

Clinically Studied Creatine MagnaPower® Uniquely Helps Improve Athletic Performance

Creatine is one of the most thoroughly studied and widely used dietary supplements to elevate exercise and sports performance and is believed to be the most effective supplement available for enhancing capacity for high-intensity exercise and lean body mass during exercise. It works by helping to generate Adenosine Triphosphate (ATP) – the molecule that your muscles rely on for the energy to perform. But ATP doesn't work alone – ATP relies on the essential mineral Magnesium for stabilization to help ensure that energy is generated properly.

How do consumers use this powerful combination to power their performance? Introducing Creatine MagnaPower® – a unique blend of creatine and magnesium to help provide purposeful nutrition for athletes. Beyond the standalone benefits of creatine and magnesium, this specialized blend helps to improve cellular hydration and increase anabolic signaling in athletes, delivering significant muscular performance benefits, with no loading phase required.

Creatine MagnaPower supplementation has been shown to improve several markers of performance – from bench press work capacity to sprinting performance in elite soccer players. Whether designing supplements for weightlifters, elite athletes, or the 50+ active consumer, Creatine MagnaPower is an excellent fit to your product line.

Learn more about Creatine MagnaPower [here!](#)



**CREATINE
MAGNAPOWER®**



Welcome Frederic Boned, Senior Vice President & General Manager, Balchem Human Nutrition & Health

You may remember Frederic Boned from his 11+ years at Givaudan, progressing through various commercial roles such as Marketing Director of Flavors, Africa and the Middle East. Or maybe you collaborated with him during his 10-year run at DSM, most recently serving as the Regional Vice President, Human Nutrition and Care in North America. Perhaps you've met Frederic at a trade show or heard him speak at an industry conference like this summer's NBJ Summit. If you've crossed paths with Frederic, you undoubtedly noticed his leadership style and international business acumen. In addition to his more than two decades of industry experience, Frederic holds a Bachelor of Engineering Degree from the Geneva School of Engineering and an Executive MBA from the Business School Laussane. We are thrilled to welcome Frederic to Balchem!

SCIENCE UPDATE

The Latest Research on OptiMSM® Highlights “Beauty From Within” Benefits

A new study focused on OptiMSM® (methylsulfonylmethane) benefits for hair suggests an improvement in hair thickness supported by the micrometric measurements and self-assessment, as well as the improvement of hair density, growth, and strength, all reported through self-assessment.

An additional subjective study recently conducted with Media Lab Science highlights OptiMSM's positive effect on hair, skin, and nails. Check out the new video and learn more about recent studies [here](#).

Widely recognized for key longevity health benefits, including joint and bone health, immunity, sports nutrition and inflammation support, OptiMSM is a bioavailable source of sulfur that helps to deter the accumulation of oxidative damage. MSM's ability to reduce oxidative stress, down-regulate the expression of inflammatory markers and mitigate inflammation supports its inclusion in numerous wellness platforms. Bergstrom Nutrition has laudably driven research to support the broad utility and uncover new applications for MSM. Now, as part of the Albion® Minerals family, OptiMSM will continue to evolve through new science, innovation and market research.



Z-Crisps® Protein Crisps and Z-Texx™ Texturized Protein Deliver Plant and Dairy-Based Extrusion Technology in Every Crunch

Consumers are seeking protein as a top wellness benefit from added nutrients in food, according to the [Consumers' Redefined Path to Wellness](#). Let's work together to meet the needs of your consumers with PROTEIN!

Balchem's extruded products are used to contribute protein and texture to ready-to-eat snacks. Crisps, chips and O's help with visual appeal, mouthfeel and nutritional profile of your finished snacks and cereals. Create crispy, crunchy protein-dense snacks with our extruded products like Z-Crisps® and Z-Texx™. These small, yet mighty crisps can give some added crunch and protein to your food products.

[Download the NEW Z-Crisps and Z-Texx Product Guide](#) before formulating your next snack food. Or [request a Z-Crisps Protein Trio Kit](#) and try it for yourself!



Balchem Celebrates NATIONAL ZINC DAY with New Campaign



Immune health has been a top priority for consumers around the globe for the past few years. Today, consumers seek products to boost their immunity as part of their everyday routine. More than 1/3 of US consumers are [currently taking a zinc supplement](#) to support their immunity and 53% of Americans say their ideal dietary supplement would offer immune support, according to Mintel GNPD. In response to growing consumer demand and formulation efficiency for product development, Balchem recently launched Z-life™ [Zinc Max](#), a 27% zinc bisglycinate chelate, ideal for gummies, tablets, capsules and more. A top 3 finalist in Informa's recent [Ingredient Idol](#) competition for immunity ingredient of the year, Zinc Max can be found in commercial products and is available for [sampling](#) now!

With all the excitement and innovation happening at Balchem, we're pleased to announce the newest campaign to promote immune health. Balchem's Immunity Community is a group of professionals, key opinion leaders, influencers and customers who strive to bring the latest science, innovation,

market insights and research to the industry. Meet Immunity Community members like:

- **Emily Ho, PhD**, Endowed Chair and Director of the Linus Pauling Institute at Oregon State University.
- **Todd Blake**, Director of Manufacturing Production for Albion® Minerals at Balchem.
- **Eric Ciappio, PhD**, RD and Strategic Development Manager of Nutrition Science at Balchem.
- **Anne Healy**, CEO and Founder of Insights to Grow On, a marketing consultancy.
- **Marlena Hidlay**, Director of Marketing Communications and Global Strategic Marketing Manager, Albion® Minerals at Balchem.
- **And more!**

Look for our LinkedIn post on December 1st to celebrate **National Zinc Day** and meet our Immunity Community members.

The Intersection Between Performance and Longevity is Ripe for Innovation

Consumers are staying more active and living longer than ever before. One quarter of Americans 55+ are health club or gym members, up 38% over the past 10 years and 61% of the Boomer generation say they exercise or want to exercise more (IBIS World, 2020). These consumers are fueling the demand for the performance nutrition category, a platform ripe with opportunity for targeted beverages to address the marketplace whitespace and meet the unique nutritional needs of the 50+ active adult. Balchem is poised to help design appealing nutritional products rooted in science and desired by consumers through expanded scientific capabilities and strategic marketing leadership.

Watch the replay of the Naturally Informed webinar, powered by WholeFoods Magazine and sponsored by Balchem. You'll learn about the market trends and consumer insights, nutritional gaps of the 50+ consumer and how to fill them and you'll see our latest [consumer-validated concepts](#) for this demographic.



Balchem, Bergstrom Nutrition and Kappa Bioscience Joined Forces to Elevate Nutritional Solutions at SupplySide West

As a market leader in minerals, nutrients, lipid powders and cereal ingredients, Balchem along with recent acquisitions Bergstrom Nutrition and Kappa Bioscience, showcased the latest consumer insights and trending health benefit platforms through concepts, prototypes and market research at Supply Side West. From the live presentations of the Consumers' Redefined Path to Wellness and the Disrupted Consumer, to the impact of K2VITAL® on bone health and the latest science on OptiMSM® for "beauty from within" formulations, the booth was hopping. Balchem featured samples of the latest prototypes powered by minerals, nutrients and nutritional lipids, Boost U Cognition, Longevity and Immunity as well as the new high-load gummy featuring VitaCholine®.



Upcoming Events & Webinars

BevNet

December 4, 2022 | Santa Monica, CA | [Request a meeting with us](#)

Fi Europe (FIE)

December 6, 2022 | Paris, France | [Request a meeting with us](#)