

# Newsletter

## VitaMK7<sup>®</sup> PULSE

5<sup>th</sup> issue 2018

Today more than 50% of people prefer natural ingredients and avoid all highly processed and synthetic products: the world is moving to a healthier and safer direction and *Gnosis by Lesaffre* wants to follow this important trend.

Thanks to a proper information, today people have a greater awareness and attention to health and have the power to choose and select high quality products of natural origin, free of any synthetic components or any allergens, such as VitaMK7<sup>®</sup>.

Last edition 2018 of vitaMK7<sup>®</sup> Pulse is dedicated to this topic, for the research of healthy, clean, genuine, pure ingredients, just like nature dictates!

Silvia Pisoni  
Marketing Manager

## With vitaMK7<sup>®</sup>, we show you what being natural means

"Get back to nature and hear its lessons". A natural method of production means quality: vitaMK7<sup>®</sup> is produced naturally from the patented biofermentation process of the *Bacillus subtilis ssp natto*, without chemical compounds.

Take a look at our webpage dedicated to the latest updates on health and vitamin K2 as MK7 and collecting five technical sheets about the different applications and focus of this incredible ingredient.

You will learn the five key points to recognize an optimal vitamin K2, the extraordinary purity and stability of the ingredient, the importance of a reliable supply chain, the real efficacy and safety of vitaMK7<sup>®</sup> thanks to its fermentation process, and finally we invite you to read the latest Purity Highlights Fact Sheet, which explains the need for a real natural, pure and clean profile of vitamin K2.

Ask for a copy of the vitaMK7<sup>®</sup> infographic to have a summary of vitaMK7<sup>®</sup> main features, write to [marketing@gnosis-bio.com](mailto:marketing@gnosis-bio.com)



Discover all technical sheets released by Gnosis on vitamin K2 as MK7!



Natural & SOY-FREE

Clean Label Profile

European & Reliable  
Supply Chain

Stability  
in formulation

# Vitamin K2 as MK7 strengthens cardiovascular health

The efficacy of MK7 from *Bacillus subtilis* natto in cardiovascular health has emerged from recent clinical studies in humans, where long term treatment results in a decrease of arterial thickening and hardening of artery walls.

VitaMK7® regulates calcium in the body, keeping it from soft tissues such as arteries and driving it to bones. These actions are exerted through the carboxylation of a group of calcium-regulating proteins that are vitamin-K dependent and are involved in wide range of biological effects, among them the osteocalcin and Matrix

GLA proteins. The proper use of calcium obtained from vitaMK7® protects arteries and blood vessels from calcification, while a deficiency in vitamin K2 has been associated with increased calcium deposition and coronary artery calcification, which may lead to cardiovascular disease.

(Huang et al. Osteoporos Int. 2015; Knapen et al. Thromb Haemost 2015)



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



New York, USA  
Booth # 324

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



Secaucus, NJ, USA  
Booth #E138

May 7<sup>th</sup> - 9<sup>th</sup>



Geneva, Switzerland  
Booth # 140

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