



**vitaMK7®**  
Natural vitamin k2 as MK7

Natural is more Stable

Newsletter

# VitaMK7® PULSE

1st Issue 2017

Together with our VitaMK7®, our multidisciplinary team at Gnosis will work with the best nutra-company to develop the best MK7 product of the market.

**How can this be achieved? Read this newsletter and discover the world of Natural Vitamin MK7. Follow us to know more about this!**

**Silvia Pisoni**  
Marketing Manager

## Vitamin MK7, the essential quality in 5 key points

A dedicated Best Practices Handbook to discover the Key Points for Optimal MK7 has just been issued by Gnosis.

It describes and characterizes all of the main aspects that can impact on the vitamin K2 production and sums up **the essential features of a looked-for vitamin K2, such as the vitaMK7®.**

**The handbook is a "light" in a global market growing, where different ingredients coexist and several players claim the highest standard quality of their brand regardless of the real quality of their ingredient.**

This informative tool is a part of the education program that Gnosis is implementing and it is directed towards all the market players of vitamin K2 as a mini-guide to recognize and discriminate what is behind a product and a marketing claim.

**5 key points MK7 must comply with strict quality requirements and provide the finest grade:**

- 1. REAL ALL-TRANS COMPOSITION**
- 2. NATURAL ORIGIN**
- 3. STABILITY IN DIFFERENT FORMULATIONS**
- 4. COMPLIANCE WITH DEFINED QUALITY STANDARDS**
- 5. RELIABLE SUPPLY CHAIN**



## GREAT NEWS FROM GNOSIS

**Mythocondro® is shortlisted for NutraIngredients Awards 2017!**

The NutraIngredients Awards are aimed to celebrate stellar achievements in the fields of ingredients and innovations. Being the finalist underlines the recognition of the ambitious target that Mythocondro® has reached to provide an innovative animal-free Chondroitin Sulfate.



# Calcium and vitamin D... always with vitaMK7®!



—————> Discover our supply chain

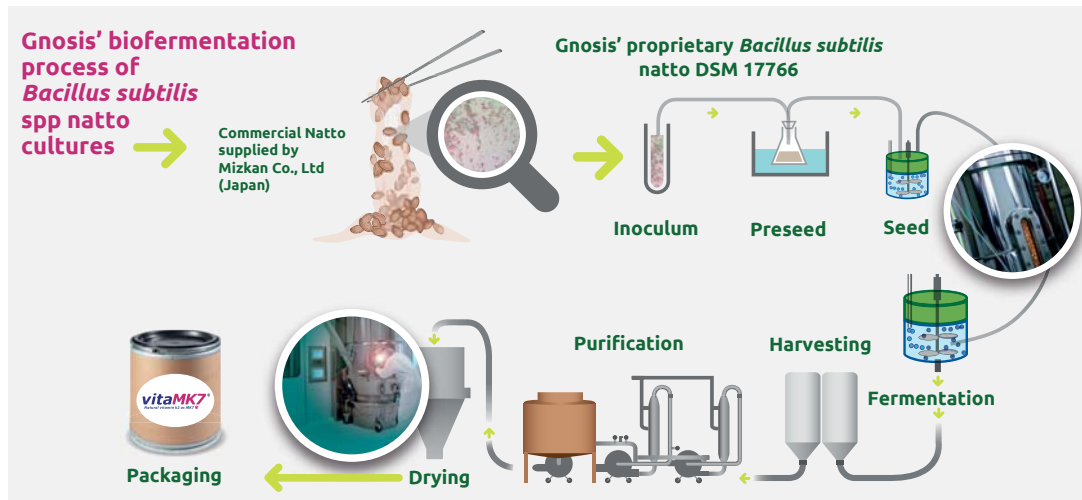
VitaMK7® is produced by Gnosis proprietary patented biofermentation process of *Bacillus subtilis* spp natto (EP 1803820; US 7,718,407; JP 5043425) in its own cGMP manufacturing site located in Pisticci, Italy.

Gnosis is the straight and direct manufacturer with no intermediaries or brokers, a warrant of origin, quality and safety of all products under vitaMK7® umbrella.



From raw material to finished large range of vitaMK7® powder/oil grades, the entire supply chain of vitaMK7® is controlled and carried out in compliance with the rules of Gnosis' Quality Management System QMS's, ISO and HACCP quality systems. Kosher and Halal certificates are also available.

The very high grade of quality chain and the proven reliability are offered by Gnosis from production to services, from preparation to processing, from storage to logistics, from transport to distribution, from administration to sale management. The Pisticci Operations is also FDA approved.



Vegan

GMO Free

Metal Free

Solvent Free

Vegetarian

Soy Free

Lactose free

Gluten Free

**vitaMK7®**  
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**VitaMK7® is free from all known allergens, metals and organic solvents, allowing for "Free From" claims**

## Incoming Events 2017

**April 18<sup>th</sup> - 20<sup>th</sup>**

**INGREDIENT MARKETPLACE**  
NUTRITION | HEALTH | FOOD | BEAUTY

World Center Marriot  
Orlando, USA  
Booth #K29

**May 9<sup>th</sup> - 11<sup>th</sup>**

Palexpo  
Geneva, Switzerland  
Booth #H49

**June 20<sup>th</sup> - 22<sup>nd</sup>**

HEALTHPLEX  
Shanghai New Int'l Expo Centre (SNIEC), China  
Booth #E7E05

**VitaMK7® tools**  
To request a copy, please contact:  
[marketing@gnosis-bio.com](mailto:marketing@gnosis-bio.com)

Stay tuned with  
**vitaMK7®**  
Natural vitamin k2 as MK7



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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