

The Balchem Beat

Issue 29
January 2025



A New Year, A New Look!

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Full Flavor - Zero Sugar:
Meat Snack Sticks

Balchem Unveils the Future of
Beauty: Integrating Collagen
and OptiMSM® for Holistic
Wellness

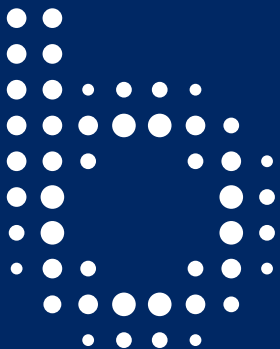
Balchem Named One of
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Editor's Note

Dear Balchem Community,

Welcome to 2025! We're thrilled to start the year by unveiling Balchem's brand-new website, reflecting our commitment to innovation and excellence. Our revamped site offers an enhanced user experience, making it easier than ever to explore our health, nutrition, and sustainable solutions.

In this edition, discover how we're supporting Veganuary with our plant-based solutions, perfect for businesses exploring vegan options. Dive into our latest beauty innovations with collagen and OptiMSM® and revisit our insightful webinar on magnesium bioavailability.

We also highlight our groundbreaking Optifolin+® for holistic health, and showcase our MeatShure® technology for delicious, zero-sugar meat snack sticks. Plus, celebrate with us as Balchem is named one of America's Most Responsible Companies for 2025.

Join us in embracing a healthier, more sustainable future. Visit our new website and let us know what you think!

Warm regards,
The Balchem Beat Editorial Team



balchem About Us HR Resources News Contact Us Human Nutrition & Health

Markets Products Brands Health Benefits Science and Technology

Human Nutrition and Health.

We leverage decades of expertise in market insights, science, and product development to create successful health, well-being, and nutrition solutions for your business.

[→ Learn more](#)

Making the World a Healthier Place.

People all around the world are becoming more aware of how nutrition affects their health and well-being. They're looking for a holistic approach to health, including healthy relationships, behaviors, habits, and practices.

We help businesses deliver food, beverages, and dietary supplements that meet these needs and offer solutions that nourish and delight, from indulgent treats to essential nutrition.

Connect with us to discover how our products, expertise, and technologies can help you stand out in the market.

Improving Life for All.

Minerals and Nutrients

Our minerals & nutrients are verified by hundreds of human studies and deliver on health and wellness needs for the body and mind at any age.

Powders and Cereals

We provide indulgent, functional, and nutritious ingredient systems and application expertise to develop on-trend foods and beverages for everyone.

Flavors

For a variety of end-use applications, we help you discover and customize flavor systems and solutions to stay on trend and make your brand memorable.

Encapsulations

Our line of encapsulated products delivers tangible improvements in finished product quality and shelf-life.

Our Human Nutrition and Health Solutions.

We provide indulgent, functional, and nutritious ingredient systems and application expertise to develop on-trend foods and beverages for everyone.

Markets

[→](#)

Products

[→](#)

Mineral and Nutrient Brands

[→](#)

Food and Beverage Brands

[→](#)

Health Benefits

[→](#)

Science and Technology

[→](#)

Health for Performance

With every product concept we create, we feed body, mind and soul bridging the gap between cutting-edge science and every day, defined nutrition — that's **Health for Performance**, the Balchem way!

Delve into six **key growth platforms**, as we examine meticulously designed products intended to help propel us to the forefront of innovation and consumer relevance.

Click below to explore our creative solutions backed by rigorous research, providing proven, effective solutions for all facets of life.

[→ Learn more](#)

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Discover More

Join us on **LinkedIn** to stay updated on the latest innovations and insights in nutrition and health.

Our **LinkedIn** page offers continuous updates on expert perspectives, industry trends, and the science behind pioneering products.

Become part of a community dedicated to making a lasting impact on global nutrition and health.

[→ Stay Connected](#)

A New Year, A New Look!

We're excited to kick off 2025 by unveiling Balchem's brand-new website!

At Balchem, innovation is at the heart of everything we do, and now our online presence reflects that same spirit. Our new site makes it easier than ever to explore how we're driving health, nutrition, and sustainable solutions for a better future.

Here's what you'll discover:

- **Enhanced user experience for seamless browsing**
- **Comprehensive insights into our products and innovations**
- **News, events, and resources for industry professionals and partners**

This refresh is just one of the many ways we're working to connect, collaborate, and create meaningful solutions for our customers and communities.

Check it out for yourself!

Visit Human Nutrition & Health - Balchem

We'd love to hear your thoughts. Let us know what you think of the new look!



MeatShure®

Full Flavor – **Zero Sugar: Meat Snack Sticks**

As the new year gets underway, many people will evaluate their overall well-being and consider healthy food choices. Satisfying hunger, convenience, and great flavors are top motivators for consuming meat snack sticks. Protein also continues to be a leading motivator when choosing snack items. Meat snack sticks are high in protein and can also highlight low carb and zero sugar options.

Our MeatShure® encapsulate technology allows for amazing flavor development without the need for added sugars like dextrose. Through unique combinations, the acidic flavor profile characteristic of fermented meat can be created. INhance™ Inclusions are a drop-in technology for instantly providing new and exciting flavor profiles like Chili Lime and Spicy BBQ. Create new visions for meat snack sticks with encapsulates and inclusions by Balchem.

Contact us for more information.



Embrace Veganuary with Balchem's Plant-Based Solutions

Kickstart your January with Veganuary, a month-long challenge that encourages trying a vegan lifestyle. At Balchem, we simplify this challenge with our plant-based and alternative solutions, designed to meet the diverse needs of your business – whether you're exploring vegan options or looking for versatile ingredients.

Our functional powder offerings include a wide range of plant-based ingredients and cold water-soluble capabilities, ensuring you can deliver high-quality, innovative products to your customers. From cutting-edge vegan alternatives to adaptable ingredients that enhance your product line, we provide solutions that support a healthier, more sustainable lifestyle.

Let's make 2025 the year of conscious choices, one plant-based product at a time!

Join the challenge and explore our plant-based solutions today (including our VitalBlend™ portfolio)!



Balchem Unveils the Future of Beauty: Integrating Collagen and OptiMSM® for Holistic Wellness

In the ever-evolving beauty-from-within market, collagen continues to take center stage, captivating consumers with its promise of enhanced skin health and vitality. But as the industry grows, how can companies truly differentiate themselves? Balchem Human Nutrition & Health has found its edge by blending science, innovation, and a commitment to holistic beauty solutions.

In an exclusive interview with Personal Care Insights, Jessica Arnaly, Balchem's Senior Marketing and Business Development Manager, delves into the company's latest white paper, "Boosting Collagen Formulations: The Power of OptiMSM." She highlights clinical trial results demonstrating the relationship between collagen and MSM, offering a fresh perspective on how these ingredients meet consumers' growing demands for wellness-driven beauty.

Discover how Balchem is redefining beauty with science-backed innovations. [View the full video by clicking here.](#)



The
**Balchem
Beat**

OptiMSM®



Navigating the **Jungle of Magnesium Bioavailability**

We hope you found our "Navigating the Jungle of Magnesium Bioavailability" webinar valuable and insightful.

If you missed the session or would like to revisit the content, click below to access the recording.

Watch the Replay



This webinar delves into the rapidly expanding magnesium market, offering crucial insights into select-

ing the right magnesium ingredient. We highlight the key factors that influence bioavailability, empowering you to make informed decisions about magnesium supplements.

Want to learn more? Feel free to download the below assets or reach out to us for more information!

Magnesium Trends



Which Magnesium to Choose



Balchem Named One of **America's Most Responsible Companies 2025**

The
**Balchem
Beat**

Balchem has been named one of America's Most Responsible Companies by Newsweek and Statista Inc., the world-leading statistics portal and industry ranking provider. Balchem has earned a ranking on this prestigious list of companies for the fifth consecutive year.

America's Most Responsible Companies were selected based on publicly available key performance indicators derived from CSR Reports, Sustainability Reports, and other reports as well as an independent survey. The KPIs focused on company performance in the environmental, social, and corporate governance areas, while the independent survey asked U.S. citizens about their perception of company activities related to corporate social responsibility.



We are pleased to be recognized by Newsweek and Statista for our leadership in corporate responsibility. This recognition reflects the hard work of the broader Balchem team as we strive daily to make the world healthier.

Ted Harris, Chairman, President and Chief Executive Officer, Balchem Corp.



balchem[®]

Solve Today. Shape Tomorrow.



Explore the Future of Folate **with Optifolin+[®]** - **Watch Now!**

In a recent episode of Nutritional Outlook's podcast, Lauren Eisen, Senior Marketing and Business Development Manager, shared insights into the revolutionary Optifolin+, a choline-enriched folate that is transforming health from pregnancy through adulthood. This groundbreaking formula delivers 7x more methyl groups than traditional folates, ensuring enhanced stability, solubility, and bioavailability for consumers and manufacturers alike.

Optifolin+ supports essential processes like DNA synthesis, gene regulation, and methylation, offering significant benefits for prenatal, cardiovascular, and cognitive health. The discussion delved into how this innovation addresses critical manufacturing challenges, making it a game-changer in the supplement market.

If you missed this insightful conversation, don't worry! You can still explore how Optifolin+ is shaping the future of folate and learn about its impact on epigenetics and health innovation.

**Click here to watch the podcast
and read the full article!**



 **Optifolin+[®]**





Vitamin K2-MK7: New Study Shows Promise in Reducing Fibrosis and Complications in Type 2 Diabetes

A new animal study with K2VITAL™ showed effects in rats with and without diabetes on the reduction of fibrosis which can indicate several positive outcomes, especially in the context of Type 2 diabetes mellitus (T2DM).

The study involved 44 male rats with varying genetic configurations, leading to the formation of a control (healthy) group and a diabetic group. Half of the rats in each group received MK-7 in their food for 12 weeks (100 mg per kg feed). As male rats consume around 20-25 grams of feed, this corresponds to approximately 2mg vitamin K2-MK7 per day. This amount of MK-7 was chosen because it worked well in other rodent studies. T2DM involves insulin resistance, chronic inflammation, and endothelial dysfunction. Vitamin K2, particularly menaquinone-7 (MK-7), may help delay T2DM progression and mitigate its effects.

Summary of Key Findings

- **MK-7 Supplementation:** Led to significantly higher MK-7 serum levels.
- **Fibrosis Marker:** Significant reduction in serum procollagen type III N-terminal peptide (PIIINP) levels in both healthy and T2DM rats. PIIINP is an early biomarker for tissue changes and fibrosis in conditions like heart and kidney diseases. It is used to check liver changes in people with type 2 diabetes and fatty liver disease.

A reduction in fibrosis can indicate several positive outcomes, especially in the context of T2DM as:

- **Lower Risk of Complications:** Fibrosis is associated with various complications, including impaired function of organs like the kidneys, liver, and heart. Reducing fibrosis may lower the risk of complications in these organs.
- **Reduced Inflammation:** Fibrosis is often linked to chronic inflammation. A reduction in fibrosis may also indicate a decrease in chronic inflammation, which is beneficial for overall health.

In summary, reducing fibrosis with vitamin K2 is associated with a lower risk of complications of T2DM, better overall prognosis, and reduced inflammation.

Check out the study here. 

K2VITAL™





Consumer Trends in Wellness and Natural Products

- Finances and Health: Top Concerns for Global Consumers**

Recent research highlights that finances and health are the primary concerns for consumers worldwide, emphasizing the need for products that address these areas.

- Wellness Through Nature**

Consumers are increasingly seeking wellness through natural means, disconnecting from technology for a healthier balance. Key statistics include:

27%

of consumers find **happiness in nature.**

35%

prioritize natural ingredients for wellness

Implications for B2B Companies

- 1. Product Development:** Innovate with natural ingredients to meet consumer demand.
- 2. Marketing Strategies:** Highlight natural aspects and wellness benefits in campaigns.
- 3. Digital Detox Products:** Develop products that encourage time away from screens.

Conclusion

Aligning products and marketing with these trends can help businesses meet consumer needs and drive growth in the wellness market.



Events — See You There

22—23
JAN 2025

Regional IFTs: Orlando
Orlando, Florida

15—18
FEB 2025

ASB- Baking Tech
Orlando, Florida

19—21
NOV 2025

Sports Active Nutrition Summit
San Diego, CA

Schedule a meeting with us, here:



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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