

Chelamax[®] Magnesium Bisglycinate: Superior Absorption and Efficacy



Deliver highly effective magnesium supplements that consumers can count on with **Chelamax[®] Magnesium Bisglycinate**:



Superior absorption



Improved digestibility



Smaller tablet/capsule size

New product launches featuring Magnesium Bisglycinate have grown significantly over the past 5 years.¹



¹Innova Market Insights

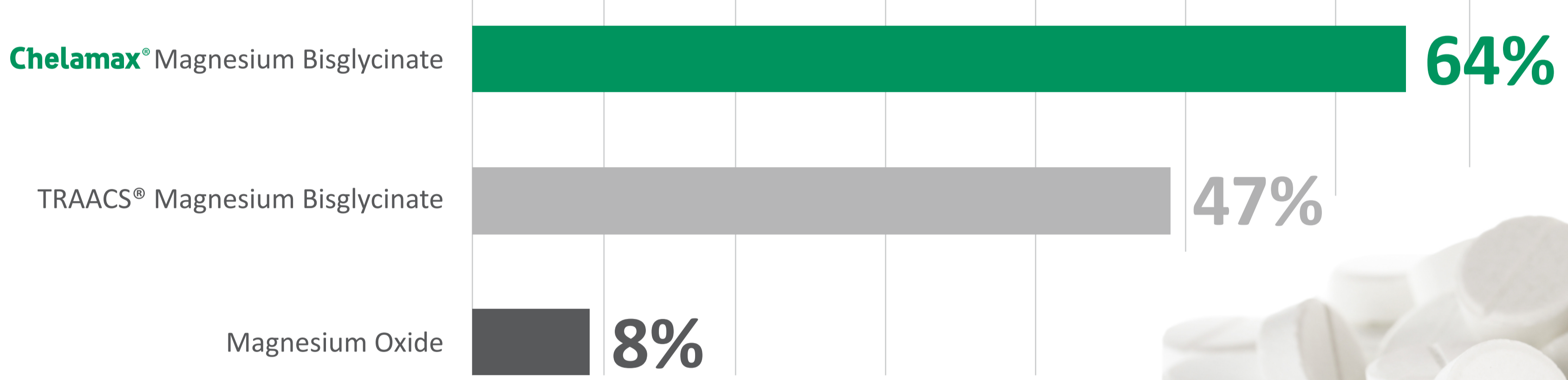


Chelamax[®] Has Much Higher Absorption

An *in vitro* study on the bioaccessibility and bioavailability of magnesium (Mg) through the upper GI tract showed that **Chelamax[®]** had:

- ✓ **30%** more absorption than TRAACS[®] and
- ✓ **8X** more absorption than Magnesium Oxide.

In Vitro Study of Magnesium Absorption



55%+

On a per gram basis, **Chelamax[®] Magnesium Bisglycinate** has 55%* more absorbable magnesium than TRAACS[®] Magnesium Bisglycinate.

*Based on magnesium content of 11.7% Chelamax[®] and 10% TRAACS[®]

Better Absorption is Just the Beginning...

BENEFITS FOR TABLETS AND CAPSULES:

- Higher density leading to increased loading levels
- Tight particle sizes for ease of processing
- Directly compressible for tablet manufacturing
- Improved stability for longer shelf life



Elevate your supplement, with **Chelamax[®]**, the brand that stands for greater efficacy:

- Science-backed data showing increased bioaccessibility and bioavailability
- Unique 3-step verification process, proving chelation
- Application expertise to help optimize delivery format

Chelamax[®] Chelation Matters[™]



Contact Innophos today about using **Chelamax[®] Magnesium Bisglycinate** in your formulations.

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