

**vitaMK7**<sup>®</sup>  
Natural vitamin k2 as MK7

At all stages of life

Newsletter

# VitaMK7<sup>®</sup> PULSE

1<sup>st</sup> issue 2019

In the last decade, the demand for vitamin K2 has increased rapidly, as the awareness of its role in bone and cardiovascular health has spread. The global market for vitamin K2 - estimated at \$73 million in 2017 - is expected to reach \$320 million by the end of 2025, with growth of 20.2% over the period 2018-2025.

Although scientific knowledge of vitamin K2 is still at the beginning, its critical role in health and disease is emerging rapidly, as happened 10 years ago for omega-3 and vitamin D.

Vitamin K2 market has a great future potential, as it could be defined as a **longevity nutrient for all life stages**, with physical-chemical properties suitable for use in a wide range of finished products of the food and supplements industries.

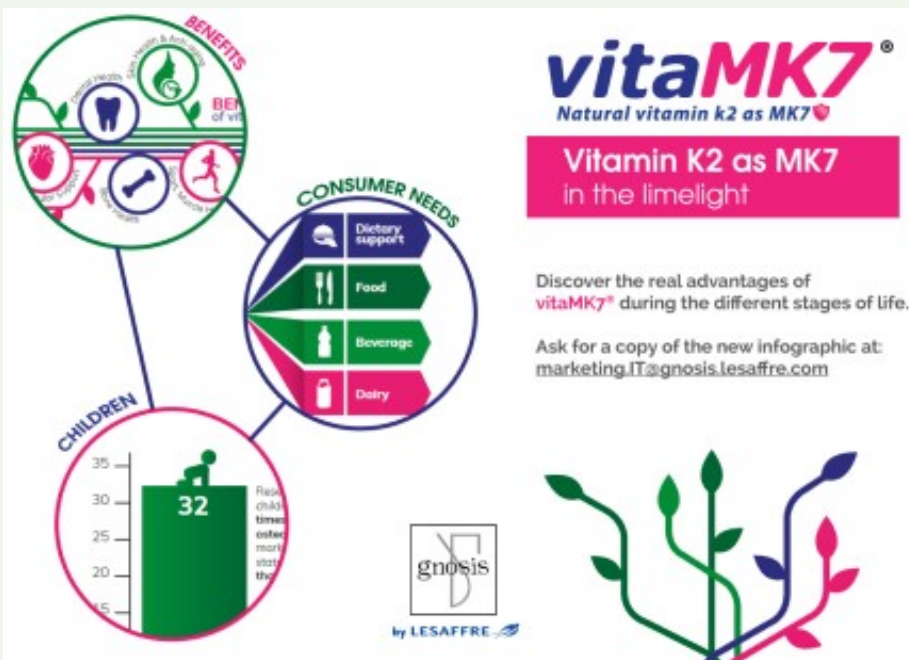
Silvia Pisoni  
Marketing Manager

## Vitamin K2 as MK7 in the limelight: discover the new infographic!

Several studies have highlighted the benefits of vitamin K2 as menaquinone-7 at all life stages and Gnosis by Lesaffre has now released an infographic to depict the importance of taking the correct quality of this vitamin throughout life.

VitaMK7<sup>®</sup>, the only European vitamin K2 as MK7, produced naturally through a patented fermentation process and within our own European cGMP approved plant that guarantees high quality to our product, is a safe and effective solution to protect the health of women and men, from childhood to old age.

To learn more, ask for a copy of the new vitaMK7<sup>®</sup> infographic, write to [marketing.IT@gnosis.lesaffre.com](mailto:marketing.IT@gnosis.lesaffre.com)



## A CLEAN LABEL and an incomparable PURITY PROFILE

VitaMK7<sup>®</sup>, the vitamin K2 as Menaquinone-7 (MK7) produced naturally within Gnosis by Lesaffre European cGMP approved plant, has a very high content of all-trans active isomer (higher than 99%) and boosts a high quality and a really clean label!

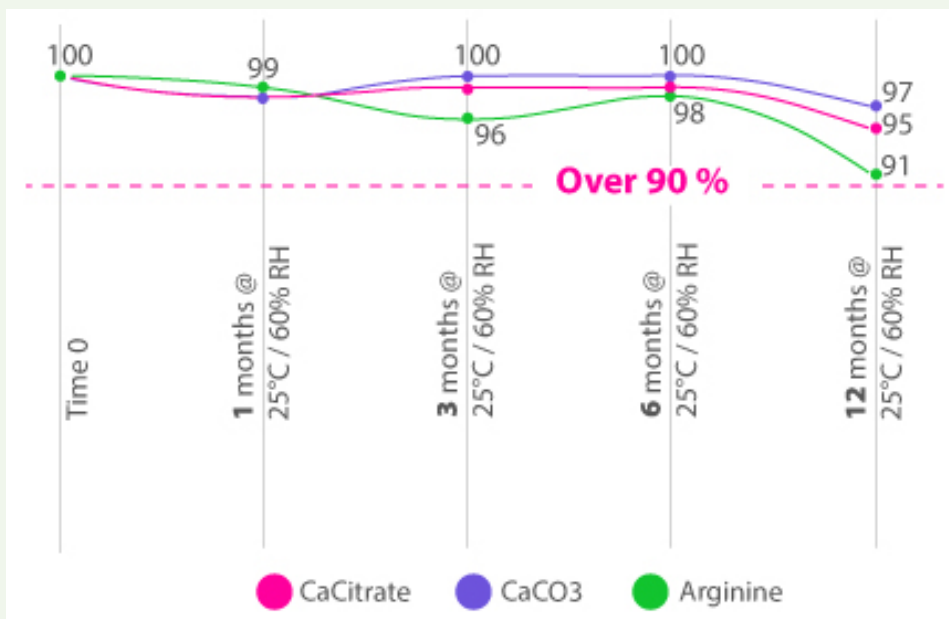


## The remarkable stable profile of vitaMK7®

Steady analysis and research have confirmed the remarkable stable profile of vitaMK7® - the vitamin K2 as MK7 derived from fermentation of the Bacillus subtilis natto - also in formulation with the different calcium salts (Calcium Citrate, Calcium Carbonate and Arginine). Generally, both synthetic-derived MK7 and poor production methods of fermentation-derived MK7 increase the impurity content of the raw material contributing to a more unstable chemical behavior in formulations.

Analytical investigations show that a higher purity profile is correlated with enhanced stability and this could explain discrepancies in the titles of finished products found on the worldwide market.

A pure and stable MK7 ingredient like vitaMK7® makes the difference because it minimizes the cross-reactions with the other ingredients/excipients included in a formulation for the whole shelf-life of the product and offers extended warranty of stability.



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. This is a business-to-business information intended for food and supplement producers, and is not intended for the final consumer. Manufacturers should check local regulatory status of any claims according to the intended use of their products.

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VitaMK7



Gnosis S.p.A.



Gnosis-bio

INCOMING  
EVENTS  
2019



February 21<sup>st</sup> - 23<sup>rd</sup>



On Febr. 22<sup>nd</sup>, listen to Prof. Bottiglieri's speech and receive a free book signed by him!

New York, USA  
Booth # 324

March 18<sup>th</sup> - 20<sup>th</sup>



Shanghai, China

April 9<sup>th</sup> - 10<sup>th</sup>



Secaucus, NJ, USA  
Booth #E138

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by LESAFFRE

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