



who has nutrients that are
more bioavailable?

—
we do.

GPM™ fermented vitamins



ashland.com / efficacy usability allure integrity profitability™



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who helps you tie into market trends?

we do.

- fermented foods are very popular in the market right now and are considered healthy and natural by consumers
- fermented foods are currently being studied for their influence on the gut microbiome, which include which include supporting cardiovascular health, proper immune system function and general gastrointestinal well-being
- Ashland's unique offerings with GPM™ nutrients provide the health benefits of fermented foods/nutrients with the convenience of supplementation

who has a new approach for nutrients?

we do.

GPM™ fermented nutrients are different from traditional nutrients

- nutrients bound to a food source are more bioavailable¹⁻⁹
- fermented nutrients have a slow, sustained release^{9,10}
- allows for a time-release effect, particularly important for the water-soluble vitamins (B-vitamins, Vitamin C) which are either utilized by the body or quickly excreted¹⁰



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

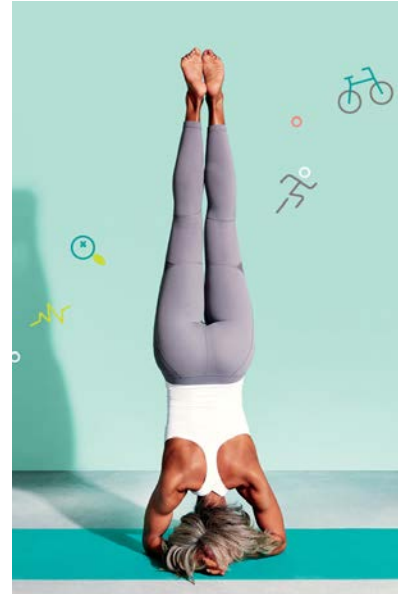
who puts the “new” in nutrient?

—
we do.

benefits of GPM™ fermented nutrients

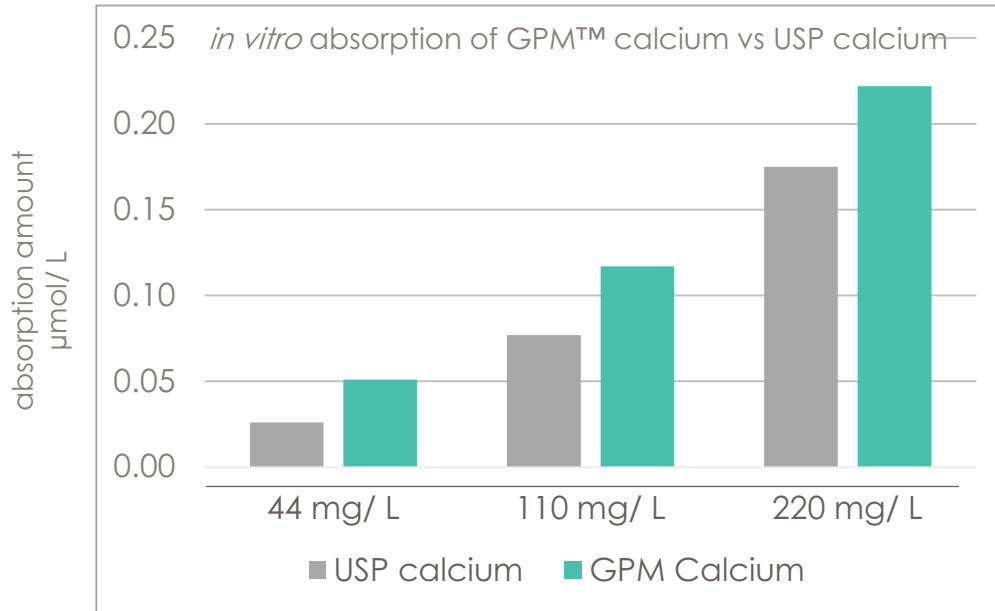
- increased absorption and bioavailability¹⁻¹⁰
- the whole food nutrient matrix is very gentle on the stomach
- organic/non-GMO*/gluten-free/soy-free versions available
- allows for product differentiation

* meets U.S. definition



one example

calcium absorption



data illustrating improved absorption of a GPM nutrient vs USP nutrient at increasing dosage amounts⁵

full line up of nutrients

GPM™ nutrients currently available*

- o beta-carotene
- o biotin
- o calcium
- o copper
- o chromium
- o folic acid
- o iodine
- o iron
- o lecithin
- o manganese
- o molybdenum
- o niacinamide
- o pantothenic acid
- o potassium
- o selenium
- o vitamin A
- o vitamin B1
- o vitamin B2
- o vitamin B6
- o vitamin B12
- o vitamin C
- o vitamin D3
- o vitamin E
- o vitamin K1
- o Zinc
- o CoQ 10
- o botanicals also available

*studies have not been conducted on all possible nutrients



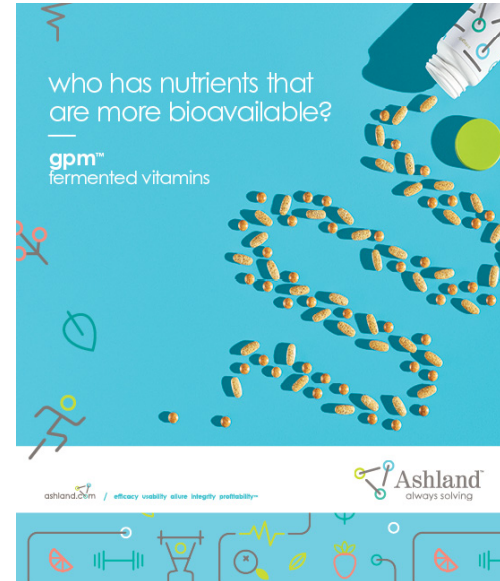
who has products you can trust?

we do.

- made with patented process
- gluten free
- non-GMO*
- Kosher certified
- soy-free versions available
- organic versions available
- made in Kearny, New Jersey

talk to one of our Ashland solvers to learn more

* meets U.S. definition of non-GMO



references

1. Internal *in vitro* test data for Vitamin B2 (as Riboflavin) GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
2. Internal *in vitro* test data for Vitamin B3 (as Niacinamide) GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
3. Internal *in vitro* test data for Vitamin B6 (as Pyridoxine) GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
4. Internal *in vitro* test data for Vitamin C (Ascorbic acid) GPM vs USP. Methods: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338 & J. Agric Food Chem 55:8941-9, 2007
5. Internal *in vitro* test data for Calcium GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
6. Internal *in vitro* test data for Magnesium GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
7. Internal *in vitro* test data for Copper GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
8. Internal *in vitro* test data for Zinc GPM vs USP. Method: Fiorani et al., 2003, *Free Radical Research*, 37:1331-1338.
9. Relative bioavailability of CoQ10 Plus® compared to USP CoQ10 isolate, CoQ10 National Brand A, and CoQ10 National Brand B. Internal *in vivo* human testing study.
10. Comparative human bioavailability of two forms of CoQ10 and comparative antioxidant ability of two forms of CoQ10. Internal *in vivo* human testing study.

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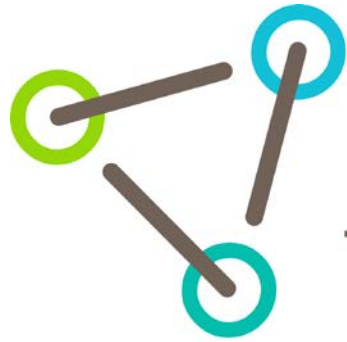
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