

Mitsubishi Gas Chemical America
Natural Products Expo West Preshow Press Release

Powerful and Safe Supplement Enhances Nerve Growth Factor to Support Brain Health
BioPQQ®, only supplement of its kind with NDI notification, receives “GRAS” designation;
See innovation at Natural Products Expo West Booth # 4169

New York, NY – February 7, 2018 – Interest in supplements to support brain health has risen dramatically in recent years. A series of clinical studies suggest that BioPQQ®, an all-natural supplement manufactured by Mitsubishi Gas Chemical Co., supports cognitive health by promoting nerve growth factor in the brain as well as the creation of mitochondria, the powerhouse of cells that are critical to brain and heart functioning.

BioPQQ is the only supplement of its kind to have successfully negotiated the New Dietary Ingredient (NDI) notification process with the U.S. Food & Drug Administration, attesting to the stringent quality control and safety standards in its production. Recently, BioPQQ received GRAS (“generally regarded as safe”) designation, enabling it to be included as a food ingredient. Mitsubishi’s proprietary fermentation process for harvesting BioPQQ naturally is well-controlled and well-documented. No other compound of its kind on the market has been as rigorously tested and studied.

BioPQQ is sold in the U.S. through distributors and vitamin retailers. Information about and samples of BioPQQ will be available at **Booth #4169** at Natural Products Expo West (Anaheim Convention Center; March 7-11, 2018).

As suggested in dozens of in vitro and in vivo clinical studies and trials, BioPQQ may have significant physiological benefits for heart and brain health, with anti-oxidative and neurogenerative effects. By potentially stimulating Nerve Growth Factor, BioPQQ may help protect neurons from potentially harmful oxidative stress. Neurons in the brain are susceptible to lethal damage from oxidative stress, and BioPQQ has been shown to inhibit neurotoxicity and promote “mitochondrial biogenesis” to energize cells, particularly in the brain. Its anti-oxidative effect has been demonstrated to be significantly higher than both Vitamin C and Vitamin E.

The global brain health supplements market is expected to reach \$11.6 billion by 2024, up from \$2.3 billion reported in 2015¹, reflecting significant consumer concerns about maintaining healthy brain functioning. Older consumers hoping to delay normal cognitive decline associated with aging are considered the dominant buyers of brain health supplements. However, surveys indicate that a younger demographic is increasingly engaged in using supplements to support brain health in order to foster greater mental focus and acuity.

“Consumers of all ages are increasingly interested in supplements that support brain health, but they are also concerned about safety,” says Shoji Matsukawa, general manager, organic

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

chemicals sales & marketing for Mitsubishi Gas Chemical America. “BioPQQ has been rigorously tested in numerous studies. Its NDI notification is a significant demonstration of safety and efficacy because the FDA questions the identity or safety profile of the ingredients in many NDI filings. This quality assurance is critical for consumers who are taking precautions to improve their mental acuity and live a healthy lifestyle.”

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 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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