

ICON Nutrition Launch Night Time Protein That May Also Make You Happy

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- ICON Nutrition launch night time protein with 5-HTP

ICON Nutrition, the ethical evidence-based sports supplement brand, has launched what it believes to be the UK's first night time protein product with added 5-HTP - a precursor to Serotonin, the neurotransmitter often promoted as being responsible for happiness.

Serotonin is one of the main neurotransmitters involved in happiness and anti-depression. 5-HTP is a compound which gets converted into serotonin in the brain. Serotonin flows when you feel significant or important in your life whereas when you feel loneliness or depressed serotonin becomes absent.

Serotonin is also one of the most important brain chemicals for regulating a person's sleep and wake cycle hence why ICON Nutrition have added 5-HTP to their night time hot chocolate protein product aptly named Hibernate.

"By combining 100% micellar casein, a slow digesting protein source often taken before bed, with 5-HTP, we've created a truly unique product that can not only help with recovery and muscle building whilst you rest but help correct people's mood imbalances and have better sleep management.", says Kevin Smith - Head of Marketing and Communications at ICON Nutrition.

Micellar casein is a popular sports supplement used by fitness enthusiasts to help repair and grow muscles whilst they sleep. Compared with whey protein, a faster digesting protein source, micellar casein is digested slower, allowing for a 'drip feed' of protein to the muscles over several hours whilst you sleep.

ICON Nutrition's latest night time product Hibernate is best consumed as a hot chocolate drink before bed. It is available online at www.ICONNutrition.co.uk

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Media Contact:
Kevin Smith
Head of Marketing and Communications
0800 756 5252
Kevin@iconnutrition.co.uk

About ICON Nutrition
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ICON Nutrition are an evidence-based sports nutrition brand established in 2012. The ICON Nutrition range is sold across the UK and Europe in select strength and conditioning facilities, CrossFit boxes and functional fitness gyms. You can find more information about the brand online at <http://www.iconnutrition.co.uk/>, and via facebook <https://www.facebook.com/ICONNutrition> and twitter <https://twitter.com/iconnutrition>.
www.iconnutrition.co.uk

Press Contacts:

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