

IMMEDIATE RELEASE

PLAIN NIACIN

NICOTINIC ACID

Promotes heart health & cholesterol balance



WHAT IS IT?

Plain Niacin combines immediate-release nicotinic acid (also known as crystalline niacin) with our proprietary 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 typical of regular formulas.

HOW DOES IT WORK?

Nicotinic acid is the only form of niacin with targeted benefits for heart health. So-called “flush-free” forms of niacin may reduce flushing, but these forms have not been clinically shown to benefit heart health.

WHO CAN BENEFIT?

For adults who prefer an immediate-release nicotinic acid formula to support healthy cholesterol balance and lipid metabolism.

PRODUCT AVAILABILITY

Bottle Size(s):
100, 700 tablets (250mg)
100, 600 tablets (500mg)

PRACTITIONER DISTRIBUTION

- Emerson® Ecologics (www.emersonecologics.com)
- Fullscript™ (www.fullscript.com)
- WholeScript™ (www.wholescript.com)



Supplement Facts

Serving Size 1 Tablet

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

Supplement Facts

Serving Size 1 Tablet

Amount Per Tablet	% Daily Value	
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.

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

RESEARCH HIGHLIGHTS

Supports cardiovascular health

The ability of nicotinic acid therapy to help maintain healthy blood lipid levels is attributed to multiple mechanisms of action including the following:¹

- reduce elevated LDL cholesterol
- reduce elevated triglycerides
- raise low HDL cholesterol
- reduce lipoprotein (a), the "heart attack cholesterol"
- reduce small, dense LDL particles, the most harmful form
- increase apolipoprotein A-1, the main protein associated with protective HDL cholesterol

Nicotinic acid therapy also has non-lipid actions that may offer cardiovascular protection. Researchers attribute these actions, in large part, to the antioxidant and anti-inflammatory properties of nicotinic acid. These actions include the ability to help:

- Reduce vascular inflammation^{1,2,3}
- Reduce vascular adhesion molecules¹
- Reduce LDL cholesterol oxidation¹
- Reverse atherosclerosis⁴
- Improve endothelial function⁵
- Support stroke recovery⁶

Supports whole body health

In addition to its cardioprotective actions, niacin is essential for numerous biochemical functions that contribute to whole body health and health aging:^{7,8,9}

- **Supports cellular energy.** Niacin is a precursor for NADH (the reduced form of NAD⁺) that serves as the primary electron donor in the mitochondrial respiratory chain that produces cellular energy in the form of ATP.
- **Supports production of fatty acids, steroids, hormones and other bioactive compounds.** Niacin activates enzymes involved in the synthesis of fatty acids, steroids, hormones and other bioactive compounds.

- **Promotes the release of energy from foods.** Niacin is required to fully activate more than 200 enzymes involved in the metabolism of carbohydrates, fatty acids and amino acids.
- **Helps maintain healthy skin, nerves and digestive tract.** Niacin is critical to maintain the health of skin and mucous membranes that line the mouth and digestive tract. Its role in the nervous system supports energy, mood and memory function.
- **Promotes healthy DNA repair and cell division.** Niacin plays a role in maintaining healthy DNA. The metabolic cofactor NAD⁺ is required for numerous NAD-dependent enzymes (PARPs, sirtuins) that influence genetic stability and gene expression.

Clinical Note

Patients with isolated low HDL cholesterol dyslipidemia are good candidates for immediate-release nicotinic acid therapy. People with other types of dyslipidemia benefit more from extended-release forms such as Endur-Acin wax-matrix niacin.

Immediate-release and extended-release nicotinic acid tablets are not interchangeable. The typical therapeutic dosage for immediate-release tablets (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).¹⁰

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2. Li Y, Yang G, et al. *J Nutr Biochem.* 2015;26(11):1338-1347.
3. Wu BJ, et al. *Circulation.* 2012;125(1):150-158.
4. Bruckert E, et al. *Atherosclerosis.* 2010;210(2):353-361.
5. Sahebkar A. *Vasc Med.* 2014;19(1):54-66.
6. Shehadah A, et al. *Neurobiol Dis.* 2010;40(1):277-283.
7. Ross AC, et al. *Modern Nutrition in Health and Disease.* 11th ed. Lippincott Williams & Wilkins; 2014:331-340.
8. Standing Committee on the Scientific Evaluation of Dietary Reference Intake, Food and Nutrition Board, Institute of Medicine. *Dietary Reference Intakes for Thiamin, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Biotin and Choline.* National Academy of Sciences; 1998.
9. Srivastava S, et al. *Clin Transl Med.* 2016;5(1):25.
10. Keenan J. *The Niacin Breakthrough.* Joseph Keenan MD; 2022.