

For Immediate Release

Mitochondria Supplement Ingredient BioPQQ® Proves its Safety and Efficacy Through Years of Research

Supplement manufacturers jeopardize brand reputation and credibility when using ingredients not backed by scientific research and testing

New York, NY – February 12, 2020—The safety and efficacy of ingredients is a major concern and selecting the right ingredients for a manufacturer’s supplement is critical in today’s market. More consumers are choosing daily supplements for a healthier lifestyle and opting for a clean label, meaning they want products made with ingredients they recognize or trust. According to Market Watch, the supplement industry has a predicted CAGR of 8.8 percent by 2024.

Interest in supplements to support brain health has risen dramatically in recent years. The global brain health supplements market is expected to reach \$11.6 billion by 2024, up from \$2.3 billion in 2015. Encouraging nerve growth and higher levels of healthy mitochondria are important to the brain’s performance and longevity. [BioPQQ](#) has been proven to boost mitochondrial biogenesis, ultimately energizing cells that are critical to brain and heart functioning.

BioPQQ is a safe, all-natural supplement compound manufactured through a proprietary fermentation process that has been fully characterized and widely tested in animals and humans to support its efficacy and safety.

“BioPQQ has been well-studied and validated for its high quality and safety with each batch being tested for food-grade standards,” said Shoji Matsukawa, vice president of Mitsubishi Gas Chemical America. “Today, nearly two dozen manufacturers in North America use BioPQQ in their product formulas because of this. While there are other PQQ imitations being marketed as also being safe, they don’t have the scientific research or evidence to substantiate those claims.”

BioPQQ is manufactured in Japan by Mitsubishi Gas Chemical Co. and is the only one of its kind to:

- Receive **New Dietary Ingredient (NDI)** notification from the U.S. Food & Drug Administration (FDA). The FDA has stringent qualifications. To receive an NDI notification, the product must demonstrate it does not present a significant or unreasonable risk of illness or injury. The FDA favorably approves approximately 30 percent of NDI submissions, attesting to BioPQQ’s safety.
- Be certified by **Informed-Choice and Informed-Sport** quality assurance programs, which conduct rigorous checks and testing to ensure products are not contaminated with banned substances. Athletes who see the Informed Choice logo on a product can be assured it is not contaminated with substances banned by the World Anti-Doping Agency (WADA).

The same ingredient is known under the brand name MGCPQQ® in Europe and registered on the European Union’s list of Novel Food Ingredients.

Supplement manufacturers and nutraceutical professionals looking to add a safe, well-studied and trustworthy mitochondria-enhancing ingredient to their product formula can learn more about BioPQQ

at the Mitsubishi Gas Chemical (MGC) booth #3568 at Natural Products Expo West, March 3-7 in Anaheim, California.

For more information about BioPQQ, visit www.biopqq.com. This product is not intended to diagnose, treat, cure or prevent any disease.

About Mitsubishi Gas Chemical Co., Inc.

As a subsidiary of Mitsubishi Gas Chemical Company, Inc. in Tokyo, 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 pioneer in its research of pyrroloquinoline quinone (PQQ), Mitsubishi has manufactured a safe, all-natural supplement ingredient that supports cognitive function and mitochondrial biogenesis and is branded as BioPQQ in North America and Japan, and MGCPQQ in Europe. The powerful ingredient is a natural source of PQQ and made through a proprietary fermentation process. BioPQQ/MGCPQQ have multiple certifications and registrations attesting to its safety, efficacy and high-quality standards. For more information, visit www.biopqq.com, www.mgcpqq.eu or www.mgc-a.com.