

vitaMK7[®] is >99%

pure by HPLC

VitaMK7[®] PULSE

1° Issue
3rd Quarter

We are pleased to introduce a brand new way to stay on top of all the innovations with Vitamin K2 as VitaMK7. Today we are announcing the launch of a new e-newsletters: **VitaMK7[®] Pulse**

Since we opened our doors in 1989, Gnosis has been committed to improve the quality of life of humans and animals and promoting their well-being is the specific target of worldwide advanced nutrition. With **VitaMK7[®]**, exclusively manufactured by Gnosis, **the "real natural"** active isomer of vitamin K2 we reached the goal!

An important part of that commitment includes providing timely and relevant advice so our clients, colleagues and consumers can make the best decisions possible when it comes to managing health. We trust you will find our newsletter a concise, yet insightful read.

Stay in touch,

Paolo Malesani

Commercial Director Gnosis Spa

CALCIUM INTAKE....YES, BUT ALWAYS WITH VITAMIN K2 as MK7

In recent years calcium supplementation for prevention of bone diseases has had a significant increase. Calcium has become extremely popular to supplement with, especially amongst older women, in the hope that it will prevent osteoporosis. **In U.S., the 43% of people say they take calcium. (NHANES 2003-2006).**

But can we really claim that simply calcium supplementation is an healthy choice?

Science evidence reports that the highest incidence of osteoporotic fractures has been found in developed countries, with the highest calcium intake. Furthermore, patients suffering from osteoporosis, were shown to have extensive calcium plaques, which impaired blood flow in the arteries.

This simultaneous excess of calcium in one part of the body (arteries), and lack in another (bones) – which may occur even in spite of calcium supplementation – is known as the Calcium Paradox and is due to low levels of vitamin K2 in the body.

After some decades of investigation today we know that calcium homeostasis depends on the interplay of modulator compounds of which Vitamin K2 as Menaquinone-7 has assumed a vital and key role. The other equally important modulator is Vitamin D, the sole factor stimulating intestinal calcium absorption.

Vitamin K2 as Menaquinone-7 is essential for the function of several calcium-binding proteins making them able to form calcium-binding groups essential for their biological activity. **By controlling these proteins in vascular tissue, vitamin K2 keeps calcium out of the arteries and drives it to bones.**

Therefore calcium supplements should always be formulated with Vitamin K2 for really benefit bones and hearth. We can say "Vitamin K2, Vitamin D & Calcium: A WINNING COMBO"



Mandalay Bay Hotel,
Las Vegas, USA
October 8-9, 2015
Visit us at booth # 3077



IFEMA
Feria de Madrid, Spain
October 13-15, 2015
Visit us at booth # 8F80

Stay tuned with VitaMK7[®]

We are proud to announce the release of the newly designed website www.vitamk7.com featuring bright colors, fresh & bold new look and user-friendly navigation.

Thanks to our research and in-depth knowledge of this vitamin, we would like to share with you our innovative ideas and concepts.

Our goal with this new site is to provide our visitors with an effective way to learn about our product VitaMK7[®] the real "NATURAL" Vitamin K2 As MK-7, the way it is manufactured without using any chemicals or solvent, the reason why to choose it among the vitamin K products the market offers, health benefits and toxicological, pre-clinical, clinical studies in support of its efficacy and high profile quality.

Amongst the new features, the site contains an **integrated social media button for Facebook** to improve communication with our customers and everyone interested in understanding more about Vitamin K in general and Gnosis VitaMK7[®] in particular.



Molecular, Structural & Clinical Aspects of Vitamin K & Vitamin K-Dependent Proteins
Chicago, Illinois
July 12 - 17, 2015

VitaMK7[®] supports the central role of Vitamin K in human health: stay tuned with FASEB Science Research Conferences. This SRC will provide a forum for the exchange of new knowledge about Vitamin K that spans from basic research to a wide variety of clinical applications.

LEARN MORE

The importance to be "REAL NATURAL" and no "nature identical"...

VitaMK7[®] provides **NATURAL** vitamin K2 as a fermentation extract whereby vitamin K2 is manufactured using *Bacillus subtilis* ssp natto. This bacillus is considered as the native bacterium needed to produce good natto rich in Natural Vitamin K2. No other type of bacillus are used by Gnosis (i.e. *Bacillus licheniformis* used in other K2 derivatives).

Vitamin K2 as MK7 must have a stable fermentation process – Natto fermentation process that involves other derivatives can be very unstable and need a consistent reliable process that ensures product quality in the formula. **VitaMK7[®] is obtained through a patented biofermentation process of *Bacillus subtilis* spp natto [US Patent No. 7,718,407 and other pending] without using potential dangerous solvents and allergens.**

To be "real natural", VitaMK7[®] guarantees the total absence of solvents thanks to the advanced technologies of purification used, which include extraction by a proprietary «supercritical CO₂» technology. This technique is consistent with the corporate goal of working in accordance with green and natural principles and guaranteed that VitaMK7[®] contains **99% ALL-TRANS MENAQUINONE-7 and is 99% PURE (BY HPLC).**

Gnosis' biofermentation process of *Bacillus subtilis* spp natto cultures



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.

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