

Kaneka Unveils Active Antioxidant Form of CoQ10 at SupplySide East



Accepted by FDA as New Dietary
Ingredient (NDI) in 2005

The global market for coenzyme Q10 is expected to continue its double digit growth though at least 2010 (NBJ). Kaneka Nutrients is capitalizing on this growing global demand by launching its next generation product, **Kaneka QH™ (Ubiquinol)** – the most active antioxidant form of CoQ10.

After more than 10 years of research and development, Kaneka is proud to launch this pre-converted form of CoQ10, specifically addressing the needs of the 40+ age group and those suffering from various diseases and symptoms of lifestyle related conditions: fatigue, stress and lack of stamina or energy. Unlike traditional CoQ10, **Kaneka QH™** is the active antioxidant form and does not require initial enzymatic reduction; thereby providing for the maximum utilization of CoQ10.



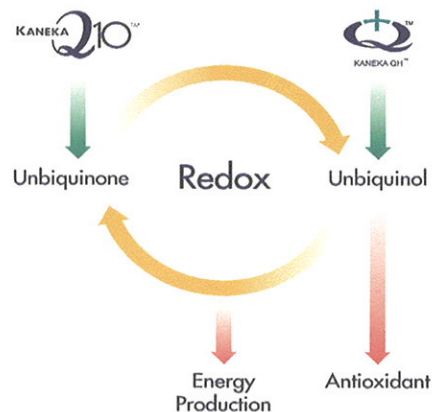
CONTACTS:

Tiffany Heikkila
+1 713 752 1923
tiffany.heikkila@hillandknowlton.com

Tom Schrier
National Sales Manager
+1 281 291 4489
shill@kanekatexas.com
www.kanekaQ10.com

Fast Facts

1. **Ubiquinol** is the most active “antioxidant” form of CoQ10, responsible for the powerful benefits associated with CoQ10.
2. **Ubiquinol** is one of the critical CoQ10 redox* forms for ATP (energy) production in every cell of the body, the other being traditional CoQ10 (Ubiquinone). **Both forms** must be present in sufficient quantities for efficient ATP production.
3. Normally, the conversion process from CoQ10 to **Ubiquinol** occurs naturally in the body. But the 40+ population and those suffering from oxidative stress have difficulty converting it; **KanekaQH™** is the “pre-converted” form of CoQ10.
4. A recent study on mice showed that while those who supplemented with CoQ10 saw significant benefits, their ability to reduce CoQ10 into **Ubiquinol** began to diminish by late middle age. Those who supplemented with **KanekaQH™** showed marked improvement in both physical appearance and activity into old age.



Please contact us for more information and published clinical studies.

*Oxidation/Reduction reactions

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