

KANEKA CORPORATION

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Active Development of World-First Next Generation Coenzyme Q10 in Europe, Japan and United States

—Full-fledged sales of antioxidant form of coenzyme Q10 for middle-aged and senior adults—

- ◎ Kaneka Corporation (Headquarters: Osaka. President, Mr. Kimikazu Sugawara) has begun full-fledged sales of antioxidant form of coenzyme Q10 (Kaneka QH™) alongside the previously available oxidized coenzyme Q10 (Kaneka Coenzyme Q10™). The high level of safety of Kaneka QH™ has been shown in tests on humans and animals*. Sales of the product began in 2006 in the United States as a supplement for baby boomers, and last year it attracted attention as a promising dietary ingredient. Preliminary sales began in autumn of last year in Japan and at the beginning of this year in Europe. A tri-front approach consisting of Europe, Japan and the United States will be taken for aggressive development of the product, while the sales target will be 20 billion yen after a few years.

*The US Food and Drug Administration (FDA) accepted the new dietary ingredient (NDI) notification for the product in 2005.

- ◎ Antioxidant form of coenzyme Q10 oxidizes quickly when exposed to air, so it was essential to develop stabilization technology for use in the manufacturing process. Kaneka was the first manufacturer in the world to succeed in the development of stabilization technology for antioxidant form of coenzyme Q10 bulk and soft capsules. More than ninety percent of the coenzyme Q10 contained in healthy human blood is of the antioxidant form. Antioxidant form of coenzyme Q10 is directly used in the body. For that reason, it is promising as a highly functional food material to provide a source of energy for middle-aged and senior adults whose ability to convert ubiquinone to ubiquinol has deteriorated making the product useful for maintaining their health.
- ◎ Conventionally, coenzyme Q10 is in oxidized form (ubiquinone) to maintain stability when it comes in contact with air, and then it must be converted to antioxidant form (ubiquinol) by the body after ingestion. Ubiquinol is found in all the body's organs and cells. It is now known that ubiquinol plays an important role in energy production within the mitochondria of the cells as a coenzyme Q10. Recent studies have shown that the ability of the body to convert ubiquinone to ubiquinol deteriorates with oxidative stress resulting from things such as aging and disease. Based on this, young and healthy people whose bodies are able to sufficiently convert the ubiquinone can expect a boost from the oxidized form, while antioxidant form of coenzyme Q10, thanks to its already being in antioxidant form, is better suited to middle-aged and senior adults whose converting ability has deteriorated. Antioxidant form of coenzyme Q10 thus holds promise for contributing to the maintenance of health among the elderly.
- ◎ Kaneka's coenzyme Q10 business has a history of about 30 years. Kaneka Coenzyme Q10™ is the only coenzyme Q10 in the world to be manufactured from yeast using fermentation method. It has earned a high level of trust in the global market, being infused with the concepts of safety, reliability and high quality. Kaneka QH™ is a next-generation coenzyme Q10 aimed at helping middle-aged and senior adults maintain their health. By placing it on the market, Kaneka will further expand its business in a new field of functional foods.