



Unmasking the Truth: The TruQuality Revolution!

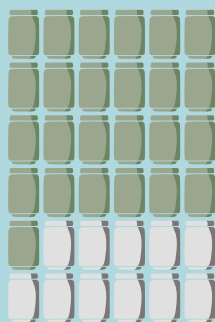
What lies beneath the surface?

In the world of vitamin K2, many products fail to meet label claims due to low quality or purity, particularly low isomeric purity. These products often have excessive *cis* isomers instead of the more effective *trans* isomers. Additionally, many multivitamin and K2 mineral formulations fall short of their labels, mainly because some manufacturers use unprotected vitamin K2, which degrades rapidly in certain formulations, resulting in a product that doesn't match its label claims.



100%

Products using
K2VITAL™ met quality
and isomeric purity
standards



71%

Products **did not meet** quality
and isomeric purity standards

29%

Products met quality and
isomeric purity standards

We've partnered with a third-party lab to assess 38 K2 supplements for MK-7 content and isomeric purity. Results revealed that only 29% of these products met both standards, while 71% fell short in either MK-7 content or isomeric purity.

TruQuality – our commitment to providing the highest standard of K2 vitamin health ingredients

As leaders in our industry, we believe we have a responsibility to meet and maintain benchmarks for quality and transparency within our industry.



Stability you can lean on: Our first-in-class K2VITAL™ DELTA is the world's only patented double-encapsulated K2, created for exceptional shelf-life.

K2VITAL™

Our K2VITAL™ products have been rigorously tested more than 400 times. Each time, the results are the same – they contain **99.7% all-trans vitamin K2 MK-7, for optimal efficacy and bioavailability.**



We take the extra step in undergoing third-party testing of our K2VITAL™ products providing irrefutable evidence that K2VITAL™ consistently meets and exceeds the highest standards of quality and purity providing trusted solutions you can count on.

Contact us and learn more:
www.kappabio.com/vitamin-k2-vital/truquality

Kappa Bioscience AS – a Balchem company
Silurveien 2, Building B · 0380 Oslo, Norway

Kappa Bioscience Europe GmbH
Friesenweg 22 · 22763 Hamburg, Germany
Office +49 40 6094087-0 · info@kappabio.com · www.kappabio.com · www.k2vital.com



Copyright © by Kappa Bioscience AS, 2023. All rights reserved. Without the written permission of Kappa Bioscience AS it is prohibited to integrate the protected contents published into any media or food stuff consumer product. This flyer may contain elements protected by copyright and by other laws that are subject to the copyright of third parties and correspondingly protected by these third parties. K2VITAL™ and the "K" Logo are registered trademarks of Kappa Bioscience AS. Illustrations: © Kappa Bioscience AS. adobestock.com: Aleksandar.

Disclaimer: the information provided is to the best of our knowledge, true and accurate. It exclusively addresses experts in science, research or industry professionals, not consumers. The scientific and technical information has not been validated by any regulatory authority. Any explicit and/or implied claims included here may not necessarily be appropriate for marketing purposes. Manufacturers of foods should ensure all statutory requirements are followed in the respective market. These statements have not been evaluated by the Food and Drug Administration. Our products are not intended to prevent, cure, treat, or diagnose any disease. We recommend the label of products containing vitamin K2 informs consumers of the potential interference with anticoagulant treatment therapies and that a healthcare professional is consulted before starting any dietary program.