

UNIQUE VALUE PROPOSITION

- The only clinically proven K2 as MK-7 for Bone & Heart health and Children's Bone health.
- **MenaQ7[®] co-branding:** add value with branded ingredients and proven benefits
- **Educational marketing support:** Marketing Tools to support our customers
- **International patents** for health indications & formulations
- **In-house production (Italy)** from the only natural K2 as MK7 source in Europe.

CLINICAL STUDIES

"Get your science from the source"

- 22+ published clinical trials with **MenaQ7[®]** have built and shaped the vitamin K2 category
- **MenaQ7[®]** and Cardiovascular Health
- **MenaQ7[®]** and Bone Health
- **MenaQ7[®]** in Healthy Populations and Children's Health
- Ongoing Research Programs with leading K2 Experts



KEY HEALTH BENEFITS

"Beyond heart & bone, we aspire for more"

- **BONE Health:** Higher bone density; reduction in fractures
- **CARDIOVASCULAR Health:** Improved arterial flexibility; reduction in "biological" age
- **CHILDREN's Health:** High vitamin K is required for peak bone mass in a young population where osteocalcin levels are 8-10x higher as compared to adults
- **Emerging research around K2:** Brain/Cognition, Metabolic syndrome (diabetes & obesity), Immunity & Respiratory infection, Sport, (ATP & inflammation modulation) and Skin
- **EFSA Claims:** **Vitamin K contributes to the maintenance of normal bones**
Vitamin K contributes to normal blood clotting

SUGGESTED DAILY DOSAGE

- Children: 45mcg
- Adolescents: 45mcg to 75mcg
- Adults: from 45mcg to 180mcg*

*180mcg is the nutritional dose used in the MenaQ7[®] 3 years-clinical trials to support bone and heart health. No current RDI for K2.

PRODUCT APPLICATIONS

"K2 solutions that set your product apart"

- Advanced solutions platform: expert formulation support to guide your vitamin K2 products development
- Tablets & capsules (standard, chewable, effervescent, hard capsules, softgels)
- Liquids (droplets, sprays, syrups)
- Gummies & soft chews
- Ready-to-drink powder
- Dairy (milk powder, yogurt)
- Combinations with minerals (**MenaQ7[®] Matrix**)

QUALITY

- High purity: >99% *all-trans* MK-7, the only active & effective form of vitamin K2
- Stability data in harsh conditions with aggressive minerals (**MenaQ7[®] Matrix**)
- Clean label, Vegetarian, Vegan friendly, Palm-Free (**MenaQ7[®] Palm-Free MCT oil**)
- Certifications: Non GMOs, Halal, Kosher, GMP, FSSC 22000, Employee Safety Certificate.

BEST PRACTICES

"Unique combinations for vital synergies"

- **MenaQ7[®] + D3**
 - **MenaQ7[®] + Omega-3**
 - **MenaQ7[®] + Minerals**
 - **MenaQ7[®] + Quatrefolic[®]**
 - **MenaQ7[®] + Adonat[®]**
- Kids Early Development
Healthy Aging
Active Lifestylers
Osteoporosis (with D3)
- Women's Health: Well-being
in times of change
Heart Smart Support
- Mood, neuroinflammation &
Mild Cognitive Impairment:
Do What You Love Longer

"Come for the K2 science, stay for the partnership"



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