

EU'S RISING AGING POPULATION TURNING TO NATURAL SUPPLEMENTS TO HELP OPTIMIZE OVERALL WELLBEING

Market research discovers increased rates in healthy ageing supplements, invoking the need for ingredient regulations to guarantee product safety and efficacy

(New York, NY – June 7, 2023) – Asia and Europe are home to some of the world's oldest populations countries. With the median population age continuing to increase across EU Member States, and more than one fifth of the population aged 65 or above, recent trends indicate consumers are focused on improving overall health and wellness by adopting alternative, holistic approaches to practice healthy ageing.¹ As reported by Grand View Research, the European health supplement market is expected to grow by a CAGR of 5.8 percent by 2030.²

With an ageing population, intentional strides must be made to optimize both physical and mental health. Instead of looking to delay the inevitable ageing process, consumers are turning to nutraceuticals to promote well-being, extend their health span and improve longevity. However, these increasing trends underscore the need for supplements that have been tested and vetted so manufacturers can ensure the safety and efficacy of ingredients.

One such ingredient, MGCPQQ, has long been tested for its many heart and brain health benefits and is currently the only ingredient of its kind to be registered as a Novel Foods by the European Commission. Within the European Union, the nutraceutical industry must forgo extensive government regulations to guarantee the purity and content of supplements. Without a regulatory endorsement, manufacturers are unable to confirm a product's authenticity which can lead to harmful ramifications for consumers.

Developed by Mitsubishi Gas Chemical (MGC), MGCPQQ has been shown to activate mitochondrial biogenesis, which is crucial for memory recall and longevity, while boosting Nerve Growth Factor, important for neuron development and cognitive function. Healthy mitochondria has long been identified as a key indicator in the aging process, but overtime, can become naturally impaired and lose their functionality and efficiency. Thus, supplements that can reenergize mitochondria can help regulate overall cognitive function, memory, energy, and mood.

“With the European market demonstrating increased interest in healthy ageing supplements, it's important their demands are matched by credible, scientific-based ingredients,” said Shoji Matsukawa, general manager, organic chemicals sales & marketing of Mitsubishi Gas Chemical America. “Through our established technology and decades of research, Mitsubishi Gas Chemical is able to naturally produce the best quality PQQ that aligns with EU regulations, providing consumers with proven ingredients that target mitochondria and support a healthy lifestyle.”

In order to receive the Novel Foods classification, MGC had to provide scientific data for MGCPQQ to prove its quality and safety for human consumption. The Japanese ingredient manufacturer developed MGCPQQ using a proprietary fermentation and purification process that is well-studied and documented through extensive scientific research and peer-reviewed literature. As the only PQQ ingredient manufacturer to hold a Novel Foods Registration, MGC has sole exclusivity to sell PQQ in Europe under the MGCPQQ brand.

¹ https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Population_structure_and_ageing

² <https://www.expertmarketresearch.com/reports/europe-dietary-supplements-market>

MGCPQQ is marketed and sold in North America and Japan 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 Ingredients (formally called the Informed-Sport and Informed-Choice quality assurance programs), verifying that every batch includes no substances banned by the World Anti-Doping Agency (WADA).

For more information about MGCPQQ, visit www.mgcpqq.eu. 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 MGCPQQ in Europe, and BioPQQ in North America and Japan. The powerful ingredient is a natural source of PQQ and made through a proprietary fermentation process. MGCPQQ/BioPQQ have multiple certifications and registrations attesting to its safety, efficacy and high-quality standards. For more information, visit www.mgcpqq.eu, www.biopqq.com or www.mgc-a.com.