

The Balchem Beat

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VitaCholine | JETS

Proud Partner of the New York Jets

K2MTAL



Official Partner of FC Bayern Women

Premier Ingredients for Premier Athletes



Balchem Sparks a New Era in Sports and Active Nutrition at Vitafoods Europe 2025

Balchem Beverage Solutions

Explore the Power of OptiMSM®

Balanced Nutrition: The Role of
Protein, Healthy Fats, and Fiber

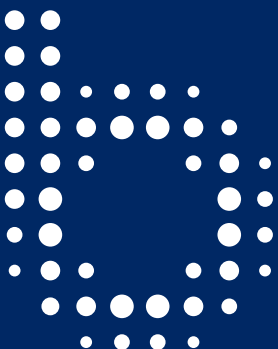
Spring into Wellness: How
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Editor's Note

Dear Balchem Community,

Welcome to the latest edition of Balchem Beat! This month we're thrilled to share our innovations and insights that are shaping the future of nutrition and wellness.

Join us at Vitafoods Europe 2025, where we proudly sponsor the "Premier Ingredients for Athletes" category. Discover how our top-tier ingredients are revolutionizing sports and active nutrition.

Explore our beverage solutions that simplify product development and inventory management. Our systems approach ensures consistency and control.

Dive into the benefits of OptiMSM® for joint health and mobility on our new web page. OptiMSM® supports joint comfort, flexibility, and overall mobility, backed by extensive research.

Understand the crucial role of protein, healthy fats, and fiber in balanced nutrition. These components are essential for long-term health, sustained energy, and disease prevention.

Don't miss our webinar replay on cardiovascular health with Lena Leder, Ph.D., exploring market intelligence, research, and ingredient innovations supporting heart health.

Last, learn about the latest findings on ferrous bisglycinate for blood donors, highlighting its benefits in mitigating iron deficiency without gastrointestinal discomfort.

We value your feedback and would love to hear your thoughts on this edition of Balchem Beat. Please share your comments and suggestions with us.



**Warm regards,
Balchem Beat Editorial Team**



Balchem Sparks a New Era in Sports and Active Nutrition **at Vitafoods Europe 2025**

Join us at Vitafoods Europe 2025, where we proudly sponsor the **"Premier Ingredients for Athletes"** category. Discover how our top-tier ingredients are revolutionizing sports and active nutrition.

Meet us to discuss our latest influencer partnerships with the New York Jets and FC Bayern Women. Explore our portfolio of quality, science-backed solutions, including:

- **K2VITAL™** for healthy bones and hearts
- **VitaCholine®** for supercharged bodies and minds
- **OptiMSM®**, the leading MSM brand for joint health and beauty from within
- **Albion® Minerals** featuring magnesium bisglycinate, Ferrochel®, and Creatine MagnaPower®
- **VitaCholine® Pro-Flo**, the first microencapsulated choline for seamless incorporation into multivitamins for cognitive health

Meet us at booth 3G30 at Vitafoods Europe in Barcelona, May 20-22, 2025. Don't miss this chance to dive into the dynamic world of sports and active nutrition!

For more details about the event, click here.
We look forward to seeing you there!



K2VITAL™

 **VitaCholine®**

OptiMSM®

 **Albion®**
Minerals



Premier Ingredients
for Premier Athletes



Visit us at
Vitafoods Europe 2025



Explore the Power of **OptiMSM®**

We're excited to announce the launch of our brand-new web page dedicated exclusively to OptiMSM®, Balchem's leading solution for supporting joint health and mobility.

OptiMSM® is a clinically validated, high-quality source of methylsulfonylmethane (MSM), which provides essential sulfur needed for healthy joints, ligaments, and connective tissue. Backed by extensive research, OptiMSM® helps maintain comfort, improve flexibility, and promote overall joint wellness.

On our new web page, you'll find detailed information on how OptiMSM® can:

- Support joint comfort and flexibility
- Enhance overall mobility and quality of life
- Combine effectively with other joint-support nutrients for maximum benefits



Discover more about this innovative solution and how it can help you maintain an active and vibrant lifestyle.

Visit the new OptiMSM® joint health page today.



Balchem **Beverage Solutions**

Let Balchem support your beverage product development and simplify your inventory management through our systems approach. Our beverage systems are categorized as Stabilizers, Sweeteners, Mouthfeel Modifiers, Nutrients, and Flavor + Color. We deliver peace of mind by adding consistency and control to your product's manufacturing process.

**Visit us at IFT First 2025.
Click here to learn more.**



Getting enough of these nutrients in our diets offers numerous benefits:



Protein

builds and repairs tissues, supports immunity, and sustains satiety. It keeps us feeling full longer, aiding in weight management.



Healthy Fats

provide a key energy source and concentrated forms of energy. They also support nutrient absorption by helping to absorb fat-soluble vitamins (A, D, E, K) and support brain health and cognition.



Fiber

is key for our digestive health, promoting regular bowel movements, gut microbiome balance, and blood sugar control.

Balanced Nutrition: The Role of Protein, Healthy Fats, and Fiber

Balancing our diets with the right foods is essential for long-term health, sustained energy, and disease prevention. Some of the most crucial components are protein, healthy fats, and fiber.

Meeting Consumer Demands with Balchem Ingredients

Today's consumers are more informed and selective than ever, demanding foods and beverages that not only taste great but also deliver meaningful health benefits. The growing emphasis on wellness has fueled the rise of products rich in protein, healthy fats, and dietary fiber—nutritional components associated with satiety, digestive health, heart health, and sustained energy.

Whatever your food and beverage application, Balchem can help in the development of high-quality products that resonate with today's health-conscious consumers. We specialize in formulating for both nutritional impact and consumer appeal in this fast-evolving marketplace.

As consumer awareness and demand for nutritious food products continue to grow, partnering with Balchem can help you develop innovative solutions that truly resonate with health-conscious individuals. Discover how our protein products can elevate your offerings by visiting the **Z-Crisps®** and **VitalBlend™** product pages.





Spring into Wellness:

How Folate Nourishes Brain Health for New Moms

Spring is a time for change. For women navigating pregnancy and postpartum, these times of change can feel especially profound as they navigate shifts in both body and mind.

During pregnancy, women draw from their own nutritional stores to support their baby's growth. **Folate, being as a key nutrient in pregnancy, is critical for baby's development, supporting healthy cell division and closure of the neural tube.** For mothers, folate is just as important for brain health and cognition through maintaining normal levels of homocysteine.

Getting enough folate during pregnancy and the transition to motherhood is critical, especially as mothers navigate the cognitive challenges that come with their new responsibilities.

Replenishing folate stores with a bioactive form like Optifolin+® supports healthy brain function, helping mothers have the cognitive clarity they need during this transitional time. Its design as a bioactive, **choline-enriched folate gives Optifolin+® a significant advantage over the ordinary folic acid found in most prenatal supplements by promoting superior absorption.**

During these crucial times, the safety of both mom and baby is a top priority. As a nature-identical form of folate, Optifolin+® is considered the safe choice for women during pregnancy and postpartum, being comparable to the type of folate found in breast milk.

Like spring, pregnancy and postpartum periods are a times of transformation, and the right nutritional support with Optifolin+® can help women navigate these transitions with confidence and clarity.

Talk to our experts to learn more about the cognitive benefits of Optifolin+®





Enhancing Blood Donation **with Ferrous Bisglycinate**

Worldwide, over 100 million whole blood donations are made each year, providing a critical resource for life-saving transfusions and treatments. This invaluable supply depends on the generosity of 65 million blood donors. Regular whole blood donation is associated with loss of iron and an elevated risk of developing iron deficiency.

Iron Supplementation in Blood Donors

Blood donor organizations in Finland and Denmark have recognized the importance of iron supplementation to mitigate iron deficiency in donors. Finland offers ferrous bisglycinate as a standard supplement, while Denmark provides it to donors who experience gastrointestinal issues with regular iron supplements.

Recent Findings on Ferrous Bisglycinate

A recent randomized controlled trial (RCT) has highlighted the benefits of ferrous bisglycinate in blood donors. The study observed lower levels of gastrointestinal discomfort among participants, which may be attributed to the iron-bound chelates in ferrous bisglycinate. These chelates prevent binding to absorption-inhibiting dietary compounds, resulting in higher fractional iron uptake and lower gastrointestinal side effects.

Effective Iron Supplementation Strategy

The study found that daily supplementation with 60 mg of iron was the most effective strategy for mitigating iron deficiency, low hemoglobin, and especially low ferritin levels, without introducing gastrointestinal discomfort or affecting donors' intention to return for future donations.





Case Study: Finland

At the Finnish Red Cross Blood Service (FRBCS), approximately 118,000 donors make over 188,000 whole blood donations per year. Female donors aged 18-25 receive 40 tablets, while other donors receive 20 tablets of 50 mg ferrous bisglycinate with 50 mg ascorbic acid. This policy was modified in 2018-2020 to focus

on the youngest female donors, who are most at risk for low ferritin levels. Donors are recommended to donate based on their age and gender, with specific guidelines to ensure optimal iron levels.

Conclusion

Ferrous bisglycinate has shown promise as a low-dose iron formulation for ferritin-guided iron supplementation in blood donors, offering a solution to iron deficiency without gastrointestinal discomfort.

As blood donor organizations continue to refine their iron supplementation policies, ferrous bisglycinate stands out as a beneficial option for maintaining donor health and ensuring a steady supply of blood donations.

Source article: <https://www.medrxiv.org/content/medrxiv/early/2025/01/03/2025.01.03.25319940.full.pdf>

Webinar on **Cardiovascular Health**

Our hearts and hardworking cardiovascular systems are still taking a beating — cardiovascular health concerns affect millions of U.S. consumers each year. Consumer demand for support continues to rise, with supplement sales projections in the category estimated to top \$3.5 billion for 2024, according to Nutrition Business Journal's 2024 Condition Specific Report.



Join **Lena Leder, Ph.D., Nutrition Science Manager at Balchem**, as she sits down with SupplySide Supplement Journal to explore:

- **Market intelligence on the vascular health arenas** most poised for growth and the connection with the burgeoning GLP-1 market.
- Enlightening **research and ingredient innovations supporting heart health** and the entire vascular system.
- Insights on the **latest research in specific ingredients like vitamin K2** and proprietary botanicals, and how they can inform your product pipeline priorities.

Click the link to watch the replay!





Magnesium Bisglycinate Supplements and Fitness Club Trends

The supplement industry is evolving, with notable trends in product launches and distribution channels. This report highlights the growth in magnesium bisglycinate supplements and emerging opportunities within fitness clubs and gyms.

Magnesium Bisglycinate Supplement Launches

Magnesium bisglycinate has seen a remarkable increase in product launches:

- **Product Launch Growth:** From 2020 to 2024, launches featuring magnesium bisglycinate grew at a compound annual growth rate (CAGR) of 35.71%, significantly higher than the overall magnesium supplement market (CAGR of 7.4%).
- **2024 Peak Activity:** 2024 was particularly active for new product launches, indicating strong market interest and consumer demand.

> 35 %

Launches featuring magnesium bisglycinate, from 2020-2024, growth (CAGR)

Supplements in Gyms and Fitness Clubs

AI technology integration is transforming gyms and fitness clubs' role in the supplement market:

- **Fitness Membership Growth:** Fitness memberships increased by nearly 6% in 2023, the highest annual growth rate since 2017 (Health and Fitness Association).
- **Market Potential:** The sports nutrition and weight management category, valued at \$69.86 million, is seeing small but growing sales in gyms, with an annual growth rate of around 6 to 7%.
- **Current Market Landscape:** While most gyms sell few supplements, exceptions include Gold's Gym with its private label line, and upscale fitness clubs like Life Time and Equinox are also entering the supplement space.

Conclusion

The growth in magnesium bisglycinate supplement launches and the increasing integration of supplements in fitness clubs present significant opportunities for businesses in the nutrition and wellness industry. Companies should leverage these trends to expand their product offerings and distribution channels, particularly in environments where consumers seek to enhance their fitness and nutrition regimens.





Events
Ahead

Events — See You There

14 MAY 2025	Regional IFTs: Northeast Worcester, MA
14—15 MAY 2025	TIA, USA Temecula, CA
16—18 MAY 2025	ACOG Annual Clinical & Scientific Meeting Minneapolis, MN
18—22 MAY 2025	IBA - Baking Düsseldorf, Germany
19 MAY 2025	GDC Barcelona, Spain
20—22 MAY 2025	Vitafoods Barcelona, Spain
22 MAY 2025	Regional IFTs: Lake Erie Solon, OH
31—03 MAY-JUNE 2025	Nutrition 2025 Orlando, FL
09—11 JUNE 2025	IDDBA Houston, TX
23—25 JUNE 2025	Active Nutrition Summit Vienna, Austria
24—26 JUNE 2025	Nutriform Business Days Mandelieu-La Napoule France
14—16 JULY 2025	IFT First Chicago, IL

Schedule a meeting with us, here:



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at ACOG
Annual Clinical
& Scientific
Meeting



↑ Join Us at IBA-Baking



← Let's Meet
at Vitafoods
Europe

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