



Supplement Manufacturers Trust PQQ Ingredients that are Extensively Researched and Received Novel Foods Listing for Quality, Safety, and Efficacy

Food and dietary supplement sales in Europe have steadily increased over the years. Consumers' interest in boosting immunity and maintaining overall health has become paramount, a trend accelerated by the global pandemic five years ago. A 2022 survey conducted by Ipsos for Food Supplements Europe (FSE) studying EU consumers' behaviours, attitudes and practices towards nutraceuticals found that almost nine in 10 respondents had used a food supplement once in their lives, and the vast majority of this group (93 percent) had used them in the last 12-month period. Despite life returning to normal for many, the trend of healthy living supported by food and dietary supplements is here to stay.

As health-conscious consumers seek advice from doctors, medical professionals, and pharmacists on nutraceuticals, EU supplement manufacturers must offer products with high-quality, thoroughly researched, and proven safe and effective ingredients. While there are many reasons why a consumer may choose to buy one supplement over another, respondents to the Ipsos survey indicated that the most important factor was the product's ingredients or nutritional information with 84 percent saying this was "very or fairly important to them." With so much riding on the

transparency surrounding the ingredients in a product and the thoroughness of regulatory reviews, supplement manufacturers are taking the necessary steps to ensure they adhere to the highest safety and efficacy standards and that their products are backed by scientific research.

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Recognizing the importance of quality, Mitsubishi Gas Chemical Co., Inc. (MGC) in Japan has pioneered the development of health food ingredients, focusing on pyrroloquinoline quinone (PQQ), a naturally occurring antioxidant found in trace amounts in vegetables, fruits, and meat. This vitamin-like substance has been commercialized as a nutraceutical. Under the brand name MGCPQQ®, MGC developed a natural source of PQQ using a proprietary fermentation process, ensuring the compound's purity and that it's free from synthetic additives or contaminants—an important consideration for consumers who are increasingly concerned with ingredient transparency.

Extensive research has shown that MGCPQQ provides antioxidant protection to brain cells and acts as a mitochondrial booster. Mitochondria, also known as the powerhouse of the cell, are responsible for regulating cognitive function, memory and energy, but their production begins to slow as one ages causing the brain and vital organs to weaken. MGCPQQ appears to have the reverse effect, instead promoting the development of healthy mitochondria, essentially infusing the cells with energy and resulting in the growth of mitochondria clusters in cells. Several studies have also indicated MGCPQQ can help enhance brain health and mood with test subjects demonstrating improved learning, stronger focus, better memory, and reduced depression and anxiety.

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It is because of these proven health benefits that MGCPQQ is the preferred ingredient choice used in countless food and dietary supplements that are sold in pharmacies, drug stores, supermarkets and online retailers throughout Europe, and as BioPQQ®, globally.

German supplement manufacturer BellMeda has developed nutritional products for over a decade, offering more than 200 products to address various health and wellness needs and boost immunity. As part of their robust portfolio, BellMeda sells three products containing MGCPQQ, all designed to boost mitochondria, called PQQ 20, Novemit and Mitonativ.



“MGCPQQ is a vital component for mitochondrial health,” said Ion Ciobanu, owner and CEO of BellMeda. “I knew from the beginning that this ingredient had a strong scientific basis, so it was always our intent to use this component in different formulations.”

Ciobanu first learned about MGCPQQ at Vitafoods Europe and was impressed by MGC’s commitment to proving the ingredient’s safety and efficacy. MGCPQQ has been rigorously tested, well-studied and documented through scientific research and peer-reviewed literature, evident by more than 1,000 in vitro, animal and human clinical studies over the past 40 years.

In 2018, MGCPQQ became the first and only PQQ ingredient approved as a Novel Food within the European Union, giving MGC sole exclusivity to sell it in the EU. This designation, granted after a thorough safety evaluation by the EFSA, underscores the ingredient’s compliance with the EU’s rigorous safety and quality standards.

It’s for these reasons that Ciobanu chose to use MGCPQQ over a knockoff PQQ for his products.

“It’s simple, Mitsubishi had the data and (Novel Foods) status that we needed,” added Ciobanu. While there are other manufacturers who sell PQQ at a lower price, he sees no reason to make a switch and risk his company’s reputation. “We’re not the type of company to source the cheapest raw materials; we’re focused on using ingredients with research-backed benefits to ensure our products effectiveness.”

BellMeda and KENAY Poland and KENAY GmbH have experienced year-over-year sales growth for their PQQ products, attributing their success to MGCPQQ. While there are many companies that claim their PQQ ingredient is safe and effective, it is only through documented studies and clinical trial data that supplement manufacturers can be assured that their declarations are true. MGCPQQ is still the most thoroughly researched ingredient of its kind, and the human and animal clinical trial data around this compound continues to grow. MGCPQQ has been established to be well-tolerated and may have significant mitochondria-activating and neurogenerative benefits to support healthy ageing, making it the clear choice for supplement manufacturers looking to gain an edge over its competitors and the trust from their customers.

Learn more at [MGCPQQ.eu](https://mgcpqq.eu). June 2025



The Novel Foods designation is also what led KENAY company to incorporate MGCPQQ in its premium line products, which is sold in Poland through KENAY Poland and in Europe through KENAY GmbH, mainly in Germany.



“The fact that MGCPQQ can be found on the Novel Foods list was the most important thing for us because there’s no substitute for premium quality,” said Mateusz Kiełbasa-Załęcki, a specialist in searching and implementing new products for KENAY.

The company, which has been in business for 34 years and offers more than 400 dietary supplements for people interested in healthy and active lifestyles, purchased its first batch from MGC in 2015 (MGCPQQ is sold as BioPQQ in the US) and has been buying MGCPQQ from MCLS Europe (MGC’s main distributor) since 2019.

Kiełbasa-Załęcki said Japanese companies are known for making superior products and are highly regarded when it comes to nutraceutical supplement ingredients. It’s one of the reasons why KENAY Poland and KENAY GmbH designed special premium packaging for its PQQ product. KENAY GmbH has further enhanced their product by incorporating an OLED label, which highlights the brand and dosage information.

“Japanese products are synonymous with quality, and our customers expect the best,” said Kiełbasa-Załęcki.

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