NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Japanese Ministry approves Beta-Alanine for Food Application

25 April 2019 | News

Ministry of Health, Labor and Welfare of Japan has recently announced the approval of beta-alanine in the Japanese food market. Natural Alternatives International, Inc. ("NAI") (Nasdaq: NAII), a leading formulator, and marketer of customized nutritional supplements, spent nearly three years navigating the application process and was instrumental in this premier achievement.



NAI to Immediately Enter Japanese Market with CarnoSynÂ® Beta-Alanine

Ministry of Health, Labor and Welfare of Japan has recently announced the approval of beta-alanine in the Japanese food market. Natural Alternatives International, Inc. ("NAI") (Nasdaq: NAII), a leading formulator, and marketer of customized nutritional supplements, spent nearly three years navigating the application process and was instrumental in this premier achievement.

"NAI applied to the Ministry of Health, Labor and Welfare for use of beta-alanine in food products in the Japanese marketplace. We received application confirmation in May 2016 and have worked diligently since that time to gain approval. We are proud to have provided assistance in opening the market and in ultimately gaining beta-alanine approval as a food ingredient in Japan for the first time," stated Ken Wolf, NAIâ??s President. "NAI looks forward to entering the market with its CarnoSyn® beta-alanine, the only beta-alanine to receive New Dietary Ingredient Status from the FDA in the United States."

NAI fully intends to support Japanese market needs by participating in key 2019 industry tradeshows and conferences. Dr. Di Tan, Director of Scientific Affairs for CarnoSyn®, recently attended the Health Food Expo, April 9-10, and will attend two

additional conferences in Tokyo over the coming months: the IFIA and HEF International Food Ingredients & Additives Exhibition and Conference, May 22-24, and the Sportec and Health Fitness Japan exhibition, July 9-11.

"CarnoSyn® beta-alanine is widely recognized as a patented, high-quality ingredient of choice among companies wishing to use only the safest ingredients in their products. Our CarnoSyn® beta-alanine is available for sale immediately in Japan to support our efforts in the Japanese market," noted Nicole Burbank, Vice President of CarnoSyn® Brands.

NAI is partnering with Shimizu Chemical Corporation to provide exclusive distribution of CarnoSyn® beta-alanine in Japan. Shimizu is a leading company in nutritional sciences in Japan, offering a wide range of products and services in various industries from pharmaceuticals and foods to cosmetics and sports nutrition. With its unique solutions and long-standing expertise, Shimizu continues to innovate globally. Its services include managing and leading contract manufacturing services to fulfill a variety of customer needs to produce finished products containing CarnoSyn® beta-alanine in a variety of forms, from nutritional supplements to all types of food products.

"We are committed to supporting NAI and promoting CarnoSyn® beta-alanine in the newly opened Japanese marketplace", said Ryusuke Shimizu, President and COO of Shimizu Chemical Corporation. "In addition to our 20+ year relationship with NAI, we are confident we can leverage our knowledge and expertise within Japan and beyond to create a successful market expansion and cultivate new customer partnerships."