



# ADVANCED INFORMATION

advanced biotech

## LATEST NEWS FROM GNOSIS

### A special marketing support for our customers!

Our customers are important to us and we want to reward their confidence by providing them with a useful **SCIENTIFIC MARKETING SUPPORT** to effectively promote their products.

How is this possible? Easy! Gnosis products are not outsourced: they are conceived and created in-house. This translates into a complete knowledge of products through the control of the entire chain from the selection of strains to the last stage of the production process.

In this way, moreover, Gnosis marketing staff is always and immediately in contact with Gnosis specialists. We are never left alone, and we will never leave you alone.

Now that we have identified one of our greatest strengths, go ahead and read this Special Edition to find out more!

*Silvia Pisoni*  
Marketing Manager

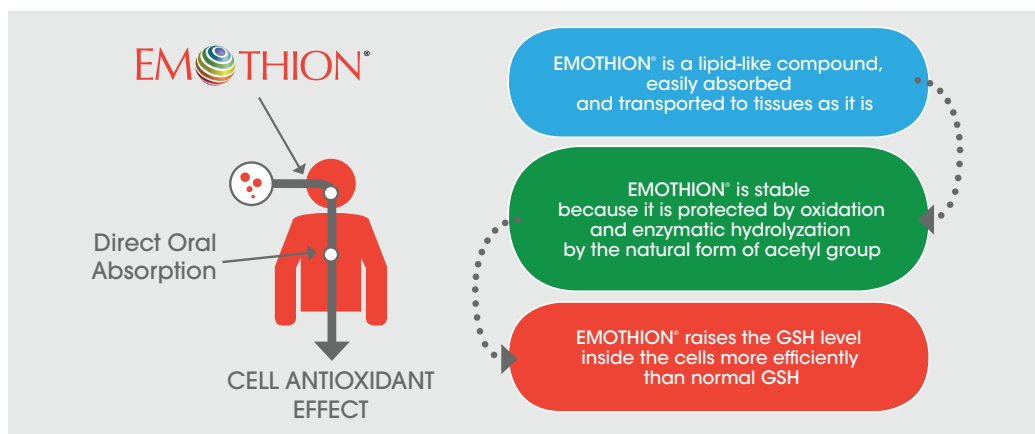
### EMOTHION®: a scientific innovation in the field of antioxidants

Behind the great interest shown by the nutraceuticals market towards Emotion®, the new **EFFECTIVE-IN BODY-FORM OF GLUTATHIONE**, there is Gnosis' innovation, that starts from the evaluation of current market needs and translates them into new attractive nutraceutical solutions.

Emotion® is the S-Acetyl-Glutathione, a precursor of the most powerful antioxidant agent present in all living organisms.

This new stable, clinically tested and patented ingredient is a crystalline powder with a rapid dissolution rate that improves oral absorption and works as a GSH-replenishment agent.

Once internalised into the cells, Emotion® increases GSH level more efficiently than normal GSH. (PCT/EP2014/073957).



### Focus on:

#### NEWS FROM SCIENCE

The Gnosis educational project is designed to inform the reader of the reasons why Quatrefolic® is a better choice than folic acid.

Discover the latest scientific updates on folate health benefits with Quatrefolic® new tools:



## Insights & tools

New video on Gnosis-bio YouTube channel!



## Gnosis continues to support customers on MK7 quality open questions

In order to have a K2 finished product that can distinguish itself from its competitors, it should be chosen a pure and stable MK7 ingredient, to minimize the cross reactions with other ingredients/excipients included in the formulation during the whole shelf stability of the product.

In a scenario where different qualities of MK7 active ingredients coexist, stability, isomeric purity and impurities profile of MK7 branded products still remain an open question.

Gnosis has always offered a free-of-charge and confidential analytical service to test the quality profile of K2 products with:

1. Evaluation of the Purity Profile (all-trans, impurities)
2. Stability in the formulation
3. USP/TGA Compliance

Please ensure that your finished product is a blockbuster in your market, knowing which quality of MK7 you are offering to your customers.

Contact us to take advantage of this service, write to [marketing@gnosis-bio.com](mailto:marketing@gnosis-bio.com)!

**Gnosis continues to support customers**  
**about quality of K2 products**

**Purity profile**  
(all-trans and impurities)

**Stability in Formulation**

**USP and TGA Compliance**

**K2 as MK7 products testing – Free support**

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. This is a business-to-business information intended for food and supplement producers, and is not intended for the final consumer. Manufacturers should check local regulatory status of any claims according to the intended use of their product.

## Incoming Events 2017/2018

**December 14<sup>th</sup> - 16<sup>th</sup>**



The Venetian  
Las Vegas, USA  
**Booth #7060**

**February 22<sup>nd</sup> - 24<sup>th</sup>**



Hilton Midtown  
New York, USA  
**Booth #314**

**April 10<sup>th</sup> - 11<sup>th</sup>**

**Supply Side EAST**

Meadowlands  
Exposition Center  
Secaucus, NJ, USA  
**Booth #C135**

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