

Mitsubishi Gas Chemical to Showcase Powerful Anti-Aging Ingredient that Outperforms Existing Mitochondria-Activating Supplements at Fi Europe 2019

Studies reveal MGCPQQ® can help increase mitochondria up to 1,000 times more effectively than other mitochondria boosters known to enhance these organelles in the cell

New York, NY – November 12, 2019—Consumers around the world are increasingly becoming more conscientious of the types of ingredients they are ingesting and are looking for more natural and healthy alternatives to include in their diet, according to a study conducted by Statista. In fact, the Market Research Future reports that the global health supplement market is expected to grow by a CAGR of 7.8 percent by 2023.

Similarly, there's a growing interest in mitochondria due to its many benefits to overall health. Mitochondrial health is critical for regulating cognitive function, memory, energy and mood. Although mitochondria decrease in number and efficiency as we age, ingredients like MGCPQQ can help enhance mitochondria activation. Supplement manufacturers looking to add this mitochondria-activator to their formulas can learn more about MGCPQQ at Mitsubishi Gas Chemical's stand 7P70 at Food Ingredients Europe (Paris, France; December 3-5, 2019).

"With the European market being so health-driven, it's important to educate nutraceutical professionals on why mitochondria is important to consumers' general wellbeing," said Shoji Matsukawa, general manager, organic chemicals sales & marketing of Mitsubishi Gas Chemical America. "MGCPQQ is more than just a cognitive health supplement ingredient and mitochondria is more than just an energy-enhancer. Together they work as a link between anti-aging and improved cognitive health."

As an energy generator, mitochondria – known as the powerhouse of the cell – must be properly cared for and fed to keep cells functioning. MGCPQQ, a safe, all-natural supplement ingredient manufactured by Mitsubishi Gas Chemical Co. Inc in Japan, has been shown to help activate mitochondria biogenesis and work up to 10 to 1,000 times better than Resveratrol and NMN – ingredients known to support mitochondria production.

MGCPQQ is created through a proprietary fermentation process utilizing bacteria found in nature, in contrast to many other supplement ingredients that are made through synthetic means. Mitsubishi's manufacturing process keeps the natural characteristics of PQQ intact, those of which you can find in various vegetables and fruits.

MGCPQQ has been well-studied and documented through nearly 40 years of scientific research and peer-reviewed literature. MGCPQQ was also shown to help support Nerve Growth Factor (NGF) production and has positive effects on stress, fatigue, sleep and vigor.

MGCPQQ is the only supplement ingredient in Europe registered on the European Union's list of Novel Food Ingredients. As a result, it is often sought after for its stringent safety and quality regulations. The same safe ingredient is sold in North America and Japan labeled as BioPQQ, which is the only supplement of its kind with an NDI notification from the U.S. Food and Drug Administration and Generally Recognized as Safe (GRAS) status – enabling it to be used as a food ingredient. MGCPQQ is also certified in Informed-Sport and Informed-Choice quality assurance programs, guaranteeing its safety for athletes.

To meet with an MGCPQQ representative at the show, contact Maria Ciubotaru, maria.ciubotaru@finnpartners.com. For more information about MGCPQQ, visit Mitsubishi at stand #7P70 at Food Ingredients Europe, and the website www.mgcpqq.eu.

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.

Every effort has been made to ensure that the information contained in this material is reliable and has been verified. The information is intended for a professional audience in a non-commercial context only. It should not be used in communications directly targeting consumers. Users of this material should be aware that the use of this information in a different context or modifications such as changes in the wordings, omissions or additions, as well as adding pictorials can have legal consequences. MGCPQQ shall therefore have no liability whatsoever in these circumstances, including any loss or damage resulting from the use of this document or the information contained herein. Corporations using this information in relation to their branded products should seek their own legal advice as part of due diligence.

###