

Mitsubishi Gas Chemical America
Vitafoods Europe 2019 Press Release

Ingredient Launching in European Union Supports Mitochondrial Activation, Offers Wide Range of Health Benefits

MGCPQQ®, listed as a Novel Food Ingredient, to be showcased at Vitafoods Europe stand #56

New York, NY – April 2019 – A growing elderly population and rising health consciousness amongst consumers throughout Europe are expected to push the nutrition and dietary supplement market to continue its tremendous growth through 2025.¹ At the same time, supplements supporting brain health are catching the interest of consumers of all ages seeking more energy, better sleep and mood and enhanced working memory.

Aligning with this movement, Mitsubishi Gas Chemical is introducing MGCPQQ®, the safe and effective cognitive health supplement, to the European market at this year's Vitafoods Europe (Palexpo, Geneva, Switzerland; May 7-9, 2019) and launching a new microsite www.mgcpqq.eu on May 1. MGCPQQ, included on the European Union's list of Novel Foods in 2018, is the most widely researched and tested ingredient of its kind.

Clinical studies suggest the ingredient can activate mitochondrial biogenesis, meaning it can energize the mitochondria in cells. Studies also show that MGCPQQ can potentially support Nerve Growth Factor, and that the ingredient may play a role in nerves and other organs growing or recovering after being damaged. Neurons are susceptible to lethal damage from oxidative stress, and neuronal death is regarded as a causal factor in some cognitive disorders.

The all-natural ingredient is manufactured in Japan by Mitsubishi Gas Chemical and is the only pyrroloquinoline quinone available for purchase by nutraceutical companies and supplement manufacturers in Europe. It's the same trusted ingredient as BioPQQ®, known in North America and Asia for its safety and effectiveness.

"The ingredient has been well-received in the US, and we are incredibly excited to be launching it in the European market at Vitafoods," said Shoji Matsukawa, general manager, organic chemicals sales & marketing for Mitsubishi Gas Chemical America. "MGCPQQ has been extensively tested and has shown to help support mitochondrial activation and cognitive function."

MGCPQQ is the only ingredient of its kind to earn a spot on the EU's approved list of Novel Foods. Receiving Novel Foods registration establishes that food supplements and ingredients are held to high level of safety and efficiency standards for European consumers. MGCPQQ is the same ingredient as BioPQQ, which is the only supplement of its kind with NDI notification

¹ <https://www.grandviewresearch.com/industry-analysis/europe-nutrition-supplements-market>

from the U.S. Food and Drug Administration and GRAS status, enabling it to be used as a food ingredient.

MCLS Europe, which provides a variety of safe, healthy and functional food ingredients for the food and beverage industry worldwide, is the first distributor of MGCPQQ in the European Union.

For more information, visit Mitsubishi Gas Chemical America's stand #B56 at Vitafoods Europe, and the website www.mgcpqq.eu, beginning May 1. Follow us on Twitter @MGCPQQ.

To meet with an MGCPQQ representative at the show, contact Maria Ciubotaru, maria.ciubotaru@finnpartners.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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