

VitaCholine® Wins Cognitive Function Ingredient of the Year

VitaCholine® recently won NutraIngredients-USA's prestigious Nutra Award for Ingredient of the Year - Cognitive Function. We are proud and humbled by this accomplishment.

VitaCholine is the premier source of choline, an essential nutrient that supports baby's brain development. [A clinical study recently published by Cornell University researchers](#) showed significant brain benefits for babies born to moms who received supplemental choline during pregnancy. VitaCholine was also featured in a 2022 study, positively impacting the DHA status in pregnant women who supplemented with [choline and DHA](#).

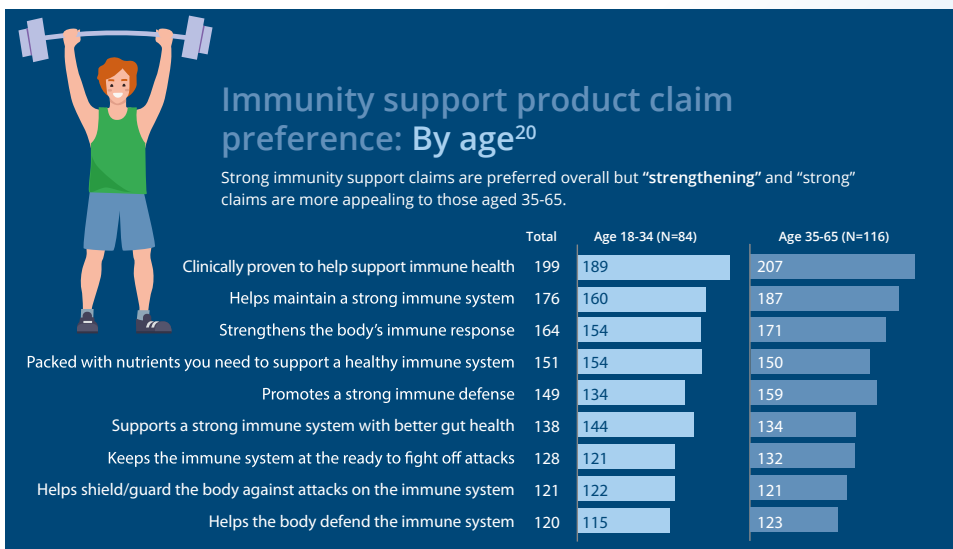
To learn more about VitaCholine® and hear about our recent Attitude & Usage study on the cognition category, [click here](#).



“Consumers’ Redefined Path to Wellness” Reveals Immune Health is Still Top of Mind Amongst Americans

Our recent Attitude & Usage study captured insights, behaviors and needs from 600+ US consumers. Key insights on immune health revealed continued interest for proactive wellness amongst disrupted consumers, with 65% saying they're more conscious of their immune health since the pandemic.

More than 1 in 3 consumers are currently taking a zinc supplement to support their immunity and 53% of Americans say their ideal dietary supplement would offer immunity support. With strong interest amongst dietary supplement users, consumers of food and beverage also have immunity on the mind, with 46% seeking immune health benefits from fortified foods.



Base: Immunity Support Users/Considerers (N=200)



SCIENCE UPDATE

Magnesium Bisglycinate Chelate Enhances Vitamin D Status

Our knowledge of nutrient synergies continues to expand. Vitamin D and Magnesium share important metabolic interrelationships, yet the intakes of both Magnesium and Vitamin D tend to be low across the general population. Furthermore, the prevalence of inadequate intake of both nutrients is higher among obese individuals compared to those of normal weight. This is especially important as both nutrients play important roles in health.

For example, Magnesium was just granted a qualified health claim for the reduction of hypertension by the US FDA.

Recently published research in the journal Nutrition examined the interaction between Magnesium Bisglycinate Chelate and Vitamin D (Mg + Vit D) in an overweight / obese population in a randomized, double-blind, placebo-controlled trial. The results showed that the combination of Mg + Vit D was more effective at raising serum Vitamin D status (as 25-hydroxyvitamin D) than supplementing with Vitamin D alone in this overweight/obese population. In addition, the Mg + Vit D group showed a significant reduction in systolic blood pressure among individuals with hypertension.

Are you looking for additional ways to formulate with minerals and nutrients that work together to optimize health? [Connect with us!](#)

TrenDish™

Summer Ice Cream Flight Features On-Trend Flavors and Variegates to Delight Your Senses

Looking for some flavor inspiration? Check out our latest TrenDish™ ice cream flight featuring delectable desserts that align with consumer trends and desires.

Enjoy the unique taste of Avocado Toast, a smooth-textured avocado and buttered toast flavored ice cream, dipped in a butter bliss coating and sprinkled with lightly toasted sesame seeds.

Try Dad Bod, our chocolate stout flavored ice cream with a salted pretzel fudge variegate.

Fancy frozen yogurt? Berry Parfait is your go-to with ripe delicious fruits like strawberry, blueberry and raspberry, coated with crunchy granola.

Quilly may be your next favorite treat, a light pink whipped cream and marshmallow flavored ice cream, blended with real pieces of juicy fruit and slivered almonds.

Rounding out our summer tasting menu is CornMilk, sweet flavored ice cream with subtle hints of maple and molasses, garnished with a reddish orange sumac flavored swirl and crunchy roasted corn variegate.

[Click here](#) to order a sample of any of our new flavors or variegates.



Consumer-Driven Prototypes Showcased at IFT

How exciting it was to be back in person for IFT this year! Missed it? We have you covered.

The **Boost U** stick pack series was an opportunity to choose your own adventure. Our take on easy-to-access customized nutrition! Cognition is a top health benefit that today's consumers seek, with more than 1/3 of the US population having taken a cognition support supplement in the past 6 months, the Consumer's Redefined Path to Wellness. The Cognition SKU featured VitaCholine® Choline Chloride and VitalBlend® MCT 7510.

The **Boost U** Longevity stick pack was designed to address the nutritional needs of the 40+ consumer and capitalize on the preventative care trend of today's consumers. This SKU featured Calcium Citrate Malate, VitaCholine® Choline Bitartrate, MetaMag® Magnesium Bisglycinate Chelate, Z-life™ Zinc Max 27%, and Pea Protein.

The **Good Mood Food Bar** was inspired by consumer interest in mental health products. A delicious dark chocolate coated caramel sea salt snack bar featured ingredients from all of our HNH business units: Medium Melt Caramel Inclusions, Encapsulated Pretzel Sea Salt, Z-Crisps® 60% Pea Protein Crisps S, Dark Chocolate Flavored Coating, VitalBlend® MCT 5005, VitaCholine® Choline Chloride, MetaMag® Magnesium Bisglycinate Chelate TF.

To learn more about our prototypes or to order a sample, [click here](#).



Upcoming Events & Webinars

VitaCholine®: The DHA Booster Webcast
August 23, 2022 | 2PM EDT | [Register here](#)



Presented by **Nutritional
OUTLOOK**

International Baking Industry Exposition (IBIE)
September 18-21, 2022 | Las Vegas Convention Center | Booth #7432

Balchem's 1st Annual Longevity Summit
September 20, 2022 | Crystal Springs Resort, New Jersey