

## Press Release

### Made in Japan: Frutarom launches natural Vitamin K2

Highly bioavailable, Novel Food approved and supported by EFSA opinions on bone health claims, uniK2™ is suitable for supplements and functional foods

*Wädenswil/Switzerland, November 2010 – Traditional Eastern foods are increasingly conquering Western markets, as the occidental world realizes their enormous potential for health. This is also the case when it comes to Frutarom's latest product launch: uniK2™, a highly bioavailable and Novel Food approved Vitamin K2 MK-7 for use in foods and food supplements. The ingredient is 100 percent of Japanese origin and is derived from Natto, one of the richest Vitamin K2 sources, which has been traditionally consumed in Japan for hundreds of years. Strongly backed up by scientific studies, uniK2™ can support both bone and heart health.*

Natto is traditionally made by fermentation of soy beans and has been consumed in the Far East as a food or food ingredient for centuries. During the fermentation process, the Vitamin K2 content increases several times over, making the traditional food one of the richest natural sources of this vitamin. UniK2™ is produced using *Bacillus natto*, a bacteria naturally occurring in Natto. The extract provides Vitamin K2 as menaquinone-7 (MK-7), the most bioavailable and bioactive form of Vitamin K. It is produced by J-Oil Mills Inc. and thus originates entirely from Japan – a fact that can of course be labelled on the end product.

#### Healthy bones, healthy heart

UniK2™ promotes both bone and heart health: Within the vitamin K2 group, MK-7 provides a longer lasting efficacy profile than other forms of vitamin K. By activating a protein called osteocalcin and producing optimal binding of calcium in the bones, it provides efficient osteoporosis prevention. Therefore, uniK2™ contributes to bone mineralisation and thus helps maintaining healthy bones. This has been shown in multiple clinical studies and is supported by EFSA opinions on bone health claims.

Moreover, cardiovascular health is supported by preventing calcium from being deposited on arterial cell walls – this results in effective protection against arterial calcification. The ingredient's efficacy for bone health, its effects on cardiovascular diseases, as well as its



modes of action and safety, have been confirmed in recent clinical and population studies. UniK2™ also received Novel Food approval in July 2010.

### **Target groups and positionings**

Since the Vitamin K intake from regular diets is widely insufficient in the Western population, supplementation is strongly recommended. The daily intake of uniK2™ is recommended at 45 µg. Due to its longer lasting bioavailability compared to Vitamin K1, this dosage is far below that specified for K1.

The extract is available in powder form or as an oil. UniK2™ can be used for a wide range of products, mainly classical dietary supplements, but also functional foods such as beverages, dairy products, nutrition bars and bakery products. Its versatility and efficacy in fighting widespread diseases such as osteoporosis and cardiovascular complaints make uniK2™ an attractive ingredient for bone and heart health formulas, and also for applications targeting women or golden agers in particular. With this Vitamin K2 ingredient, Frutarom once more expands its range of safe and efficient herbal extracts, providing science-based functionality purely from nature.



## About Frutarom

Established in 1933, the Frutarom Group is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, food additive, and cosmetics industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia.

Frutarom operates through two divisions:

- Flavors Division, which develops, produces and markets flavor compounds and food systems.
- Fine Ingredients Division, which develops, produces and markets natural flavor extracts, functional food ingredients, natural pharmaceutical/nutraceutical extracts, specialty essential oils, citrus products and aroma chemicals.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: **To be the Preferred Partner for Tasty and Healthy Success.**

Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines organic growth at above-industry levels with strategic acquisitions of synergistic companies.

Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003 Frutarom has been included in the Tel Aviv 100 Index.

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com)

## Company Contact

Frutarom Netherlands BV  
Maider Gutierrez  
Product Manager Health BU  
Landjuweel 5  
3905PE Veenendaal  
The Netherlands  
mgutierrez@nl.frutarom.com  
www.frutarom.com

## Press Contact

akp public relations  
Hilke Weinand  
Hopfenstrasse 5  
D-69469 Weinheim  
Germany  
Tel: +49 6201 188 98 10  
Fax: +49 6201 188 98 20  
weinand@akp-pr.de

