

Versatile even
for Functional Foods

VitaMK7[®] PULSE

1st Issue 2016

Welcome back to the latest news on natural VitaMK7[®]

In this first issue of 2016, **vitaMK7[®] Pulse** is focused on the versatility of this multipurpose vitamin which has great potential in the functional foods segment. Functional Foods have established themselves as an effective way to deliver beneficial ingredients, designed for promoting wellbeing with the potential for reducing the risk of certain health conditions. **Evidence suggests there is an increase in the recommendation supporting the benefits of Vitamin K2 as MK7 throughout a person's life, young to elderly.**

Stay in touch,

Silvia Pisoni
Marketing Manager

VITAMK7[®] AND THE UNCOVERED OPPORTUNITIES

One of the challenges of the food and supplement industries is to match the latest dietary recommendations with the changing patterns in food consumption and then providing solutions based on understanding the consumers behaviors and factors that influence their food choices. Consumers realize they may need to supplement their diets with dietary supplements and functional foods to meet their individual nutritional requirements. **Vitamin K2 as MK7 applied in a functional food is a real and practical opportunity for the consumer to gain a full and beneficial daily amount of this critical vitamin for bone and circulation health.**

VitaMK7[®] is well suited for addition in functional foods products, first because it offers proven benefits that consumers are looking for, but also because it can easily be used by manufactures due to its processing stability and dispersion capacity in logical food products such as milk, yoghurt and oil/butter based products (almond butter, peanut butter, etc).

Furthermore the choice of using a dairy product to deliver the Vitamin K2 as menaquinone-7 health benefits may be enhanced since the K2 might act to trigger proteins in our bodies that function to pull out calcium from the blood (protecting vascular system) and facilitate binding it into the bone matrix, building stronger bone mass.

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Knapen et al. Yogurt drink fortified with menaquinone-7 improves vitamin K status in healthy population. J Nutr Sci. 2015



Incoming Events 2016

February 26th - 27th



New York Hilton Midtown,
New York, USA
Booth #1115

May 10th -12th



Palexpo, Geneva,
Switzerland
Booth #L31

June 21st - 23rd



SNIEC, Shanghai, China
Booth #E7D26

vitaMK7[®]
Natural vitamin k2 as MK7



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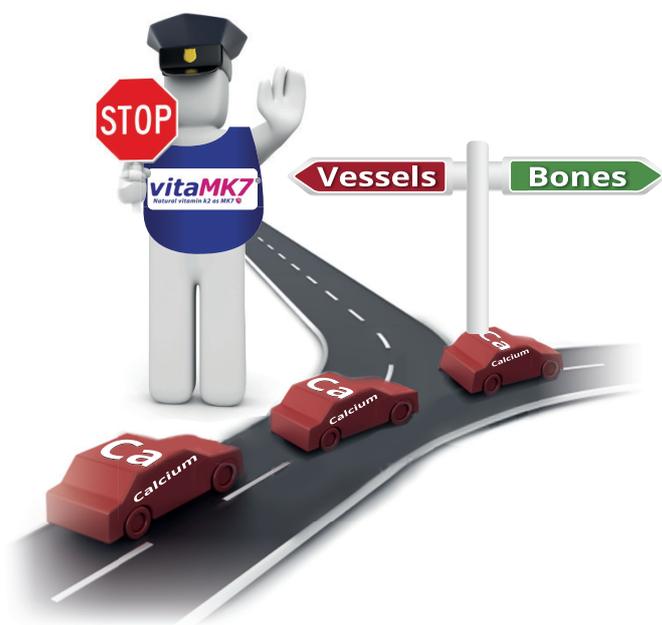


Website

Calcium Paradox: An important and timely topic

The 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.

In fact, while the consumption of calcium has become very popular, especially for preventing osteoporosis, scientific evidence has reported the “strange” relationship between osteoporosis and atherosclerosis to age and in particular the impact of these conditions on postmenopausal women. The homeostasis of calcium is regulated by the interplay of modulator compounds. Vitamin K2 as MK7 has been shown to help normalize the efficiency of calcium metabolism, supporting proper calcification of bone tissue while preventing pathological calcification of the vascular and organ systems, especially through the carboxylation of calcium-binding proteins that are vitamin-K dependent.



It is therefore not surprising to realize that by supplementing with vitamin K2 we may be able to reverse the “calcium paradox”.

Without vitamin K2, the body cannot direct calcium to the bones where it's needed; instead, the calcium resides in soft tissue (like the arteries) - leading to a combination of osteoporosis and atherosclerosis.

A dose of 45 µg/daily vitaMK7® directs calcium to the right places in the body, supporting bone health and supporting cardiovascular health.

Flore et al. “Something more to say about calcium homeostasis: the role of vitamin K2 in vascular calcification and osteoporosis.” Eur Rev Med Pharmacol Sci. 2013 September; 17(18): 2433–2440.

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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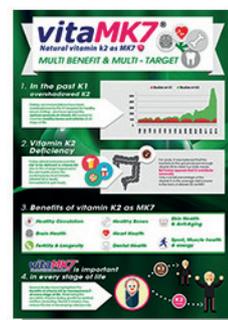
VitaMK7® website is more interesting than ever!

Recent research has shown that maintaining an optimal amount of vitamin K2 as menaquinone-7 is important in every stage of life, from childhood to elderly.

But unfortunately today almost everyone is deficient in vitamin K2, because of modern diet habits and the contemporary food industry. It became clear that assuming natural vitaMK7® is very important.

We have dedicated a newly opened section on vitaMK7® website to this topic (“vitaMK7® **MULTI BENEFITS**”) ...Users can find out here how natural vitamin K2 as MK7 may BENEFIT in EVERY SEASON OF LIFE.

The newsworthy comprehensive infographic is available for download.



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