

# The Balchem Beat

Issue 27  
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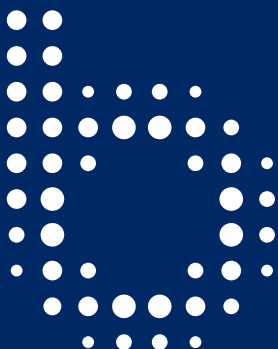
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# Editor's Note

The  
**Balchem  
Beat**

Dear Balchem Community,

Balchem is excited to share the latest updates from our team, featuring a wide range of innovative products, groundbreaking research, and strategic partnerships.

Get ready for a dynamic Balchem presence at SupplySide West 2024 (booth #5165)! We'll be unveiling our bold new brand identity, a refreshed premium portfolio, and the highly anticipated launch of Optifolin+®, our supercharged choline-enriched folate.

Balchem is taking a significant step to bridge the gap between B2B and B2C markets by launching a new social media campaign focused on VitaCholine®. This initiative aims to educate consumers about the transformative benefits of choline for cognition, performance, and overall vitality.

We are proud to introduce a groundbreaking GLP1 support beverage prototype designed to cater to the specific needs of consumers using GLP1 anti-obesity medications (AOMs). This innovative beverage offers a convenient and effective way to mitigate common side effects while providing essential nutrients.

Balchem's ConfecShure® encapsulated acids offer a unique way to enhance chewing gum, mints, and sour candies. These encapsulated acids provide a perfect sour punch while protecting ingredients and prolonging shelf life.

A recent Cochrane Review has reaffirmed the positive impact of daily iron supplementation during pregnancy. The review found that iron supplementation resulted in with a reduced risk of anemia, iron deficiency, and iron-deficiency anemia at the time of birth. Additionally, women taking iron supplements were less likely to have infants with low birthweight.

The Nutrition Business Journal (NBJ) predicts that the Brain Health segment will lead the market with growth rates of at least 8% in the next three years. Other promising segments include Menopause, Sexual Health, and Healthy Aging. Retail sales of concentrates are projected to surpass \$6 billion by 2028, driven by the increasing popularity of convenient, cost-effective, and multifunctional products.

We invite you to learn more about Balchem's latest developments and request a sample of our innovative products.



Warm regards,  
Balchem Beat Editorial Team  
**The Balchem Beat Editorial Team**



# Balchem Rocks the Active Nutrition Scene with New Brand Style and Debuts Optifolin<sup>+</sup><sup>®</sup> at SupplySide West 2024

Meet Balchem at **booth #5165 at SupplySide West**  
in Las Vegas, **October 30-31, 2024**



Balchem is set to make a dynamic return to SupplySide West next month. At this year's show, the company will introduce its bold new brand personality to the U.S. market and spotlight its recalibrated premium portfolio - including VitaCholine<sup>®</sup>, Albion<sup>®</sup> Minerals and OptiMSM<sup>®</sup>. Plus, the recently launched supercharged, choline-enriched folate Optifolin<sup>+</sup> will be making its grand debut at the event. Visitors to booth #5165 can discover how Balchem's trusted ingredients can help them gain a competitive edge with solutions that bolster health for performance at every stage of life. Balchem will also invite attendees to taste a selection of its food and beverage innovations - where health benefits meet mega trends.

For supplement brands looking to expand into new delivery formats, Balchem will showcase its Food and Beverage innovations too - an array of products and beverage systems that enhance taste, texture, and aroma. Highlights will include the delicious jasmine milk tea with prebiotic fiber, a savory nut bar filled with protein and encapsulated solutions with choline, as well as ready-to-drink concepts - all crafted to deliver exceptional sensory experiences.





We're thrilled to introduce Optifolin+ to the U.S. market at SupplySide West. This unique bioactive, choline-enriched folate (L-5-methyltetrahydrofolate) is formulated to empower cellular health and support individuals during pregnancy and child development through to adulthood. In addition to Optifolin+, we're bringing even more innovation to the forefront with game-changing solutions like K2VITAL DELTA FERMENTED, vitamin K2 from fermentation in our breakthrough micro-encapsulated form, and VitaCholine Pro-Flo, the first hassle-free choline for multivitamins. This year, we're excited to unite these pioneering ingredients under our refreshed brand image, showcasing our ongoing commitment to science-driven, consumer-focused innovation that delivers real value and performance.

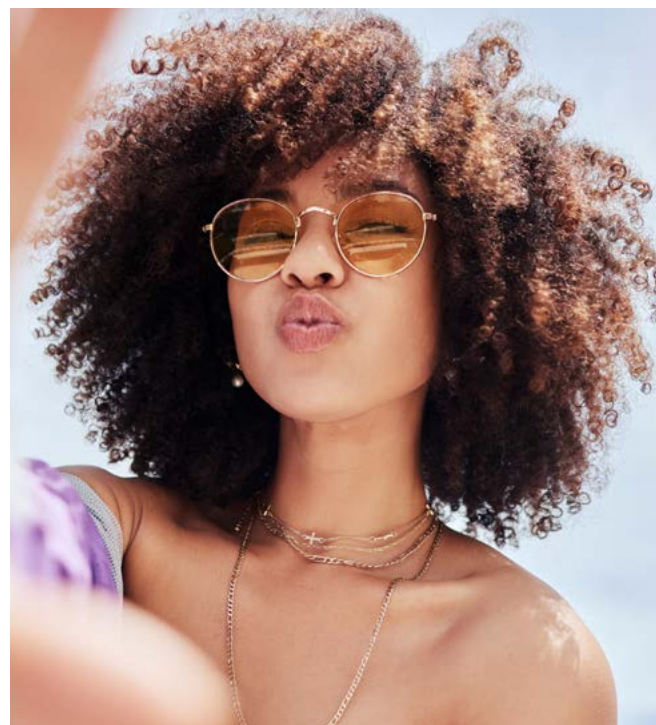
**Dominik Mattern**, VP Science, Business Development and Marketing, Balchem Human Nutrition and Health

## Delivering home runs in active nutrition

Balchem is celebrating the theme of 'Health for Performance' at this year's show, reflecting the shift in consumer focus from simply living to thriving at every life stage. To help supplement brands respond to this trend, the company will showcase how its science-backed ingredients can help both fitness lovers and healthy agers optimize performance and unlock their full potential.

### The Ingredient Lineup Includes:

- **VitaCholine**, to supercharge bodies and minds and **VitaCholine Pro-Flo**, a patented microencapsulated technology that is a turnkey solution for incorporating choline in multivitamins.
- **K2VITAL**, for healthy bones and heart, including the patented **K2VITAL DELTA**, now available with vitamin K2 made from fermentation, for exceptional stability in K2 + mineral formulations.
- **OptiMSM**, enhancing joint health and nourishing hair, skin and nails.
- **Albion Minerals**, a premium range of chelated minerals - including magnesium and **Ferrochel**® iron - which cater directly to growing consumer demands.





Visitors looking to elevate performance and wellness can also head to the sampling area of the booth to get a taste of co-branded finished dosage formulations developed with Balchem's ingredients, in collaboration with leading U.S. brands Ghost and Applied Nutrition. Those interested in exploring co-branding partnerships like these can speak to the team to learn more about how Balchem can help with both formulation expertise and by offering strategic support to successfully bring products to market.

For insights on the future of active nutrition, attendees can join Rodney Benjamin, Director of RA/QA, R&D, Technical support at Balchem for a presentation exploring **"Nutrients for tomorrow's reimagined active nutrition formulas"** on **October 31, at 11:30am (PDT) on booth #3683.**

## Celebrating a **consumer-centric approach**

"At this year's show, we're also taking the opportunity to highlight our new VitaCholine approach to connect directly with consumers, spotlighting our sponsorship with the New York Jets and the latest collaborations with influencers," adds Mattern. "These activities underscore Balchem's commitment to bridging the gap between B2B and B2C markets, creating a strong connection that resonates with consumers, boosts brand visibility and ultimately helps our clients stand out on a crowded shelf."

**For more information about Balchem and its brands, or to request a meeting with the team at SupplySide West, click here:**



# VitaCholine<sup>®</sup> Gets a Boost: New Liquid Capsules Offer Maximum Dosage

Vantage Nutrition and Balchem are teaming up to revolutionize choline supplementation. At SupplySide West 2024, the duo will unveil high-concentration VitaCholine liquid capsules. This groundbreaking product offers a unique, visually appealing dose form and delivers the highest dosage of free choline per capsule on the market. VitaCholine is backed by extensive clinical research and is known for its benefits in brain health, fetal development, and

overall well-being. Vantage Nutrition (an ACG group company) has been innovating production solutions for pharmaceutical and nutraceutical companies for over 60 years – always with the mission to help make people better.

**For more information about this innovative partnership and the possibilities for your business, just contact us or request a meeting with our team at SupplySide West. Click here:**



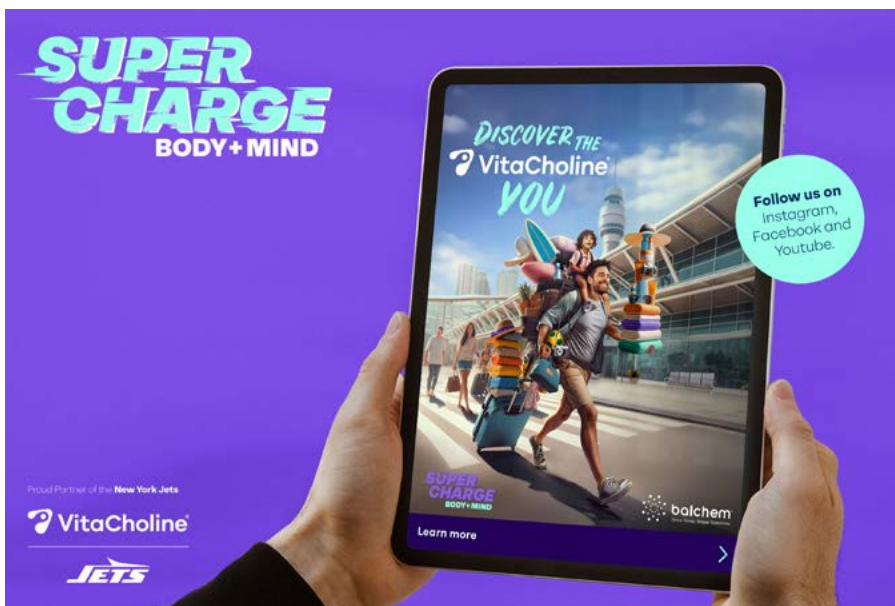
# Balchem Launches Consumer-Focused **VitaCholine® Campaign on Social Media**

Balchem is excited to announce a new social media campaign aimed at transitioning VitaCholine from being primarily recognized in the B2B space to a consumer-facing ingredient brand, while highlighting its benefits for cognition, performance, and overall vitality.

This campaign marks Balchem's first venture into paid social media efforts, a strategic move to educate consumers on the transformational benefits of choline, contributing to making the world a healthier place. The campaign boldly highlights the amazing things we can achieve when both body and mind are **supercharged by VitaCholine.**

Instagram and Facebook will be the primary platforms for this initiative, employing a mix of video content, static ads, and influencer stories. The strategy involves sequential retargeting, gradually cultivating consumer interest and guiding them through a journey from awareness to consideration, culminating in visits to the new VitaCholine landing page and the "where-to-buy" section showcasing our customers' brands.

Additionally, the campaign will harness the power of influencer partnerships to create organic content that raises awareness of VitaCholine and its ability to supercharge their daily lives. Accompanied by the Jets sponsorship, this campaign serves as the next step in building trust and relatability with key target audiences while working alongside our customers to grow the supplement segment.



Check out our new social profiles on Instagram, Facebook, and YouTube!



## Key Features and Benefits:



- **Digestive Health Support:** The ginger-infused and honey-flavored mix supports digestive health, a key concern among consumers using AOMs
- **Nutrient-Packed:** The beverage is a good source of fiber, rich in protein, and fortified with calcium and vitamin D.
- **Easy to Prepare:** Simply add water and enjoy! It can be served warm or cold per your preference.
- **High-Quality Ingredients:** Contains VitalBlend™ Nutra Base NPH, Insta Inulin 5010486, and Albion® Calcium Bisglycinate Chelate Taste Free.

# GLP1 Support Beverage: **A Nutritional Boost for AOM Users**

Balchem is excited to announce the launch of a groundbreaking GLP1 support beverage prototype. Designed to cater to the specific needs of consumers using GLP1 anti-obesity medications (AOMs), this beverage offers a convenient and effective way to mitigate common side effects while providing essential nutrients.

Request a Sample Today



To learn more about our GLP1 support beverage prototype and request a sample, please contact our team. Let's work together to create products that meet the evolving needs of today's consumers.



CRN's Innovation  
Exchange to  
**Spotlight  
Prenatal Nutrition  
Advancements**

The Council for Responsible Nutrition (CRN) will feature **"Prenatal Nutrition Innovation: How Balchem's Portfolio Supports Mom and Baby"** at its first-ever Innovation Exchange event during **CONVERGENCE '24 in Salt Lake City, Oct. 9-11**. Balchem's **Eric Ciappio, Ph.D.**, and **Lauren Eisen** will present prenatal nutrition solutions, showcasing ingredients like advanced forms of iron, choline, and folate that enhance bioavailability and tolerability. This session is part of seven expert-led presentations focused on new discoveries in the dietary supplement industry. **Learn more at:** <https://www.crnusa.org/InnovationExchange>





# No Tricks, Sour Candies Are **the Best Treats**

Confectionery treats are a great way to escape from the minutiae of the day. These candies are perfect as an indulgent treat or afternoon pick-me-up. ConfecShure® offers a range of encapsulated acids to enhance chewing gum, mints, and sour candies. ConfecShure encapsulated acids are the perfect way to make the flavor “pop” on your favorite sweet candy treats. These encapsulated acids protect ingredients from degradation and pre-reaction, thus creating the perfect sour punch.

**Prolong shelf life by protecting against sugar inversion. Learn more about our confectionery solutions.**

ConfecShure®



## **Upcoming Webinar:**

Nutricosmetics Innovation:

### **Elevating Collagen Formulations for Skin Health**

Unlock the secret to radiant skin with our exclusive **Beauty from Within webinar**, featuring the science behind OptiMSM and its role as a powerful collagen booster. Join us on **November 8th** to explore how MSM and collagen work together to support skin health, combat aging, and enhance your natural glow. Whether you're looking to improve elasticity, reduce wrinkles, or promote overall skin vitality, this session is a must-attend for beauty enthusiasts and health-conscious individuals alike.

Register here





# Iron supplementation during pregnancy

A [new Cochrane Review](#) has been published, evaluating the evidence behind daily iron supplementation during pregnancy. This systematic review and meta-analysis found that daily oral iron supplementation reduced anemia, iron deficiency, and iron deficiency anemia. In addition, pregnant women taking iron supplements were less likely to have infants with low birthweight (<2500g).



This reaffirms the findings of the last Cochrane Review on the topic of iron supplementation in pregnancy, published in 2015, and added 6 new trials to this analysis. Systematic reviews carried out by the Cochrane Collaboration are recognized worldwide as the highest standard in evidence-based healthcare.

Iron deficiency in pregnancy is a major public health concern, with the 2020-2025 Dietary Guidelines for Americans estimating that up to 1 in 4 women in the 3rd trimester are iron deficient. Ferrous Bisglycinate has been shown to outperform other iron salts in pregnant women – leading to significantly greater improvements in hemoglobin status with a 64% lower risk of GI adverse events according to a recent systematic review & meta analysis. Interested in learning more about how you can help address the nutritional needs of expecting moms? Contact us today!





# Concentrates: A Growing Market with Potential for Innovation

**Retail sales of concentrates are projected to surpass \$6 billion by 2028, driven by the increasing popularity of convenient, cost-effective, and multifunctional products.** Major beverage brands, including Celsius, PRIME, Gatorade, and Bodyarmor, have introduced concentrated formats to capitalize on this trend. Traditional players in oral rehydration solutions (ORS), such as Electrolit and Pedialyte, have also expanded their offerings to include powder mix formats.

Concentrates offer several advantages for both consumers and manufacturers:

- **Cost-Effective:** Concentrates allow companies to increase sales volumes while maintaining profitability due to their higher unit prices.
- **Convenient:** Consumers can easily stockpile, plan purchases, and carry concentrates on the go, thanks to their affordable price per liter and compact size.
- **Multifunctional:** The growing demand for multifunctional products has led to the inclusion of specific functional ingredients, such as vitamins and botanicals, in concentrates. This trend is expected to continue as more brands seek to expand their product claims.

Potential partnerships between concentrate manufacturers and vitamins and dietary supplement companies could result in innovative products that cater to diverse consumption occasions and need states. Additionally, concentrates could serve as a complement to other categories, such as bottled water and carbonates, or even stand on their own as package-free options, leveraging the popularity of refillable bottles.

Source: Euromonitor International



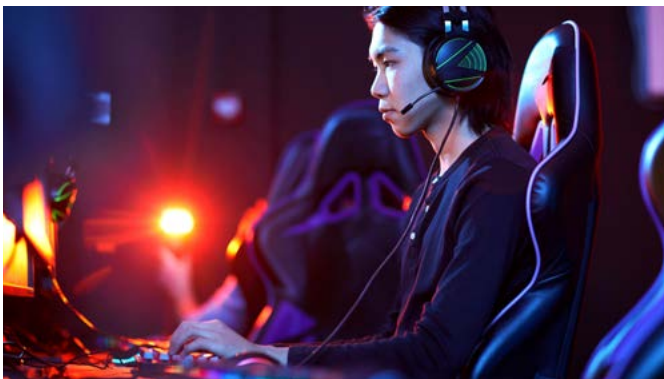


# NBJ Forecasts Strong Growth in Brain Health and Other Niche Segments

Here are the key takeaways:

- **NBJ forecasts strong growth for Brain Health:** This segment is expected to lead the market with growth rates of at least 8% in the next three years.
- **Other promising segments:** Menopause, Sexual Health, and Healthy Aging are also anticipated to experience significant growth.
- **Fitness and Energy on the Rise:** This condition stood out with 7.1% growth in 2023 and is projected to reach nearly \$11.5 billion in sales by the end of the year. Direct-to-Consumer sales are crucial for this segment, accounting for approximately half of total revenue.
- **Ozempic Impact:** The limited accessibility and high cost of prescription weight management drugs like Ozempic may drive consumers toward supplements, potentially boosting growth in the Weight Management segment.

Source: Nutrition Business Journal 2024 Condition Specific Report



## Events — See You There

- 09 OCT 2024** **CRN Science in Session**  
Salt Lake City, UT
- 09 OCT 2024** **Minnesota Section IFT Suppliers Expo**  
Minneapolis, MN
- 22—23 OCT 2024** **TIA Europe**  
Valencia, Spain
- 30—31 OCT 2024** **SupplySide West**  
Booth 5165, Las Vegas, NV
- 07 NOV 2024** **Chicago Section IFT Suppliers Expo**  
Chicago, IL
- 19—21 NOV 2024** **FI Europe**  
Frankfurt, Germany
- 21 NOV 2024** **Longhorn Section IFT Suppliers Expo**  
Longhorn, TX

Schedule a meeting with us, here:



## Webinar

- 07 NOV 2024** **Innovative Ingredients for Tomorrow's Women's Health Products**  
Register here: 
- 08 NOV 2024** **Nutricosmetics Innovation: Elevating Collagen Formulations for Skin Health**  
Register here: 
- 14 NOV 2024** **Health for Performance**  
Stay tuned for webinar link.

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