

# How can Ubiquinol™ help you meet the latest consumer demands?

Coenzyme Q10 has been on the market as a dietary supplement since the nineties. Its popularity was highest around the years 2004-2006, when several products were introduced based upon clinical data showing it could have a health promoting, anti-aging and “beauty-from-within” effect. Since then, numerous consumers have tried and taken Coenzyme Q10. Several people stopped taking the Coenzyme Q10 and its success was more or less dependent upon efficient marketing campaigns/studies that became available and that could open new market segments (ex. Co-treatment with statins to prevent statin associated muscle symptoms (pains)).

In the human body Ubiquinol is made via a 10 step pathway which involves at least 13 different genes (*Doimo et al, Mol Syndromol. 2014 Jul;5(3-4):156-62*) and tyrosine, methionine, vitamin B2, B3, B5, B6, B12, C, folic acid, magnesium and selenium are required. Currently there are already 8 mutations known in genes involved in Ubiquinol biosynthesis. After such mutations, respiratory chain disorders (or mitochondrial diseases) occur and the symptoms may be eye disease, heart disease, muscle weakness, liver and kidney problems, blindness, deafness, ataxia and acidose, encephalomyopathy, ataxia, lactic acidosis, retinitis pigmentosa, hypertrophic cardiomyopathy and even steroid-resistant nephrotic syndrome. Furthermore, if such mutations occur, and therefore a “shortage” of Ubiquinol occurs, it has been shown that the life span is decreased.

Since many genes are involved in Ubiquinol biosynthesis and several nutrients are needed, it can be expected that in healthy humans levels of Ubiquinol may be far from optimal and it is clear that it is easy to be or become deficient.

Globally over 400 different Ubiquinol products have been introduced to the market. Factors driving growth are increased health awareness and consumers looking for preventive nutrition, growing research demonstrating its unique properties and consumers actively looking for nutrients that work.

Ubiquinol is typically sold for heart health, cell energy and for the healthy-aging market. Recently, new product have been introduced in the sports nutrition market (driven by positive comments from professional athletes: triathletes, mountain running, etc) and sports clubs (Spanish Primera Division soccer team, etc.) and in the field of fertility treatment (driven by success reported by new parents).

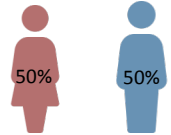
*Study done with more than 100 consumers aged over 50 and usually taking dietary supplements in France (Q1/2017)*

 EXPANSION  
CONSULTEAM

**100mg Kaneka Ubiquinol™ a day during 28 days**

50% has never taken vitality/energy supplements

50% has taken but stopped at least 3 months ago



Earlier this year consumer research, by Expansion Consulteam, took place in France with more than 100 participants aged over 50 and usually taking dietary supplements. In this study 100mg Kaneka Ubiquinol™, in a dose of one capsule per day, was taken for a period of 28 days. 8 in 10 liked the product dose intake and cure duration, and more than 7 in 10 had an improvement of *Quality Of Life* during that time.

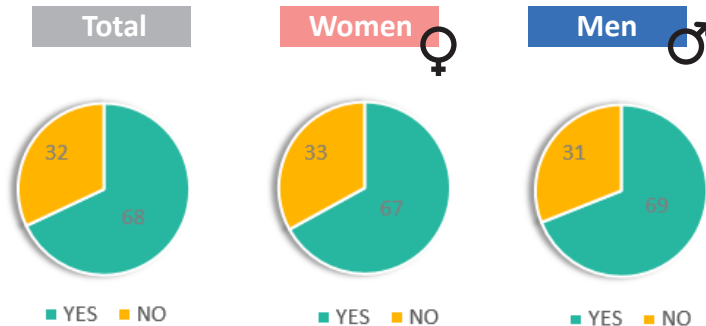
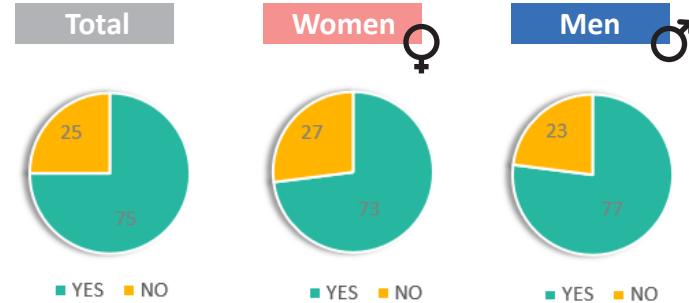
In the study, different groups were analyzed (men and women, 50-62 years old, 63-69 years old) and lots of interesting data was collected: 77% of males and 73% of females would buy Kaneka Ubiquinol™ for themselves and 68% would recommend it to family /friends. Below you can see some more numbers.

According to Expansion Consulteam the feedback about Kaneka Ubiquinol™ is much better than with any other product that they have ever tested.

### Would you buy this product for yourself...

Why?

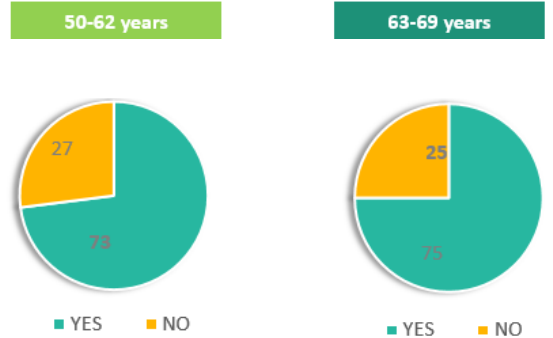
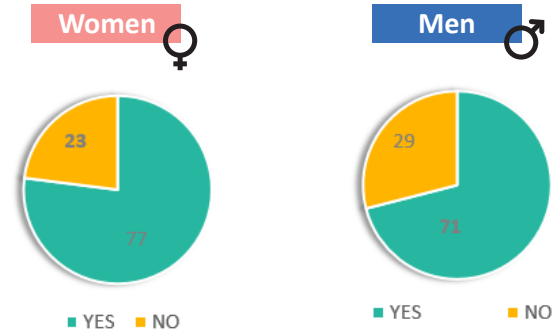
- For energy during the day
- For sport
- For physical and intellectual fatigue
- For better stress management



### Would you recommend this product to any of your friend (s)



## Improvement of QUALITY OF LIFE (better shape, less pain, more energy) ?



## What is your feeling about 1 a day and 100mg a day?

Average grade  
8/10

Women : 8,15  
Men : 7,84

50-62 years : 8,01  
63-69 years : 7,98

## Consumer voice

