

Infographic Highlights Brain Health Industry Growth

New York, NY – March 8, 2018 – Demand for supplements that support brain health is at an all-time high. Valued at \$2.3 billion in 2015, the global brain health supplement market is expected to reach \$11.6 billion by 2024.¹ BioPQQ®, an all-natural supplement that promotes nerve growth factor in the brain, has authored an infographic that illustrates this trend and the effects of the aging process on the brain.

As people age, parts of the brain shrink and communication between neurons can be reduced. This leads to problems with working memory and cognitive tasks. Studies suggest that taking BioPQQ for 24 weeks may increase memory recall and lessen the decline in cognitive function, and improve other functions like spatial awareness. Taking it for only 8 weeks may reduce confusion, anxiety and depression and improve vigor.

The infographic outlines these and other key benefits of BioPQQ that may offset some of the effects of aging on the brain. By stimulating nerve growth factor, BioPQQ can protect neurons in the brain that are susceptible to damage from aging. It has also been shown to promote mitochondrial biogenesis, which energizes brain cells.

BioPQQ has received GRAS designation, enabling it to be used as a food ingredient. It is the only supplement of its kind with New Dietary Ingredient (NDI) notification from the U.S. Food & Drug Administration, attesting to the stringent quality control and safety standards in its production. It is supported by dozens of in vitro and in vivo clinical trials.

Manufactured by Mitsubishi Gas Chemical Co. BioPQQ is sold in the U.S. through distributors and vitamin retailers. Information about and samples of BioPQQ will be available this week, at Natural Products Expo West (Anaheim Convention Center; March 7-11, 2018), booth #4169.

For more information, visit Mitsubishi Gas Chemical America's booth #4169 at Natural Products Expo West, or visit www.biopqq.com.

About Mitsubishi Gas Chemical

Mitsubishi Gas Chemical America has been leading the way in the fields of basic chemicals to specialty and advanced materials in the United States since 1984. As a subsidiary of Mitsubishi Gas Chemical Company, Inc. in Tokyo, MGCA follows the same company motto, "To offer unique products through original technology." With Tokyo leading the charge and developing innovative

¹ Source: Acute Market Reports (April, 2017). <http://www.acutemarketreports.com/report/brain-health-supplements-market>

new technologies and materials, MGCA strives to bring that excellence to the shores of the United States of America. For more information, visit www.mgc-a.com.

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