may have up to 50% less NO than when at age 20.

Bionox formulated M3 Ultimate Nitric Oxide Nutrition with key ingredients that can boost and sustain NO throughout the body. There are two pathways for the conversion of nutrients into nitric oxide. The amino acids L-arginine and L-citrulline travel through the arginine-nitric oxide pathway. M3 contains the right amounts and ratio of arginine and citrulline for a 24-hour nitric oxide release. M3 adds nutrients of certain fruits and roots, such as pomegranate and beets, to generate NO through the nitrate/nitrite-nitric oxide pathway. Bionox includes nutrients from minerals, herbs, antioxidants, and vitamins that aid absorption, pH balance, and health benefits to increase optimum effectiveness of usage of NO in the body.



¹ Bezaitis, Athan. (2009, Feb). *How Nitric Oxide Maintain Health*. Retrieved from: <https://news.usc.edu/14039/How-Nitric-Oxide-Maintains-Health/>



“I tell my patients that ‘keeping your shields up’ is key, “ shares Dr. Jay Wilkins. “Let’s do our part to shift your body into optimal health to give you the best opportunity to defend yourself and have vitality. “

There is a lot of research into understanding nitric oxide benefits for the immune system. For immune response, nitric oxide plays an important role in immunoregulation, as an intercellular messenger. Nitric oxide in the body has been shown to regulate immune response in the eradication of pathogens, inhibit pathogen replication, and activity of immune and inflammatory cells, as an important toxic defense molecule.² NO acts as a neurotransmitter, which are chemical messengers that transmit messages to the brain and the rest of the body. NO is important to keep the immune system strong through its ability to disable pathogens and its mobility.

In searching for natural products to boost the immune system, Bionox offers M3 as a one of the most up-to-date and comprehensive nitric oxide supplements. M3 should be taken twice daily, once in the morning and again in the evening, ensuring 24-hour nitric oxide benefits. Bionox M3 is naturally sweetened with xylitol, stevia, monk fruit, and natural flavors. M3 is vegetarian, gluten-free, soy-free, made in the USA, sugar-free and non-GMO.

M3 can be purchased in 30 or 60 scoop containers in Original Berry Flavor or Citrus Flavor with Vitamin K2. Individual packets are also available on bionoxusa.com/ or on amazon.com.

About BioNox

Bionox[®] was founded by Dr. Jay Wilkins, a naturopathic doctor who has been in the health and wellness industry for over 25 years. As a health practitioner, Dr. Jay Wilkins was interested in the science of nutrition and supplementation. When discovering the effectiveness of nitric oxide to maximize health in the body, Dr. Jay Wilkins researched and developed Bionox’s first product, as their flagship product - M3. M3 provides a potent combination of nutrients that activates the innate power of the body to realize optimum health. Bionox mission is to motivate all to unlock their own wellness through providing trusted solutions to overcome life’s challenges and live life fully. Their potent formulas for nitric oxide nutrition, Bionox M3 comes in both Citrus Flavor with Vitamin K2 and M3 Original Berry Flavor, available as a one-month supply, 15-day supply, and stick packs. Bionox has developed other blends for motivating wellness with their Sugar Balance Botanical Blend, Chelanox, M-Mune3, and Nox3 Daily Greens Ultimate Raw Food Blend. Bionox is motivating all to live life, fully.

Media Contact

For more information about Bionox please visit bionoxusa.com/. For media inquiries, requests for product samples, high-res images, or to set up an interview with Bionox founder Dr. Jay Wilkins, please contact [Christie & Co](mailto:bryn@christieand.co), Bryn Crutchfield, bryn@christieand.co or at 805-969-3744.

² Tripathi, Parul. (2007). *Nitric oxide and immune response*. Retrieved from <https://pubmed.ncbi.nlm.nih.gov/18341206/>