

# The Balchem Beat

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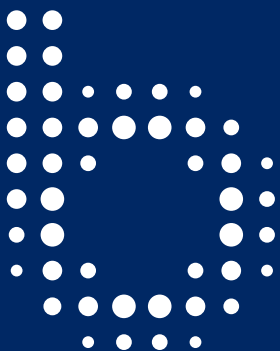
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# Editor's Note

Dear Balchem Community,

As we reflect on the past month, we would like to share the highlights and successes of our recent endeavors. Our participation at SupplySide West 2024 was a resounding success, providing us with the opportunity to connect with industry professionals and showcase our latest innovations. The introduction of Optifolin+®, a bioactive, choline-enriched folate, was met with great enthusiasm, highlighting its potential to make a significant impact in the supplement market. Our booth also featured a range of cutting-edge products, including VitaCholine® Pro-Flo, K2VITAL™ DELTA, OptiMSM®, and Albion® Minerals, all of which garnered significant interest.

In addition to our product showcases, we engaged attendees with interactive experiences and highlighted our new approach with VitaCholine, emphasizing our direct connection with consumers through strategic partnerships and influencer collaborations. The positive feedback and enthusiasm we received reaffirm our commitment to innovation and excellence in the health and nutrition industry.

As the holiday season approaches, we are excited to offer seasonal treats featuring our INhance™ Inclusions, perfect for fall and winter-themed products. From comforting flavors like Apple Cider and Peppermint White Chocolate to options with low-calorie and no-sugar-added formulations, our offerings are designed to delight and nourish.

Looking ahead, we are eager to participate in several upcoming regional IFT events, where we will present our Brain Boost Cognition Beverage. This innovative product, designed to enhance cognitive function and overall well-being, exemplifies our commitment to supporting brain health, digestive and gut health, weight management, and women's health.

We also want to highlight our advancements in maternal health, showcased at the CRN Innovation Exchange. Our presentation on prenatal nutrition underscored the critical role of science-backed ingredients in supporting maternal and infant health, with products like Ferrochel®, VitaCholine, and Optifolin+ leading the way.

Finally, the AVADEC study, published in Journal of the American College of Cardiology (JACC) in November 2023, has generated considerable interest this year, even being named one of the most-read articles on NutraIngredients-Europe. This study underscores the potential of Vitamin K2 MK-7 and Vitamin D in promoting heart health.

Thank you for your continued support and partnership. We look forward to sharing more exciting updates and innovations in the coming months.

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





# Connecting and Innovating at SupplySide West 2024

We are delighted to share the highlights of our successful participation at the SupplySide West 2024 tradeshow. The event was a fantastic opportunity for us to connect with industry professionals and showcase our latest innovations.

## Introducing Optifolin+®

One of the standout moments was the introduction of Optifolin+, a bioactive, choline-enriched folate. This new product generated significant interest and excitement among attendees, highlighting its potential to revolutionize the supplement market.

## Innovative Products on Display

Our booth featured a range of cutting-edge products, including:

- **VitaCholine® Pro-Flo:** The first hassle-free choline for multivitamins.
- **K2VITAL™ DELTA:** Now enhanced with vitamin K2 from fermentation.
- **OptiMSM®:** Known for supporting joint health and enhancing beauty from within.
- **Albion® Minerals:** Offering premium chelated minerals such as magnesium and Ferrochel® iron.





### Engaging Experiences and Partnerships

Visitors to our booth enjoyed various engaging experiences, including tasting our latest food and beverage innovations. Among the highlights were:

- Jasmine milk tea with prebiotic fiber.
- Ready-to-drink concepts featuring our premium ingredients.

We also showcased samples from our partners, Ghost, and Applied Nutrition, featuring co-branded formulations that were well-received by attendees.

### Connecting with Consumers

Our new approach with **VitaCholine** was a major talking point, emphasizing our direct connection with consumers through partnerships like our sponsorship with the New York Jets and collaborations with influencers. This strategy is designed to enhance brand visibility and consumer engagement.

### Interactive Fun

To add a fun element to the event, we hosted a cornhole game at our booth, which drew many participants and added to the lively atmosphere. It provided a unique and interactive way for attendees to learn about our innovative solutions while enjoying some friendly competition.

### Looking Ahead

The positive feedback and enthusiasm we received at SupplySide West 2024 reinforce our commitment to innovation and excellence in the health and nutrition industry. We are excited to continue building on these successes, and look forward to future opportunities to connect with our partners and customers.

Connect with our team today.



## Season's Greetings with LTO Treats

The end of the year is fast approaching. As people gear up for the holiday season, reminisce and enjoy the seasonal treats of milk and cookies, fall and winter flavors like Apple Cider and Peppermint White Chocolate are comforting and very nostalgic. INhance™ Inclusions can offer great LTO flavor opportunities for fall and winter-themed treats. Pair it with a cold glass of chocolate milk or cozy up with a mug of hot cocoa using our chocolate dairy powders (CDP). Have a "guilt-free" holiday season with our low-calorie, low/no sugar added options. Season's Greetings!

Dive deep into Seasonal Treats with Bakerpedia's Seasonal Treats Pocket Guide brought to you by Balchem.

Download a copy today!



The  
**Balchem  
Beat**

# Fuel Your Mind, Nourish Your Body

**We are excited to announce that the Balchem Food and Beverage teams will be attending several upcoming regional IFT events**, including those in Longhorn, and Orlando. These events provide a fantastic opportunity for us to showcase our latest on-trend prototype developments and connect with industry professionals.

One of the highlights we will be presenting is our **Brain Boost Cognition Beverage**, designed to enhance cognitive function and overall well-being. This innovative beverage contains a blend of high-quality ingredients, including **VitalBlend™ MCT NG, StabiliPro™ Inulin, VitaCholine® Choline L (+) Bitartrate, and Albion® Magnesium Bisglycinate Chelate**. These ingredients work together to support energy, cognitive function, digestive health, and muscle and nerve function.

We will also showcase our **Jasmine Milk Tea Stick Pack**, a metabolic product loaded with prebiotic fiber to add in a healthy lifestyle. The product contains **Jerzee™ CWS-80BXS (175620)** to aid in cold water solubility and **StabiliPro™ Inulin (5010486)**, which contains the prebiotic fiber to support gut health.

At Balchem, we are committed to aiding your product development needs with a range of solutions that support brain health, digestive and gut health, weight management, GLP-1 support, and women's health, including metabolic health. We look forward to meeting you at the IFT events and discussing how our innovative products can support your business goals. If you are interested in trying our Brain Boost Cognition Beverage, please **contact your account manager to request a sample**. We are eager to support your product development needs and demonstrate the benefits of our innovative solutions.





# Balchem Advances Maternal Health

## with Innovative Prenatal Nutrition Solutions at CRN Innovation Exchange

At this year's CRN Innovation Exchange, Balchem showcased its commitment to advancing maternal and infant health with a compelling presentation led by Senior Marketing and Business Development Manager, Lauren Eisen, and Senior Manager of Nutrition Science, Eric Ciappio. Their presentation, titled "Prenatal Nutrition Innovation: How Balchem's Portfolio Supports Mom and Baby," introduced the latest advancements in prenatal nutrition, underscoring the critical role of science-backed ingredients.

During the presentation, Balchem highlighted the growing demand for women's health products, specifically within prenatal care and maternal health, reflecting a significant market trend. This demand is particularly evident in the popularity of premium prenatal supplements, where choline is driving strong growth in the U.S. market.

A central focus of the discussion was Balchem's innovative product lineup, designed to meet the unique nutritional needs of expectant mothers.

### Key Products Included:

- **Ferrochel**<sup>®</sup>, a highly bioavailable iron bisglycinate that addresses iron deficiency in pregnancy with a 64% lower risk of common side effects compared to other iron salts.
- **VitaCholine**<sup>®</sup>, a crucial component for enhancing DHA absorption, benefiting infant brain development, and delivering lasting improvements in baby's cognitive function.
- **Optifolin+**<sup>®</sup>, a highly bioavailable choline-enriched folate, with a 7x methyl agent advantage. With leading stability and solubility, it addresses rising quality concerns in the prenatal supplement market.

Balchem concluded by reaffirming its dedication to advancing maternal health through science-backed, consumer-focused solutions, paving the way for continued innovation in prenatal nutrition. **To view the full video of the presentation, please click here.**



# AVADEC Study:

## A Significant Contribution to Cardiovascular Research

The AVADEC study, published in the Journal of the American College of Cardiology (JACC) in November 2023, has garnered significant attention and has been recognized as one of the most-read articles on NutraIngredients-Europe for the year. This study delves into the potential benefits of Vitamin K2 MK-7 and Vitamin D in supporting heart health.

### Key Findings

The AVADEC study explored the impact of daily supplementation with Vitamin K2 MK-7 and Vitamin D on individuals with a coronary artery calcium (CAC) score of 400 or higher. CAC is a well-established marker of cardiovascular risk.

The study's findings suggest that this combination of vitamins may influence the progression of CAC, a critical factor in heart disease. These results offer valuable insights into potential strategies for managing cardiovascular health.

### Implications for Cardiovascular Health

The AVADEC study contributes to the growing body of research on the role of micronutrients in cardiovascular health. By highlighting the potential benefits of Vitamin K2 MK-7 and Vitamin D, this study may inform future research and clinical practice.

### Stay Informed

To explore the detailed findings and implications of the AVADEC study, [we encourage you to read the full article on NutraIngredients-Europe](#). As we continue to advance the science of nutrition, we remain committed to providing our partners with the latest research and insights





# A Healthy Outlook for the Supplement Market

The global supplement market is showing robust growth, projected to surpass \$231 billion by 2027. Key segments, such as sports nutrition, meal, homeopathic, and specialty supplements, are expected to experience significant growth in the coming years.

## Key Market Drivers

## Top Trends Shaping the Consumer Health Market:

- **Gut Health Focus:** Consumers are seeking supplements that support gut health and microbiome balance.
- **Beauty and Wellness Integration:** The lines between beauty and health are blurring, with consumers seeking supplements that offer both internal and external benefits.
- **Ageing Well:** Consumers are looking for supplements that can help them age gracefully and maintain their health and vitality.
- **Active Lifestyles:** The demand for sports nutrition and performance-enhancing supplements is on the rise.

- **Increased Focus on Gut Health:** Consumers are increasingly aware of the importance of gut health and are seeking supplements to support digestive health.
- **Beauty and Wellness Trends:** The intersection of beauty and health is driving demand for supplements that promote skin health, hair growth, and overall wellness.
- **Ageing Population:** As the global population ages, there is a growing demand for supplements that support cognitive function, bone health, and joint health.
- **Active Lifestyles:** The rise of active lifestyles is fueling the demand for sports nutrition and performance-enhancing supplements.

By understanding these trends, businesses in the supplement industry can position themselves to capitalize on the growing market and meet the evolving needs of consumers.

### Sources:

1. 2024 NBJ Global Supplement Business Report
2. The World Market for Consumer Health, Euromonitor, October 2024







# Navigating the Jungle of Magnesium Bioavailability

**Magnesium is currently one of the fastest-growing minerals in the supplement industry.** But with so many forms of magnesium on the market, how do you know which one delivers the best results?

In this webinar, we'll explore the rapidly expanding magnesium market and provide valuable insights into selecting the right magnesium ingredient. We'll highlight the key factors that influence bioavailability, helping you make good decisions about magnesium supplements. The session will spotlight Albion® magnesium bisglycinate chelate, a highly bioavailable form of magnesium and the most clinically researched magnesium bisglycinate in the market. Learn why this specific ingredient is gaining traction for its superior absorption and digestive tolerance, and understand the science that sets us apart.

We'll also explore practical ways this science translates into market trends and product concepts, providing real-world examples of how to bring effective magnesium formulations to life.

## What You'll Learn:

- **Key considerations** when choosing a high-quality magnesium ingredient.
- **The scientific benefits** of Albion® magnesium bisglycinate chelate.
- **Examples of market applications** and product innovations.

**Join us to gain a clear understanding of magnesium bioavailability and how to navigate this booming sector with confidence.**

This information is intended for industry professionals or customers of dietary ingredients, not consumers. Any explicit or implied claims included in this presentation may not necessarily be appropriate for marketing purposes and customers are responsible for their own compliance with relevant legal and regulatory requirements. These statements have not been evaluated by the US Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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## Events — See You There

19—21  
NOV 2024

**FIHI Europe**  
Frankfurt am Main, Germany

20—21  
NOV 2024

**The Int'l Conference on Food Supplements 2024**  
Copenhagen, Denmark

21  
NOV 2024

**Longhorn Section IFT Suppliers Expo**  
Longhorn, TX

8—10  
DEC 2024

**BevNet**  
Marina del Rey, CA

Schedule a meeting with us, here:



→ **WEBINAR** Dec. 10th, 3pm CET

## Navigating the Jungle of Magnesium Bioavailability

Register now

