



# ADVANCED INFORMATION

advanced biotech

## LATEST NEWS FROM GNOSIS

### Gnosis Back and Forward Looking

2016 played a key role for Gnosis by collecting a strong performance in US and Europe with a growing contribution from Middle East, Asia Pacific and South America.

Significant achievements have been obtained through the introduction of new concepts, with the intent to improve the quality of life and promoting well-being.

Next year's goal will be to focus on bringing innovation and clinical support to science-based performance products.

Wishing you a wonderful Christmas time!

*Paolo Malesani  
Commercial Director*

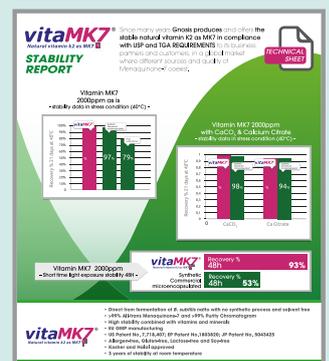
### Focus on



### Natural is MORE Stable

VitaMK7® is a white, odorless and fluent powder, with state-of-art manufacturing process that grants highest stability. **VitaMK7® is stable as is and in combination with various calcium formulations, without applying coating or microencapsulation that increase non-natural chemical substances.**

**The brand-new VitaMK7® Stability tool is available!**



## Gnosis biggest advancements in 2016

- VitaMK7®, became the USP Standard Reference, which defines a high-quality standard for an optimal vitamin K2*
- Australian Health Authority - (TGA) recognized the USP monograph as the guidance for qualified vitamin K2*
- VitaMK7® was introduced in the Brazilian market*
- A new U.S. medical food formulated with Quatrefolic® was awarded at Vitafoods as the Finished Product of the Year*
- SupereSse® received a health claim for joint nutraceutical applications in Japan, which refers to "Improvement for the joint wrongness"*
- Quatrefolic® earned approval as permitted ingredient by TGA in Australia*
- Mythocondro® was successfully launched in US with a dedicated speech given by Prof. Volpi*
- Prof Volpi issued a nice book on Chondroitin Sulfate world with an extensive overview and clinical evidence of Mythocondro®*
- Gnosis was listed in the Certified Companies of Halal International Authority (HIA)*
- Quatrefolic® new study showed effect in lowering Homocysteine*

The recent introduction of Emothion™, the new orally stable form of acetylated Glutathione (S-Acetyl-Glutathione, SAG) has opened up new possibilities to boost glutathione levels in humans.

Glutathione (GSH) is the most effective antioxidant in our body. It does more than simply fight free radicals but has a key role in:

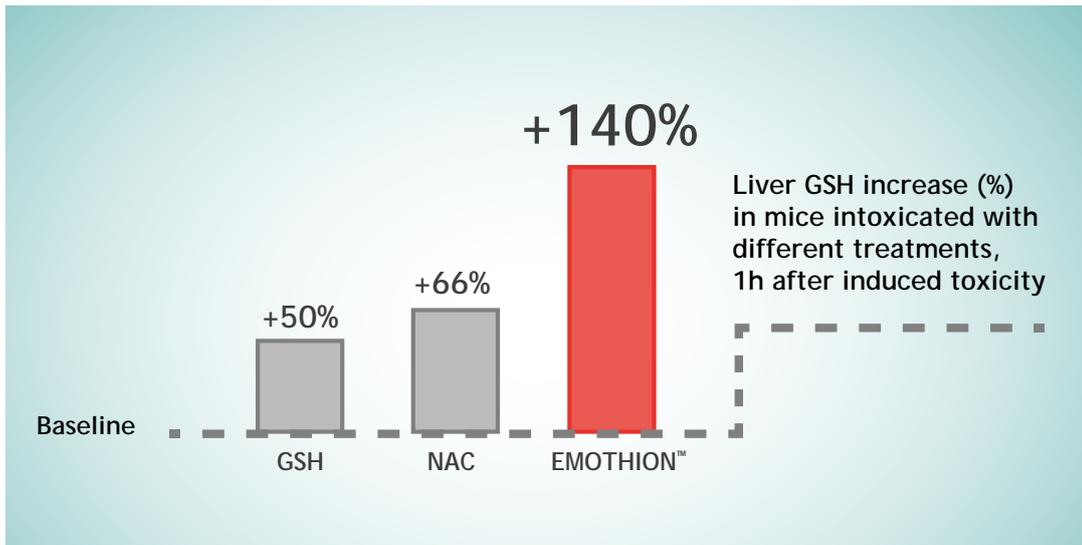
- a) Protects cells from oxidative stress and toxins
- b) Supports the immune system

Although GSH supplementation has a solid scientific rationale, its nutritional use is not very efficient because of poor absorption of GSH as is. In fact, once GSH is ingested, it is hydrolyzed to its aminoacidic components before absorption.

Emothion™, being a lipid-like compound, is protected by enzymatic hydrolyzation and is transported to tissues as is, where, once internalized in cells, is de-acetylated by cytoplasmic thioesterases to produce reduced glutathione for direct utilization.

Gnosis' results of preclinical trial in mice show that:

1. Emothion™ restores liver GSH level better than GSH and its precursor N-acetylcysteine (NAC) supplementation, after depletion by paracetamol (PA) intoxication.



2. Emothion™ protects liver reducing ALT level % in mice serum after PA intoxication.

Treatment	Serum ALT (IU/L)
GSH	5,400 (IU/L)
NAC	5,200 (IU/L)
EMOTHION™	2,200 (IU/L)

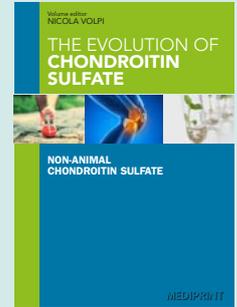
ALT: Alanine Aminotransferase enzyme levels, a recognized biomarker in liver disease.

Emothion™ treatment was twofold more effective than the other treatments (GSH and NAC).

Odor-free and tasteless Emothion™ is suitable to be formulated in tablets, sachets and capsules.



1. Ask for your copy of Chondroitin Sulfate and Mythocondro® book at [marketing@gnosis-bio.com](mailto:marketing@gnosis-bio.com)



2. Our informative tools are available also in Chinese and Russian. Ask for your copy at [marketing@gnosis-bio.com](mailto:marketing@gnosis-bio.com)

## Incoming Events 2017

February 24<sup>th</sup> - 25<sup>th</sup>



New York, USA  
Booth #507

April 18<sup>th</sup> - 20<sup>th</sup>



INGREDIENT MARKETPLACE  
NUTRITION | HEALTH | FOOD | BEAUTY

Orlando World Center  
Marriot, USA  
Booth #154