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Issue 16 November 2023



balchem[®]
HUMAN NUTRITION & HEALTH



Editor's Note:

The dynamic landscape of modern nutrition is continually evolving, forging new paths that integrate cutting-edge technologies, innovative product solutions, and a deeper commitment to fostering holistic wellness. Our recent exhibit at the SupplySide West show in Las Vegas was a testament to this ongoing commitment.

At the heart of our endeavors lies a steadfast dedication to integrating groundbreaking science, innovating novel products, and illuminating pathways to a healthier world.

In parallel, Balchem Corporation proudly announced its partnership with the American Nutrition Association (ANA), signaling a new chapter in our pursuit of elevating the impact of good nutrition in our communities. The collaboration with the ANA and our entrance into the Nutrition Leaders Council speaks volumes about our dedication to promoting health and well-being.

Our participation at the IBA show in Munich and our forthcoming plans for IBA 2025 in Dusseldorf further highlight our global reach and commitment to sharing our expertise in Encap & Flavors. Moreover, our offerings in Powders & Cereal continue to provide versatile solutions for health-conscious consumers seeking quality and good taste in their daily meals and beverages.

Through our commitment to fostering the next generation of nutritional researchers, exemplified by our involvement in the Diet and Optimum Health Conference at Oregon State University, Balchem is dedicated to championing and nurturing the future pioneers in the field of nutrition research.

Moving forward, our journey remains committed to exploring new horizons, nurturing innovation, and solidifying partnerships that drive us toward a brighter, healthier future. Thank you for being an integral part of our mission.

With warmth and appreciation,
The Balchem Beat Editorial Team





Highlights from SupplySide West Show in Las Vegas

Integrate.
Innovate.
Illuminate.

We are thrilled to be back from SupplySide West in Las Vegas, and we would like to express our deepest gratitude to everyone who visited our booth. Your presence made this event a resounding success, and we are excited to share the highlights of our time at the show.





We held expert presentations, unveiled exciting product launches, and offered exclusive tastings to our valued guests. Among the innovative products that garnered significant attention were:

New product synergies: We showcased the powerful combination of Albion®Minerals and K2VITAL® DELTA, a dynamic duo.

Product concepts: We introduced our Lift Mood Melts, featuring VitaCholine®, and our Accentuate Beauty Stick, featuring OptiMSM®.

Delectable coffee frappuccino prototype: Our Richmix® oat-milk based creamer took center-stage and captivated the taste buds of our booth visitors.

VitalBlend™ powder innovations: Our powder innovations stirred up excitement with their exceptional solubility, flavor, texture, and nutritional value, making them a perfect addition to a variety of foods and drinks.

Commitment to quality and transparency: We reaffirmed our unwavering commitment to quality and transparency through our two programs: TruQuality for K2VITAL® and TRAACS® for Albion®Minerals.

We could not have achieved this level of success without the support of our incredible customers and partners. Your presence at SupplySide West was truly invaluable, and we are grateful for the opportunity to connect with you in person.

As we move forward, we remain committed to innovation, excellence, and providing our customers with the highest quality products and services. We are excited to continue our journey with you, and we look forward to sharing more exciting developments in the future.

Until next time, thank you for making SupplySide West a memorable experience. We appreciate your support and partnership.





Balchem Corporation Partners with the American Nutrition Association

Balchem Corporation announced that it has partnered with the American Nutrition Association (ANA) and is joining the ANA Nutrition Leaders Council. The NLC is a group of rigorously vetted, visionary companies in the nutrition ecosystem partnering with the American Nutrition Association to move nutrition to the core of the healthcare system and culture.

"The ANA is excited to have Balchem join in supporting our efforts to promote truly good nutrition," said Corinne Bush, MS, CNS, ANA's CEO. "Only the most notable companies in the nutrition sector are invited to partner with the ANA. Balchem is highly regarded as a company championing social responsibility and committed to making the world a healthier place. We look forward to what we can accomplish together."

"We look forward to our partnership with ANA and increasing consumer awareness of the health benefits of our minerals and nutrients portfolio. This partnership will involve creating evidence-based content to effectively communicate our shared goal of making the world a healthier place."

Frédéric Boned,
Global Senior Vice
President & General
Manager Human Health &
Nutrition at Balchem

INhance™
inclusions

BakeShure®

IBA show

The Balchem HNH (Human Nutrition and Health) Encapsulate and Inclusions international team exhibited at IBA, the world's leading trade fair for the baking industry and attended by 57,000 visitors, in Munich, Germany the week of October 23rd. At the show, the team highlighted our BakeShure® solutions for shelf-life extension, leavening, sourdough technology, and pH control, and introduced our INhance™ Inclusion technology to the European market. The show was a successful 5 days, with great connections made with both existing customers and potential new customers.

**We're already looking forward to IBA 2025
in Dusseldorf, Germany**



Are you looking to take your exercise and sports performance to the next level? Incorporating OptiMSM® and VitaShure® can help you optimize your exercise and sports performance. These scientifically backed supplements can help you push your limits and recover more efficiently.



The
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Elevate Exercise with VitaShure® and OptiMSM®

IMPROVE
PERFORMANCE
UP TO
17%

Powering Your Workouts with VitaShure®

Looking to power up your workouts? VitaShure® is an excellent choice, thanks to its primary ingredient, caffeine. As a dietary component that acts as a stimulant, caffeine has been demonstrated to improve performance by up to 17% with intakes of 2–6 mg/kg body mass, or 210–420 mg for a 70kg (154 lb.) individual.^(1,2) VitaShure® is a sustained-release form of caffeine, powered through Balchem's encapsulation technology, which delivers a rapid burst of caffeine for an immediate energy boost. Additionally, it ensures a sustained, slow release of caffeine, allowing you to perform longer without experiencing the dreaded "crash effect."⁽³⁾

Recovering with OptiMSM®

After pushing your limits during exercise, proper recovery is crucial to help you adapt and perform at your best next time. As a source of the nutrient sulfur, OptiMSM® offers numerous benefits for athletes. It supports the function of the

antioxidant glutathione which works to combat oxidative stress and serves as a component of the building blocks of healthy joint tissue^{(4),*}

In athletes, MSM (Methyl Sulfonyl Methane) supplementation has been shown to:

- Reduce oxidative stress after exercise in both new and experienced athletes alike^{*(5,6)}
 - Reduce post-exercise pain^{*(7)}
 - Reduce post-exercise muscle damage^{*(5)}
 - Improve antioxidant response after exercise^{*(5,6)}
- Giving the body what it needs to both perform and recover is the key to training, so help unlock your athletic potential with the help of OptiMSM® and VitaShure®.

Elevate your exercise and sports performance today – Happy Training!

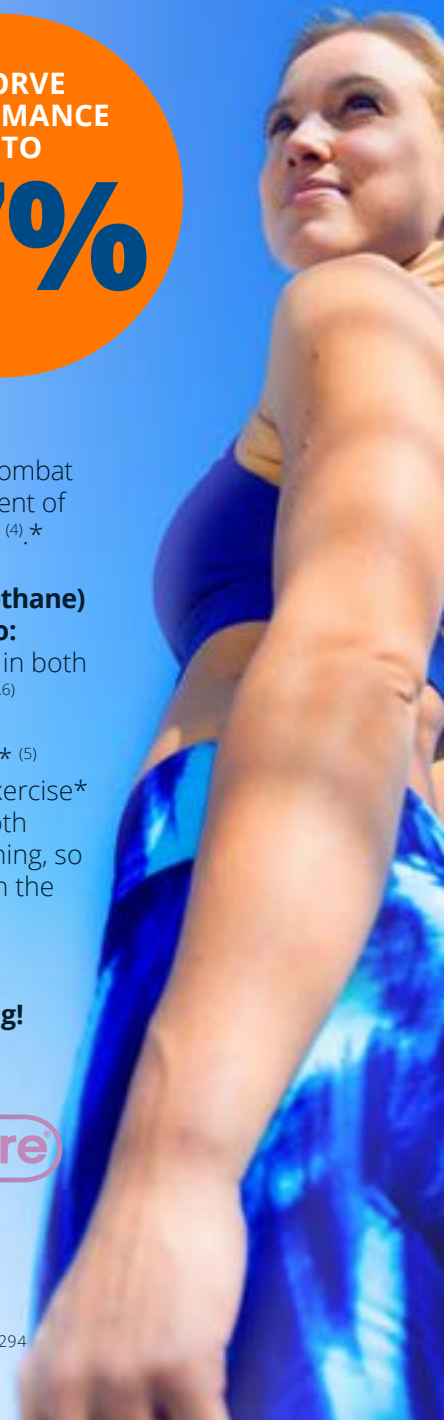
OptiMSM®

VitaShure®

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Making Holiday Memories

The holiday season tantalizes the senses in so many ways – bringing warm flavors, aromas, and memories to the table. It's that time of year when we dust off old family recipes and gain the confidence to tackle those new innovative food recipes we see on social media. Making fresh bread brings so much nostalgia to family time. Preserve not only the memories, also preserve the bread so it can last even longer. Our BakeShure® proprietary controlled-release technology minimizes the unwanted side effects of highly reactive food acids and preservatives during the baking process, to create long-lasting fresh tasting bread. So next time you're enjoying bread, think of Balchem, because Balchem is thinking of you.

[Contact us to learn more.](#)



Revolutionizing Beverage and Food Enhancement: Balchem's Cold Liquid-Soluble Powders

Balchem offers a variety of cold liquid soluble powders that can enhance your food and beverages. In a world where more people are seeking healthier eating options, our products can be a solution. We blend top-notch nutrients with great flavors, making it possible for you to please consumers with the wellness benefits they desire in their daily meals and drinks!

Our products have several key advantages:


1. Easy to mix into cold liquids, ensuring they dissolve quickly and blend well.
2. Use plant-based ingredients for a clean and simple product.
3. Create a creamy texture and add opacity to your food and beverages, with various oil source options available.

Don't forget that we have two outstanding products, **Richmix® 4808** and **Richmix® 3807**, both of which perform exceptionally well in cold-water applications. [Contact us to learn more.](#)



Nurturing Holistic Wellness

Bone, Heart, Joint, and Mind



In a world that constantly challenges our well-being, nurturing our health has become a priority that encompasses multiple dimensions. As we navigate the journey of life, it is essential to recognize that our body's intricate systems are interconnected, and taking care of one aspect often has a ripple effect on others.

Imagine the body as a symphony, where each instrument plays a distinct role while harmoniously blending with others. In this symphony, bone health provides the sturdy foundation on which we stand, joint health ensures smooth movements, heart health orchestrates the rhythm of life, and mental well-being guides our emotions and decisions. Together, these aspects form a harmonious composition that defines our overall wellness.

Magnesium: Bridging Bone and Heart Health

A remarkable interplay exists between bone and heart health, with magnesium at the center. This essential mineral is important for many processes in the body, including making protein, bone, and DNA, aiding in the regulating of muscle and nerve function, and supporting healthy blood pressure*.⁽¹⁾ This synergy exemplifies how a singular element can harmoniously influence various aspects of our physiological orchestra.





**Movement and Heart Health:
A Symbiotic Duo**

Our joints facilitate movement, a vital component of a heart-healthy lifestyle. Engaging in physical activity not only supports heart health but also nurtures joint flexibility and overall well-being (2). This dual benefit highlights the interconnectedness of our physical systems, encouraging us to embrace movement to amplify heart and joint vitality.

Wellness is not a solo act; it is a dynamic symphony that plays out in every facet of our lives. By nourishing bone, heart, joint, and mind, we compose a melody of energy, balance, and health. Consider the contributions of vitamin K2 and magnesium as the notes that guide this symphony, ensuring that your journey toward wholeness resonates with vitality and wellness**. The pursuit of health is a lifelong masterpiece worth cultivating.



**Embrace Wholeness with Vitamin K2
and Magnesium**

As you embark on your journey towards holistic well-being, consider the vital roles that vitamin K2 and magnesium play in this symphony of health. Vitamin K2 supports optimal calcium distribution, benefiting both bones and the heart, while magnesium helps bridge the gap by supporting both healthy bone density and a steady heart rhythm.**⁽¹⁾ By nurturing these elements, you not only enhance your personal well-being but also contribute to the harmonious balance that defines your overall health.

* Inconsistent and inconclusive scientific evidence suggests that diets with adequate magnesium may reduce the risk of high blood pressure (hypertension), a condition associated with many factors.
** These statements have not been evaluated by the Federal Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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Diet and Optimum Health Conference
at Oregon State University

Balchem is Gold Sponsor



Finalists for 2023 Student Research Awards, along with judges from Oregon State University and Balchem Nutrition Science



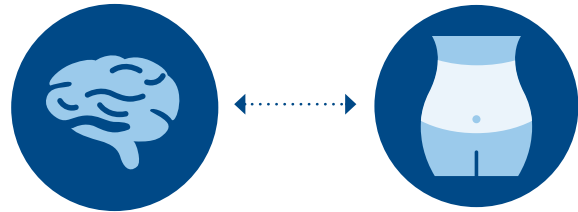
The [Diet and Optimum Health Conference](#) is the flagship scientific meeting held by the Linus Pauling Institute at Oregon State University, focused on catalyzing new research at the intersection between nutrition and the healthspan. This event featured speakers sharing exciting new data on topics ranging from zinc nutrition to vitamin K, and the benefits of multivitamin/multimineral supplements, to an audience filled with scientists from academia, government, and industry. [Balchem was pleased to support this meeting as a Gold Sponsor](#), along with several of our important partners across the food, beverage, and dietary supplement industries.

We supported the first ever Balchem Corporation Young Investigator Award, providing \$1000 to the winner of this year's presentation competition. Members of the Balchem team also served as judges alongside OSU faculty for the research competition, which featured 8 incredible presentations from rising stars in nutrition research. [Swarnali Chatterjee](#), a graduate student at the University of Alabama, was this year's winner thanks to her fantastic presentation on her innovative research on plant compounds and their role in managing neuroinflammation.

Engaging and supporting young scientists is a core value for Balchem Human Nutrition and Health, and we remain committed to supporting these young researchers as they move forward in their careers.

Interested in learning more about how Balchem supports nutrition research? [Contact us today!](#)

New Understanding of the Gut-Brain Axis



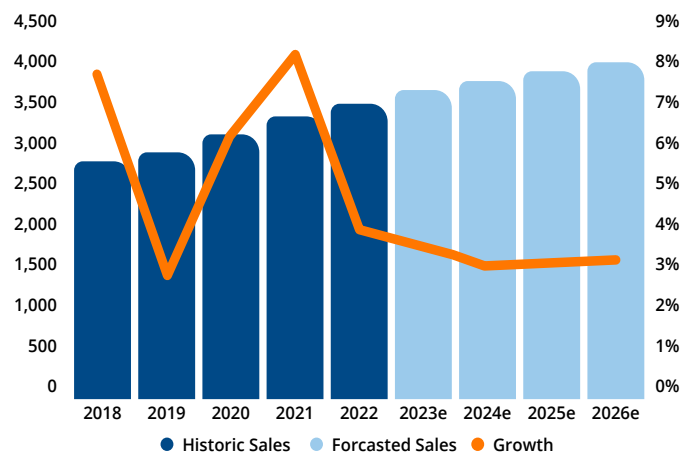
Years of interest in the “gut-brain axis” are contributing to new attention on how the gut influences not only gut health but brain health as well.

- Experts believe that the health of the microbiome is critical to both gut health and brain health.
- Brands are beginning to target diverse conditions with probiotic solutions including mood and improved sleep.
- The marketing and claims used by popular probiotic players continue to lack punch in highlighting the gut-brain axis, and it is not clear that consumers have a good understanding of the connection.

Look for new classes of probiotics to emerge that will target brain health.

- The future of the gut-brain health category will also expand beyond probiotics to include diverse products such as vitamins, prebiotics, and new herbal ingredients!

Gastrointestinal health supplement sales and growth, (2018-2026e)



Source: NBJ, (\$mil, consumer sales)

The Future of Hydration – Energy, Climate, and Cultural Drivers

Water and Energy Are Essentials

- Water and energy drinks will be consumed as hydrating and stimulating staples.
- More brands will also invest in new ways to encourage discretionary usage, including more gender-neutral branding for energy drinks.

Enhanced hydration innovation will flourish

- Look for growth in marketing and innovation themes for bottled water, sports, and energy drinks.
- Consumers link optimal hydration with key health benefits, and hyponatremia (an electrolyte imbalance caused by excess water versus sodium in the body) and heatwaves will each drive demand for electrolyte drinks.

New cultural rebels are leading the way on innovative marketing!

- Liquid Death's is now a \$700 million global brand and growing!
- Liquid Death's success holds a mirror up to a consumer audience that is hungry for rule-breakers: "Murder your thirst!" ... at Walmart.

Finally, bottled water will reach a new, older target group

- Bottled water will capitalize on an aging population (consumers ages 55-64) who seek bottled water with added features (flavor, vitamins). These active "incoming seniors" are a prime target for tailored innovation to their generational needs.

Source: *The Future of Water, Sports, and Energy Drinks: 2023* Mintel, 2023



Events

SEE YOU
THERE

★ **IFT Regional Chicago Suppliers Night (11/2)**
Rosemont, IL

★ **Future Directions in Choline Symposium (11/5-7)**
Kannapolis, NC

★ **BevNet (12/3-12/5)**
Marina Del Rey, CA

★ Schedule a meeting with us, here: 

