1. **In the past K1 overshadowed K2**

Dietary recommendations have been overshadowed by the K1 required for healthy blood clotting - and have ignored the optimal amounts of vitamin K2 needed to maintain healthy bones and arteries at all stages of life.

![Diagram showing studies on K1 and K2 over time](source: Published 23/12/2015 query with "vitamin K1" and "vitamin K2".

2. **Vitamin K2 Deficiency**

Today almost everyone runs the risk to be deficient in vitamin K2 due to the change happened in the diet habits and to the contemporary food industry (vitamin K2 is nearly non-existent in junk food).

For years, it was believed that the bacteria in the gut produced enough vitamin K2 to meet our daily needs. But today appears that it contribute minimally. Only a small percentage of the vitamin K in the average diet is found in the form of vitamin K2 as MK7.

3. **Benefits of vitamin K2 as MK7**

- Healthy Circulation
- Healthy Bones
- Skin Health & Anti-Aging
- Brain Health
- Heart Health
- Sport, Muscle health & energy
- Fertility & Longevity
- Dental Health

4. **in every stage of life**

Several studies have highlighted the benefits of vitamin K2 as menaquinone-7 at every stage of life. Maximizing the accretion of bone during growth by optimal nutrition (including vitamin K intake) may reduce the risk of developing osteoporosis.
5. Stages of life
Vitamin K2-MK7 direct calcium in the right place

Childhood & Adolescents
In children and adolescent bone metabolism is highly active and osteocalcin levels are 8 to 10 times higher compared to adult bones – therefore, children require much higher levels of vitamin K2.

Without adequate vitamin K2 intake, specifically as menaquinone-7 (MK-7), calcium cannot be adequately processed in the body to build healthy, strong bones and accordingly children and adolescent may have the greater benefit from vitamin K2 supplementation.

Young Adults
Maximum skeletal mass is achieved in young adults at 18-25 years of age, as a matter of fact up to 90% of peak bone mass is acquired in this age period.

Youth is one of the most important period in which have a proper amount of vitamin k2 working, which means supplementing with VitaMK7®.

Woman’s health
Vitamin K2 is an important nutrient for women’s health in all stage of life. Most women don’t need a calcium supplement, but vitamin K2 will channel dietary calcium to the right places. Supplemental intake of MK-7 may have beneficial effects in the prevention and treatment of bone loss in postmenopausal women and a useful tool in the bone loss with aging.

Middle-aged people
The function of vitamin K2 is unique among other vitamins. It activates certain proteins in the body, such as osteocalcin in the bones, Matrix Gla Protein (MGP) in the arteries, and clotting factors in the liver. This means that VitaMK7® plays an essential role in the pursuit of cardiovascular and bone health, so strategic in middle age people.

Older People
An increasing number of aging-associated diseases are related to vitamin K2 insufficiency. Vitamin K2 is crucial for bone health: several studies have demonstrated its role in helping to treat osteoporosis and arthritis. Vitamin K2 is also associated with the inhibition of arterial stiffening, which means that increased vitamin K2 intake could be a means of lowering calcium-associated health risks.

In the brain vitamin K2 acts as an antioxidant, vitamin K-dependent proteins are now known to play key roles in the central and peripheral nervous systems.

6. vitaMK7® and health claim ingredients

- Builds strong teeth
- Builds and maintains strong bones
- Helps to maintain vascular health

7. vitaMK7® Suitable application to different consumer needs

Dietary support Food Beverage Dairy

References