

## MenaQ7® Vitamin K2 launched in Australia/New Zealand

**Marketers to incorporate NattoPharma ASA ingredient into top retail and practitioner supplement lines**

**OSLO, NORWAY**, (November 25th, 2014) NattoPharma ASA, world leader in vitamin K2 research and development, in collaboration with Complementary Medicines Group (CMG) Australia, announces successful penetration into the Australian and New Zealand markets, including supplying major Sponsor brands.

This collaboration has resulted in exciting developments. First, Blackmores, Australia's leading natural health brand, will utilize NattoPharma's MenaQ7® Vitamin K2 in a soon-to-be released product that will be sold both online and through brick-and-mortar stores across Australia. BioCeuticals, supplier of high-quality practitioner-specific nutritional and therapeutic supplements, has also signed on to use its MenaQ7® Vitamin K2 in an upcoming product.

In addition, another new product concept has already been released: Essential Nutrition Vitamin K2, a standalone bone health product featuring NattoPharma's MenaQ7® Vitamin K2 as MK-7, the only clinically validated and patented vitamin K2 as MK-7. The product is currently being sold online at [www.essentialnutrition.net.au](http://www.essentialnutrition.net.au), and will in November 2014 be sold exclusively through Go Vita, a 150-store retail natural products chain.

*"Bone health is a serious concern, and the introduction of MenaQ7 Vitamin K2 to the Australian and New Zealand markets has been significant. We are energized,"* says Craig Fallshaw, CMG Founder. *"It is so validating to bring the only clinically validated, patented vitamin K2 as MK-7 to these markets."*

In close collaboration with NattoPharma ASA, CMG has leveraged relationships to bring the current product offering to market, as well as other opportunities for future products, and increase awareness of this important bone health ingredient.

*"We are very pleased to make significant progress in Australia and New Zealand introducing our proprietary, patented, and clinically proven MenaQ7® Vitamin K2 as MK-7,"* says Hogne Vik, CEO of NattoPharma ASA. *"We look forward to a long and successful relationship with CMG and its partner groups."*

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### **About CMG**

Complementary Medicines Group (CMG) is a service provider to the complementary medicine, food and over-the-counter pharmaceuticals industries. Offering raw materials, contract manufacturing, and marketing services, CMG was named the Complementary Medicines Australia 2011 Manufacturer, Wholesaler, or Distributor of the Year, and the 2014 Wholesaler/Distributor of the Year. For more information, visit [cmgrouponline.com/au](http://cmgrouponline.com/au).

### **About MenaQ7®**

MenaQ7® is the best documented, commercially available natural vitamin K2 with guaranteed actives and stability, clinical substantiation and international patents granted and pending. For more information on the health benefits of MenaQ7, visit [menaq7.com](http://menaq7.com).

**About NattoPharma**

NattoPharma ASA, Norway, is the world's leader in vitamin K2 research and development. NattoPharma is the exclusive international supplier of MenaQ7™, the natural vitamin K2 as MK-7, and the company has been in a multi-year research and development program to substantiate and discover the health benefits of natural vitamin K2 for applications in the marketplace for functional food and dietary supplements. For more information, visit [nattopharma.com](http://nattopharma.com).

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