

**For Immediate Release**

**Mitochondria-Activating, Energy-Enhancing Ingredient to be Featured at SupplySide West 2019**

*BioPQQ® can boost mitochondrial biogenesis, ultimately energizing cells that are critical to brain and heart functioning*

**New York, NY** – August 27, 2019— Mitochondrial health is a key component in the regulation of cognitive function, memory, energy and mood. However, mitochondrial function begins to decline as people age, leading to a decrease in overall health of the brain, heart and other organs.

Supplement manufacturers and nutraceutical professionals looking to add a mitochondria activator to their product formulas can learn more about BioPQQ at the Mitsubishi International Food Ingredients (MIFI) booth (#2021) at SupplySide West in Las Vegas, Oct. 15- 19.

Manufactured in Japan by Mitsubishi Gas Chemical Co. Inc through a proprietary fermentation process, BioPQQ is clinically proven to boost cognitive health by enabling mitochondrial biogenesis, the process of increasing and dividing mitochondria within cells. This process is critical to regulating mitochondria levels, and in return enhancing energy and decreasing stress. One animal study published in [Biochemistry](#) showed that BioPQQ stimulates mitochondrial production at a rate 500 to 1,000 times higher than other ingredients known to support mitochondrial function.

“Optimizing mitochondria is key to increasing energy, boosting mood levels and supporting cognitive function,” says Shoji Matsukawa, general manager, organic chemical sales and marketing for Mitsubishi Gas Chemical America. “BioPQQ is a safe, natural ingredient that can be used by any manufacturer who is looking to target cognitive health by promoting the creation of new mitochondria and nerve growth factor.”

Tested and researched for more than three decades, BioPQQ is the only ingredient of its kind with the New Dietary Ingredient (NDI) notification from the U.S. Food & Drug Administration. Additionally, the ingredient is also certified by Informed-Choice and Informed-Sport quality assurance program guaranteeing that BioPQQ is manufactured to high-quality standards and is diligently tested for substances banned by World Anti-Doping Agency (WADA) list, assuring its safety for athletes and consumers looking to boost their energy. Further, BioPQQ has Generally Recognized as Safe (GRAS) status and appears on the EU’s Approved List of Novel Foods.

Learn more about BioPQQ at the MIFI booth #2021 at SupplySide West or visit [www.biopqq.com](http://www.biopqq.com) for more information. This product is not intended to diagnose, treat, cure or prevent any disease.

**About Mitsubishi Gas Chemical Co., Inc.**

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 innovating

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)