

Mitsubishi Gas Chemical America  
Natural Products Expo West 2019 Press Release

### **Memory Supplement Found to Provide Additional Health Benefits for Consumers of All Ages**

*Clinical studies show BioPQQ® can increase energy, reduce stress and improve sleep*

**New York, NY – February 5, 2019** – Fueled by a rise in awareness towards natural supplements and rapid growth of the e-commerce nutraceutical industry, the brain health supplement market is expected to reach \$5.813 million USD by 2023, growing at a CAGR of 8.8% from 2017 to 2023.<sup>1</sup> Although senior citizens represent a large portion of the market for brain health supplements, students and athletes are increasingly turning to brain health supplements to get a leg up on competition.

In keeping with this trend, BioPQQ® (Natural Products Expo West booth #3475) has sought registration from Informed-Sport and Informed-Choice as a supplement tested for WADA-banned ingredients. BioPQQ is recognized for its clinically proven brain health benefits like boosted nerve growth factor and increased mitochondrial biogenesis. Studies, including human clinical trials, have shown that taking BioPQQ daily can lead to increased vigor, less fatigue, reduced tension-anxiety and better sleep.

“Any substance that an athlete puts into their body can impact their performance as well as the outcome. There are many unsafe, poorly tested, and illegal sports products currently available on the market,” said Shoji Matsukawa, general manager, organic chemicals sales & marketing for Mitsubishi Gas Chemical America. “BioPQQ has been tested many times over the years and been proven to be safe and effective.”

BioPQQ is the only compound of its kind with New Dietary Ingredient (NDI) notification from the U.S. Food & Drug Administration, another testament to the stringent quality control standards placed on every batch of the ingredient. BioPQQ has GRAS (“generally recognized as safe”) status in the U.S. and appears on the European Union’s Approved List of Novel Foods, which represents a significant opportunity for European food manufacturers to fortify products with a safe and effective brain health supplement. BioPQQ is sold as MGCPQQ® in the EU.

For more information, visit Mitsubishi Gas Chemical America’s booth #3475 at Natural Products Expo West (Anaheim, CA, March 5-9, 2019). To meet with a BioPQQ representative at the show, contact Bailey Mullins, [bailey.mullins@finnpartners.com](mailto:bailey.mullins@finnpartners.com).

To learn more about BioPQQ visit [www.biopqq.com](http://www.biopqq.com). Follow us on Twitter @BioPQQ and connect with us on [Facebook](https://www.facebook.com/biopqq).

#### **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

---

<sup>1</sup> <https://www.openpr.com/news/1500469/Brain-Health-Supplements-Market-Value-Expected-to-Grow-5-813-Million-by-2023.html>

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](http://www.mgc-a.com).

This product is not intended to diagnose, treat, cure or prevent any disease.

###