



vitaMK7[®]
Natural vitamin k2 as MK7

so stable, so pure!

Newsletter

VitaMK7[®] PULSE

2nd issue 2019

I am delighted to introduce this first MK7 newsletter under our new branding as *Gnosis by Lesaffre*.

VitaMK7[®] is already one of our most successful products and the growing body of scientific evidence as well as the level of interest from nutrition brands and consumers alike are jointly pointing towards a soaring long-term acceptance of MK7 as a mainstay of anybody's vitamin supply.

Yet not all K2 vitamins are created equal and we want you, our customers, and even more importantly your consumers, to have access to the very best and most active material so that the consumers can enjoy those documented health benefits. In this newsletter you will discover new results about how purity drives stability and how isomeric distribution is a major driver of the activity of your MK7 product.

It is our project and our pleasure to keep informing and educating you about the science of MK7 so that you can make the most informed and adequate formulation decision for your finished product.

We are *Gnosis by Lesaffre*, helping you make people healthy.

Marc Philouze
General Manager

Vitamin K2 stability linked with purity Profile, says a published study

A just released study in the "Molecules" Journal shows that higher purity profile of vitamin K2 as MK7 correlates with enhanced stability in formulations and this could explain title discrepancies found in finished products analyzed in the worldwide market in the last years.

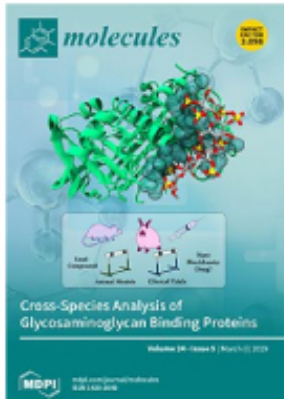
The study compared the purity profiles of different raw materials and the results were related to stability assay in normal (12months/25°C/60%RH) and accelerated conditions (6 months/40°C/75% RH) in order to test their performance in presence of different common excipients. In particular, two naturally fermented MK7 and a synthetic one, all commercially available, were used.

Data highlighted that different purity profiles corresponded to different stability profiles, where pure products generally show the highest stability. Moreover, the study explains that patterns of instability could be associated with types of MK7 characterized by different purity profiles.

**Gnosis by Lesaffre
has a new logo:
discover it!**

Gnosis by Lesaffre, a business unit of Lesaffre, is the result of the combination of Gnosis SpA and Lesaffre Human Care and has just released a new corporate logo!





Article

Menaquinone 7 Stability of Formulations and Its Relationship with Purity Profile

[Read the study >>](#)

VitaMK7[®] fits to CLEAN LABEL ingredient profile

Today the “clean label” is a recognizable value by the global market. People try to avoid highly processed ingredients (such as those man-made synthetic-derived), toward ingredients from natural sources.

VitaMK7[®], the vitamin K2 as Menaquinone-7 (MK7), naturally produced from the patented biofermentation process of the *Bacillus subtilis* natto, offers a CLEAN LABEL because is totally natural, obtained without chemicals or synthetics and has an incomparable PURITY PROFILE, with a very high content of the all-trans active isomer (higher than 99%) and without chemical compounds.



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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INCOMING
EVENTS
2019



May 7th - 9th



Geneva, Switzerland
Booth #140

June 19th - 21st



Shanghai, China
Booth #3G15

September 11th - 13th



Bangkok, Thailand
Booth #E22