

# The Balchem Beat

Issue 34

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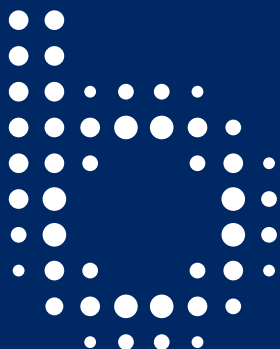
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# Editor's Note

Dear Balchem Community,

Welcome to the November/December edition of Balchem Beat! As we approach the close of 2025, we're excited to share the latest milestones, innovations, and insights from across our organization. This issue celebrates the power of partnerships spotlighting how our ingredient brands are making an impact from stadiums to store shelves, and how collaboration continues to drive our mutual success.

Inside, you'll find stories of breakthrough consumer engagement, new research shaping the future of nutrition and wellness, and updates on our most dynamic industry events. Whether you're a long-standing collaborator or a new connection, we invite you to explore how Balchem's commitment to science, quality, and partnership can help you achieve your business goals.

Thank you for being part of our journey to make the world a healthier place. We look forward to building even greater success together.

**Warm regards,  
Balchem Beat Editorial Team**







# Celebrating Our Sports Partnerships: 2025 Milestones and the Power of Ingredient Brands

Last year at Balchem HNH, we took an exciting step forward: we brought our **ingredient brands directly to consumers**. From the sidelines to center stage, we're raising awareness about the health benefits behind our science and educating consumers on why **ingredient quality matters**.

We kicked things off with **VitaCholine®** through our exciting partnership with the **New York Jets**. Soon after, **K2VITAL™** joined the field with a partnership with **FC Bayern Women** in Germany—a perfect fit for a truly global brand.

## 2025: A Turning Point for Our Sports Collaborations

This year marked a major milestone for both partnerships. For the **first time**, our VitaCholine and K2VITAL teams connected **directly with consumers** at two iconic sports venues: **MetLife Stadium** with the Jets and **Allianz Arena** with FC Bayern Women.



At the FC Bayern Women's season kick-off, more than **57,000 fans** filled the stands, which is the **highest attendance ever** for a women's football match in Germany! It was the perfect stage to celebrate women's sports, health, and quality nutrition.

## Engagement That Matters

Our booths were buzzing with excitement as curious fans stopped by to meet our teams and experts. They asked intelligent questions like:

- "Why is VitaCholine beneficial for cognition?"
- "How can I support stronger bones with K2VITAL?"
- "Why should I check the supplement label for the right ingredient?"

It was inspiring to see so many consumers eager to learn how science-backed nutrition can make a difference in everyday health, and why quality ingredient brands matter in a crowded industry.



Image: Tom Druke, Sr. Marketing & Business Development Manager from Balchem at MetLife Stadium.

## From Stadiums to Socials: The Conversation Continues

The energy didn't stop at the stadium! We took the excitement online, continuing lively conversations with high-profile influencers and fans across social media, expanding the reach and impact of our activations and sports partnerships through paid and earned media.

Together with a valued brand partner in Germany, we built a seamless bridge between the **Allianz Arena fan experience**, our **on-site promotions**, and **our brand partners webshop**. This collaboration became a **win-win success** story, showcasing the power of **co-branding** and joint activation. This is a winning model we're excited to carry forward, linking our ingredient brands' NY Jets and FC Bayern Women partnerships to a real product experience that engages consumers and involves customers who, like us, are committed to excellence.

## Looking Ahead

We're proud of these first steps in our **consumer awareness journey** and thrilled with our strong debut on social media and the level of consumer engagement, curiosity, and trust we've inspired so far. In 2026 we'll continue to grow B2B2C **ingredient branding** for our champion brands, leveraging our **sports partnerships**.

We'd like to extend our heartfelt thanks to everyone who has supported Balchem's consumer awareness kick off—our sport teams, partners, influencers, fans, and stakeholders. With each event, post and collaboration, we're building something special: a community united by our mission "Making the World a Healthier Place".



Image from left: Merve Kalem, Marketing Communications Senior Manager and Bettina Bendig, Marketing Director from Balchem at Allianz Arena.





# OptiMSM® at BeautyPass Live NYC 2025: **Elevating Beauty from Within**



OptiMSM® was proud to be a featured sponsor at BeautyPass Live NYC 2025, the industry's premier event celebrating innovation in skin and haircare. Held at Lavan Midtown, this year's gathering brought together more than 650 beauty professionals, influencers, and enthusiasts for a night dedicated to the future of beauty.

## Our Role at BeautyPass Live

As a trusted ingredient partner for leading beauty-from-within brands, OptiMSM was front and center at the event:

**Gift Bag Experience:** Every attendee received a special OptiMSM gift bag featuring Doctor's Best MSM Powder featuring OptiMSM. This hands-on introduction allowed guests to experience the benefits of MSM for skin health and hair support, reinforcing OptiMSM's reputation for quality and efficacy.

**Brand Activation:** Our team engaged with attendees, sharing the science behind MSM and how OptiMSM supports radiant skin and strong, healthy hair from the inside out.

**Industry Conversations:** We joined discussions with top beauty experts and innovators, highlighting the importance of ingredient transparency, research-backed benefits, and the growing demand for ingestible beauty solutions.





Image: Jessica Arnaly, Sr. Marketing & Business Development Manager from Balchem attending the event.

**OptiMSM® - Trusted by brands.**  
Loved by consumers.  
Proven for beauty from within.

**OptiMSM®**

### Event Highlights

- **650+ attendees** from across the beauty industry
- **Dozens of interactive brand experiences** and expert-led sessions
- **OptiMSM® gift bags** valued at over \$600, featuring Doctor's Best MSM Powder

### Why OptiMSM Matters

OptiMSM is the world's most trusted source of MSM, supporting beauty-from-within products that deliver real results. At BeautyPass Live, we showcased how OptiMSM can help brands:

- **Differentiate with science:** Proven benefits for skin and hair health, backed by science.
- **Meet consumer demand:** Today's shoppers want holistic beauty solutions—OptiMSM helps brands deliver.
- **Build trust:** Ingredient transparency and consistent performance are at the heart of every OptiMSM partnership.

### Thank You for Joining Us

We're grateful to everyone who connected with OptiMSM at BeautyPass Live NYC. Whether you're formulating your next beauty-from-within product or looking to add proven skin and hair support to your lineup, OptiMSM is here to help.

Want to learn more about OptiMSM or discuss partnership opportunities?

**Contact our team here**



# Why the World Is Paying Attention to **Digestive Health Again**

Gut health has gone from clinical to cultural. Once confined to supplements and symptom relief, digestive wellness is now a main factor of holistic health, influencing how people shop, eat, and feel. With associations with mental clarity, energy, immunity, mood, and metabolic balance, consumers are making gut health a top priority in their daily routines.

## Key Drivers Behind the Gut Health Movement

That demand is showing up on store shelves as global product launches with digestive claims have grown 8% year-over-year and interest in fiber has surged by 19%, according to Innova Market Insights.

One of the most significant drivers of this trend is the widespread use of GLP-1 medications like Ozempic, Wegovy, and Mounjaro. Originally developed for diabetes, these drugs are now widely used for weight loss.

Consumers are turning to gut-friendly products to promote immune health, satiety, and metabolic balance, understanding the important role of digestion in overall wellness.





## Let's Co-create the Future of Gut Health Together

At Balchem, we're proud to support digestive wellness with our StabiliPro™ line of functional ingredients. These ingredients promote stability, improve flowability, and maintain low water activity (LWA) environments for probiotic survival:

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### **StabiliPro™ Inulin:**

A prebiotic fiber that supports beneficial gut bacteria and digestive regularity with instantized properties for optimal dispersibility and flow in capsules, tablets, and powdered formats.

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### **StabiliPro™ Rice Maltodextrin:**

A clean-label, highly flowable excipient ideal for moisture-sensitive applications in powders and capsules.

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### **StabiliPro™ Potato Maltodextrin:**

A plant-based excipient that supports stability in moisture-sensitive formats and enhances clean-label appeal.

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### **StabiliPro™ Isomalt:**

A sweet, highly flowable excipient that masks off-tastes, perfect for nutrient-rich formulations requiring taste optimization.

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Whether you're formulating a prebiotic powder blend or boosting fiber content in a gut-friendly functional beverage, StabiliPro can help you bring your next innovation to life.

**Connect with a Balchem representative to  
start formulating with confidence.**







# Balchem's Beverage Innovation: **Seamless Systems**

In today's fast-paced beverage landscape, brands are constantly seeking ways to deliver indulgent flavor, functional benefits, and manufacturing efficiency without compromising quality. That's where we shine. With cutting-edge technologies like **Chocolate Dairy Powders (CDPs)** and **INjoy™ Beverage Systems** is helping formulators simplify development while elevating the consumer's experience.

Balchem is more than an ingredient supplier, we're your formulation partner. Our technologies are built on:

- **Simplify development**
- **Ensure consistency**
- **Support scale-up**
- **Deliver consumer-loved experiences**

Whether you're launching a new hydration line or reformulating a classic chocolate drink, our beverage systems make it easier to get from concept to shelf-deliciously and efficiently.





## Decadence Made Easy: **Chocolate Dairy Powder Technology**

Chocolate Dairy Powders (CDPs) are a game-changer for brands looking to deliver rich, satisfying chocolate flavor in dairy and plant-based beverages. These powders are crafted using premium cocoa and tailored to meet a variety of nutritional and sensory goals:

- **Low-calorie and no sugar added options**
- **Customizable flavor and color profiles**
- **Consistent performance and flavor delivery**

Whether you're creating a nostalgic chocolate milk or a modern mocha protein shake, CDPs offer indulgence with ease – no messy mixing, no flavor inconsistencies, just smooth integration, and delicious results.



Partner with us to  
create your next:

- Functional water
- Fruit drink
- Dairy and plant-based beverage
- Sports and energy drink

**Beverages**



**Chocolate Dairy Powders**



**INjoy™ Flavor Systems**



## INjoy™ Flavor Systems: **Beverage Systems That Work Smarter**

Balchem's approach to beverage formulation goes beyond ingredients – it's about systems. Our complete beverage systems are designed to streamline from development to production:

- **Simplified batching and formulation**
- **Consistent finished product quality**
- **Reduced inventory complexity**
- **Faster time to market**

By combining sweeteners, stabilizers, emulsifiers, and flavor-color systems into easier-to-use formats, Balchem makes it easier for brands to innovate without the formulation headaches.





# Preventing Iron Deficiency in Pregnancy

## Why Inflammation and Adiposity Matter More Than You Think

Iron deficiency (ID) is one of the most common nutritional challenges during pregnancy, and its consequences can be serious. From postpartum hemorrhage and preterm birth to impaired infant neurodevelopment, the risks are well-documented. But new research published in *The Journal of Nutrition* reveals a deeper layer to the story: maternal adiposity and inflammation may significantly increase the risk of iron deficiency, even when daily iron supplementation is provided.

## The Study: Iron Status in Pregnant Women with Varying Body Composition

In a secondary analysis of a randomized controlled trial involving 125 pregnant women, researchers examined iron status across three groups: normal weight, overweight, and obese. All participants received a multivitamin containing 17 mg of elemental iron daily.

**Despite supplementation, 40% of women developed iron deficiency by the third trimester, with the highest prevalence among those with obesity (50%). The study found:**

- Lower ferritin and transferrin saturation (TSAT) in women with obesity throughout pregnancy
- Higher levels of proinflammatory cytokines (CRP, IL-6, IL-1 $\beta$ ) in the first and second trimesters among women with obesity
- A more pronounced decline in hemoglobin in overweight and obese women compared to those with normal weight
- Soluble transferrin receptor (sTfR) emerged as the most accurate early predictor of late-pregnancy iron deficiency

## Why Inflammation Disrupts Iron Metabolism

Obesity is associated with chronic low-grade inflammation, which can interfere with iron absorption and utilization. Elevated cytokines

**40%** of women developed  
iron deficiency by  
the third trimester



like IL-6 and TNF- $\alpha$  may stimulate hepcidin production, a hormone that blocks iron absorption and release. This inflammatory environment can mask iron deficiency in routine blood tests, making early detection more difficult. The study suggests that **iron deficiency in women with obesity may begin before pregnancy** and worsens as iron demands increase during gestation.

## Rethinking Iron Supplementation in Prenatal Care

The findings challenge the adequacy of current prenatal iron recommendations. The standard 17 mg/day provided in many multivitamins may not be sufficient, especially for women with higher adiposity and inflammation.

**Ferrochel®** offers a science-backed solution. Ferrochel is a patented chelated iron designed for:

- **High bioavailability:** Optimized for absorption, with superior absorption in pregnant women
- **Gentle on the stomach:** Clinically shown to cause fewer gastrointestinal side effects than inorganic iron
- **Stable and safe:** Ideal for sensitive populations, including pregnant women

Ferrochel supports better iron status throughout pregnancy, helping reduce the risk of complications for both mother and baby.

## The Path Forward: Personalized Nutrition for Pregnancy

This study underscores the need for:

- **Early screening** using markers like sTfR, especially in women with overweight or obesity
- **Personalized iron supplementation** based on body composition and inflammation status
- **Updated dietary guidelines** that reflect the increased iron demands of pregnancy

We're committed to advancing maternal health through innovative nutritional solutions. Ferrochel is part of that mission, helping healthcare providers and formulators meet the evolving needs of pregnant women worldwide.

**Click to read the full study:**



**Albion®**  
**Ferrochel®**







Science  
Update

The  
**Balchem  
Beat**

# Optifolin<sup>+</sup>® Sets New Standard for Folate Bioavailability

A new clinical study published in Food & Nutrition Research and featured in Balchem's press release confirms that Optifolin<sup>+</sup>®, Balchem's choline-enriched L-5-methyltetrahydrofolate (L-5-MTHF) folate ingredient, is up to 2.6 times more bioavailable and absorbed up to 3.5 times faster than standard folic acid in healthy adults. This breakthrough offers supplement brands and manufacturers a powerful new option for supporting cellular health.

**2.6x**  
more bioavailable

**3.5x**  
faster than standard folic  
acid in healthy adults

## Superior Bioavailability and Rapid Absorption

The randomized, double-blind study compared Optifolin<sup>+</sup> to standard folic acid in healthy adults. Researchers found that plasma concentrations of L-5-MTHF, the bioactive form of folate, were significantly higher after Optifolin<sup>+</sup> intake. Optifolin<sup>+</sup> increased folate status by over 240% more than folic acid and reached maximum plasma levels in under an hour, compared to 2.8 hours for folic acid. Optifolin<sup>+</sup> did not increase unmetabolized folic acid (UMFA), unlike folic acid.





## Delivering Bioactive Folate

Folate, also known as vitamin B9, is essential for DNA and RNA production, amino acid synthesis, and methylation reactions that support brain, cardiovascular, and epigenetic health. Many supplements use synthetic folic acid, but up to 31% of Europeans and 40% of Americans have genetic variations that reduce their ability to convert folic acid into the bioactive L-5-MTHF form. Optifolin<sup>+</sup> provides a direct, efficient solution for these individuals avoiding the metabolic bottleneck entirely.

## Optifolin<sup>+</sup> Offers Bioactivity and Methylation Support

Eric Ciappio, PhD, RD, Senior Manager, Nutrition Science at Balchem HNH, explains that Optifolin<sup>+</sup> is the bioactive, choline-enriched L-5-MTHF form of folate, which bypasses the metabolic and genetic challenges associated with folic acid. The study demonstrates real bioavailability advantages for consumers. Optifolin<sup>+</sup> also provides seven times the methyl groups found in standard folate forms, supporting methylation, and offers excellent solubility and stability for easy formulation.

Lauren Eisen, Senior Marketing & Business Development Manager at Balchem, notes that the study included healthy men and women across a wide age range and saw significant benefits. With clinically backed superior bioavailability and a 7X methyl group advantage over other folates, Optifolin<sup>+</sup> gives supplement brands a powerful tool to support health at all stages of life.

### Read More

To read the full press release click here



To access the published study click here



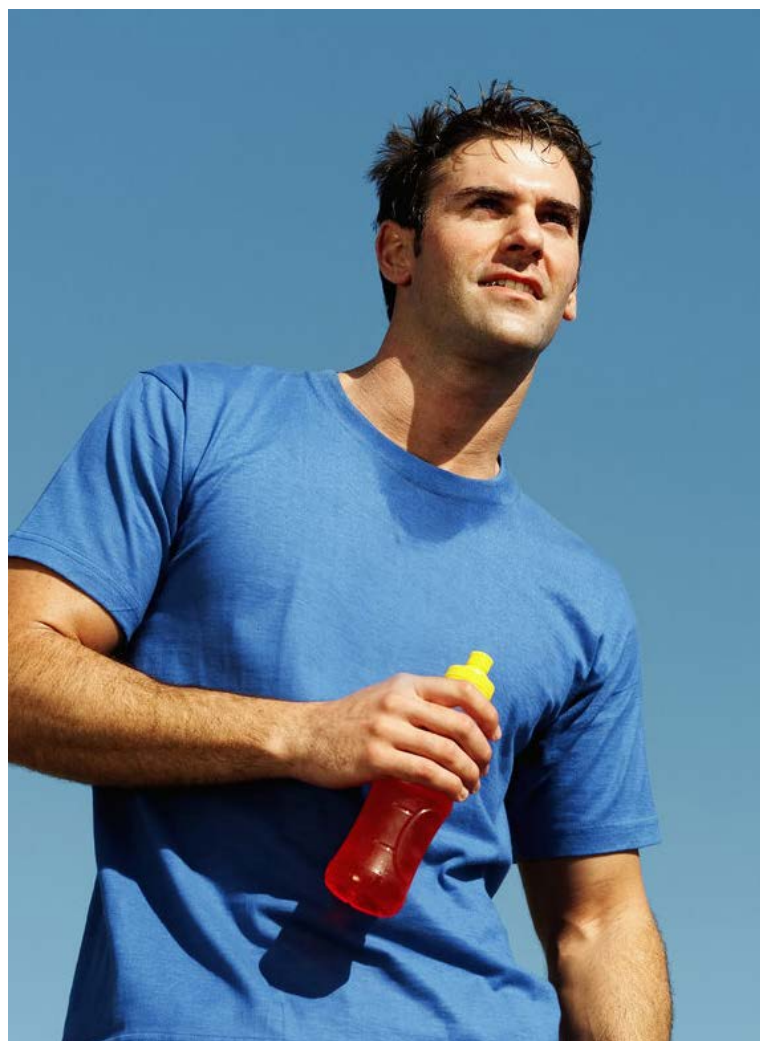
# 31%

of Europeans

# 40%

of Americans

have genetic variations that reduce their ability to convert folic acid into the bioactive L-5-MTHF form







Despite ongoing challenges such as a declining birthrate in the United States, products containing choline have emerged as a key growth driver in the prenatal and postnatal vitamin market. According to Nielsen xAOC data for the latest 52 weeks ending September 6, 2025, sales of prenatal and postnatal vitamins with choline grew at a robust 15% CAGR, reaching \$58.3 million—up from \$44.3 million two years ago. In contrast, standard prenatal and postnatal vitamins saw a 3% decline over the same period.

### Choline Enables **Premium Pricing**

The addition of choline not only boosts sales but also allows brands to command a premium price. The average retail unit price for prenatal and postnatal products with choline was \$26.80, compared to \$15.89 for standard products. This price differential highlights the value consumers place on choline as a differentiating ingredient.

# ↑ 58.3 M

Sales of prenatal and postnatal vitamins with choline in the United States, in the last year

## Choline Drives **Growth** in the Prenatal and Postnatal Vitamin Space





## Broader VMS **Category Trends**

Looking at the broader US Vitamins, Minerals, and Supplements (VMS) category, **total supplement sales reached \$69.3 billion in 2024**, with a 4.8% CAGR from 2020. The fastest-growing segments include Healthy Aging (+11.2%), Fitness and Energy (+8.0%), and Children's General Health (+8.7%). Notably, Fitness and Energy is now the second-largest supplement category, reflecting evolving consumer priorities. While most categories are expanding, Cold, Flu, and Immunity supplements have declined (-3.4%), though immunity remains a sought-after attribute in functional beverages.

## Key Takeaways for B2B Partners

- **Choline is a growth catalyst** in the prenatal and postnatal segment, both in volume and value.
- **Premium pricing opportunities** exist for products featuring choline.
- **Fitness, energy, and healthy aging** are leading growth areas in the VMS category.
- **Immunity attributes** continue to influence innovation, especially in beverages.

For partners looking to innovate or expand their portfolio, choline and other high-growth segments present compelling opportunities for differentiation and margin expansion.

### Sources:

- Nielsen xAOC Latest 52 weeks ending 6 September 2025
- Nutrition Business Journal 2024 US Condition-Specific Report



## Events — See You There

26  
NOV 2025

### CMA Annual Conference

Sydney, Australia

25—27  
NOV 2025

### CPHI India

Delhi, India. Booth 6.M02A

2—4  
DEC 2025

### FiEurope

Paris, France. Booth 71K47

7—9  
DEC 2025

### BevNET Live Winter

Marina del Rey, CA. Silver Sponsorship

**Schedule a meeting with us, here:**



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