



Heart +
Cholesterol Health*

Plain Niacin

Nicotinic Acid

Immediate Release

What Is It?*

Plain Niacin combines immediate-release nicotinic acid (also known as crystalline niacin) with our proprietary SmartMatrix™ vegetable-based wax-matrix tablet. The tablet dissolves more slowly than regular formulas, gradually releasing nicotinic acid in just under one hour rather than all at once. In this way, it delivers heart health benefits without excess skin flushing or digestive upset that is typical of regular formulas.

How Does It Work?*

Nicotinic acid is the only form of niacin specifically associated with heart health benefits. Its cardiovascular effects result from both lipid-based and non-lipid mechanisms (see Research Highlights).

It's important to note that so-called "flush-free" forms of niacin may reduce flushing, but these forms have not been clinically shown to benefit heart health.

Note: Immediate-release and extended-release nicotinic acid products are not interchangeable. The typical therapeutic dosage for immediate-release nicotinic acid (3,000 to 6,000 mg/day in divided doses) is substantially higher than that for extended-release tablets (1,500 to 2,000 mg/day in divided doses).¹

Product Availability

How Does It Work?*

Bottle Size(s):

- 250 mg - 100 tablets
- 500 mg - 100 tablets

Directions: As a dietary supplement for adults, take one (1) tablet daily with food. Do not exceed one tablet daily without consulting a physician.

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet	%DV
Niacin (as nicotinic acid) 250 mg	1563%

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet	%DV
Niacin (as nicotinic acid) 500 mg	3125%

Other Ingredients: Isomalt, vegetable wax (rice bran and/or carnauba), stearic acid (vegetable), magnesium stearate (vegetable), and silica.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Plain Niacin

Nicotinic Acid

RESEARCH HIGHLIGHTS

Immediate Release

Promotes Cardiovascular Health

Lipid Actions

The ability of nicotinic acid to support cardiovascular health is attributed to several lipid related actions. For example, nicotinic acid may help maintain the following lipid-based parameters:²

May help maintain:

- healthy LDL cholesterol levels*
- healthy triglyceride levels*
- healthy HDL cholesterol levels*
- healthy lipoprotein metabolism
- healthy LDL particle size distribution
- healthy apolipoprotein A-1 levels*

*already within the normal range.

Non-Lipid Actions

In addition to its lipid-related actions, nicotinic acid may offer non-lipid support via its antioxidant capacity and ability to help modulate the body's natural anti-inflammatory response.²

May help maintain:

- healthy vascular function²⁻⁴
- healthy vascular inflammatory response²
- healthy LDL oxidation balance²
- the body's natural antioxidant defenses⁵
- healthy blood vessel wall integrity⁶
- healthy endothelial function⁶

Supports Whole Body Health

Niacin (as nicotinic acid or niacinamide) is essential for numerous biochemical functions that contribute to whole body health and health aging:^{7,8}

- **Supports cellular energy.** Niacin is a precursor for NAD⁺, essential for mitochondrial energy production and ATP generation.
- **Supports fat, hormone, and bioactive compound production.** Niacin activates enzymes involved in synthesizing fatty acids, steroids, hormones, and other bioactive molecules.
- **Promotes energy release from foods.** Niacin is required to activate over 200 enzymes in carbohydrate, fat, and protein metabolism.
- **Supports skin, nerve, and digestive health.** Niacin helps maintain healthy skin, mucous membranes, and digestive tract, and supports nervous system function.
- **Promotes DNA repair and cell division.** Niacin (via NAD⁺) supports enzymes that maintain DNA health and influence gene stability and expression.

SmartMatrix™ is a trademark of Innovite, Inc.

References

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7. Ross AC, et al. Modern Nutrition in Health and Disease. 11th ed. Lippincott Williams & Wilkins; 2014:331-340.
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