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# Ingredientsinsight

ESSENTIAL INDUSTRY INTELLIGENCE

[www.ingredients-insight.com](http://www.ingredients-insight.com)

## What's the alternative?

A look at the milk replacers shaking up the industry



Covid-19's global impact ● GOED's omega-3 verdict ● Cocoa's path to progressive farming

*“A platform of quality  
and demonstrated efficacy”*

*“Unparalleled support”*

## What customers are saying about

**MenaQ7<sup>®</sup>**  
Vitamin K2 as MK-7  
by NattoPharma

*“Supports our efforts  
educating doctors”*

*“The only company  
sponsoring clinical trials”*

NattoPharma believes in true partnerships – earning your business and supporting you with through the formulation and marketing of the safest, most effective Vitamin K2 products.

## K2 Solutions For All Of Life's Stages

Visit us at **Vitafoods 2020, Stand J110**

# K2 science, solutions and support

**NattoPharma** is a global vitamin K2 leader in the pharmaceutical industry through its safe and effective bone and heart-health mechanism, which can benefit all stages of life. The company demonstrated this through its MenaQ7 Vitamin K2 as MK-7, as the source material for all of its studies. However, a partnership with NattoPharma spans far beyond the comfort of scientific validation.

**T**here is a substantial amount of evidence confirming the mechanism and health benefits of vitamin K2.

This is because NattoPharma has driven this science, providing its MenaQ7 Vitamin K2 as MK-7, as the source material demonstrating the value of K2 for the betterment of human health in adults as well as children.

The 19-plus MenaQ7 published studies, substantiating bone and cardiovascular benefits, paved the way for the K2 market to develop, yet more research continues today. The ongoing clinical trials on MenaQ7 will continue to strengthen its scientific portfolio as the only clinically proven K2 as MK-7, while also creating more opportunities for market growth.

Even more noteworthy, NattoPharma's clinical work has earned the attention of the medical community, which is now pushing its own research into K2 cardiovascular benefits for patients.

Due to its long-standing relationships with leading researchers, NattoPharma's customers enjoy the trusted expertise from using the most researched K2's on the market, ensuring their products will effectively deliver promised benefits.

## The solutions

The MenaQ7 brand displays continuous innovation based on new clinical research, IP developments and enabling technologies that deliver K2 solutions for a broad range of finished product applications. With complete control over manufacturing, NattoPharma consistently and safely delivers high-quality MenaQ7 ingredients, the only brand offered as both natural and nature-identical vitamin K2 as MK-7.

Proprietary manufacturing processes and the highest-quality measures deliver the best K2 on the market. To achieve an ultrapure vitamin K2 as MK-7 active ingredient, the MenaQ7 technology isolates and extracts the vitamin K2 from the fermentation substrate,



NattoPharma is the complete vitamin K2 supplier, offering manufacturers turnkey solutions to efficiently create and effectively market the most impactful products featuring the only clinically validated K2.

leaving it void of fermentation residues and unknowns. NattoPharma then further purifies and concentrates the K2 to a single all-*trans* vitamin K2 as MK-7 molecule. This final step is noteworthy as the majority of K2 suppliers do not implement it.

Furthermore, NattoPharma's innovation continues through its development of a platform of finished product concepts in tandem with MenaQ7 K2 solutions, a key success factor that ensures increased opportunity in finished product possibilities for all of life's stages.

## Invested support

NattoPharma is invested in its customers' successes, from assisting them through the formulation and product development process, to a fully established science and innovation-based marketing and communication platform, all backed by clinical substantiation.

The company's commitment to clinical validation is matched only by its efforts to present those developments to the media and, in turn, practitioners and consumers. This began with a large-scale US PR

campaign centred on the publication of the three-year MenaQ7 cardiovascular study, making K2 part of the media vernacular. In 2019, NattoPharma engaged in a year-long UK campaign highlighting to hundreds of thousands of health-minded consumers the importance of vitamin K2 for all ages.

Its media outreach is done in cooperation with its finished product partners, ensuring that consumers and practitioners are immediately connected to the quality products featuring MenaQ7.

## The impact

NattoPharma's science has identified K2's impact in all age groups, adult and child populations, and MenaQ7 is the only K2 proved to deliver health benefits. The company's expertise guides brand-owners through the process of creating standout products, finding the best MenaQ7 K2 Solution for their formulation goals. NattoPharma's support will help brand-owners cultivate a marketing message that resonates with end users. ●

[www.menaq7.com](http://www.menaq7.com)