

Press Release – For Immediate Release

MenaQ7® Expands Brazil Presence With New Partner NattoPharma signs agreement with outstanding Brazilian brand Nutriangels

OSLO, NORWAY and METUCHEN, NJ (14 June 2017) – NattoPharma is excited to announce a new partnership with Nutriangels, a pioneering nutraceutical brand with highly innovative products that include chelated minerals, further expanding the presence of MenaQ7® Vitamin K2 as MK-7 in Brazil.

“Brazil is a burgeoning market where NattoPharma already enjoys an established presence. Nutriangels is one of the new pioneering supplement brands serving Brazil and we are thrilled to see this new customer expand our MenaQ7 offering with consumer-targeted, science-based products,” says Eric Anderson, senior vice president of global sales and marketing with NattoPharma.

Nutriangels launched K2 + featuring MenaQ7® in Q2 2017 and has already been well received. Because of NattoPharma’s extensive clinical substantiation and awarded patents, K2 + is positioned to support both bone and cardiovascular health.

“This milestone marks a welcome increase in awareness of the importance of Vitamin K2 for human health, and the global recognition that MenaQ7® is the clinically validated branded Vitamin K2 as MK-7 of choice,” adds Anderson.

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About NattoPharma and MenaQ7®

NattoPharma ASA, based in Norway, is the world’s leader in vitamin K2 research and development. NattoPharma is the exclusive international supplier of MenaQ7® Vitamin K2 as MK-7, the best documented, vitamin K2 as menaquinone-7 (MK-7) with guaranteed actives and stability, clinical substantiation, and international patents granted and pending. The company has a multi-year research and development program to substantiate and discover the health benefits of vitamin K2 for applications in the marketplace for functional food and dietary supplements. With a global presence, the company established its North American subsidiary, NattoPharma USA, Inc., in Metuchen, NJ, and NattoPharma R&D Ltd. in Cyprus. For more information, visit www.nattopharma.com or www.menaq7.com.

About Nutriangels

Nutriangels mission is to build a better world, every day, through innovations and improvements in health, quality of life and well-being, developing quality products with superior safety and efficiency, based on social responsibility, sustainability and ethics. For more information, visit www.nutriangels.com.br and www.k2mais.com.br.

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