

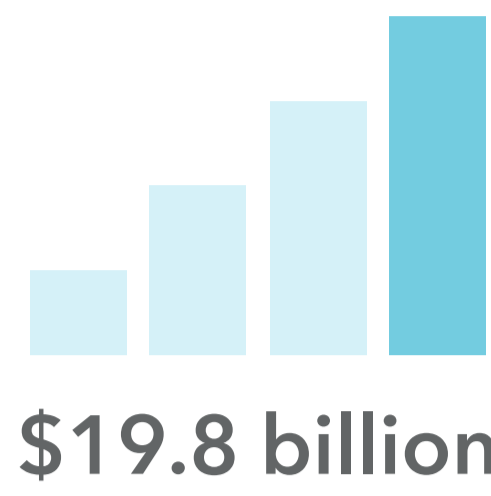
Magnesium unleashed: a source of magnesium for creating consumer-friendly, in-demand products

Unlock the true potential of magnesium

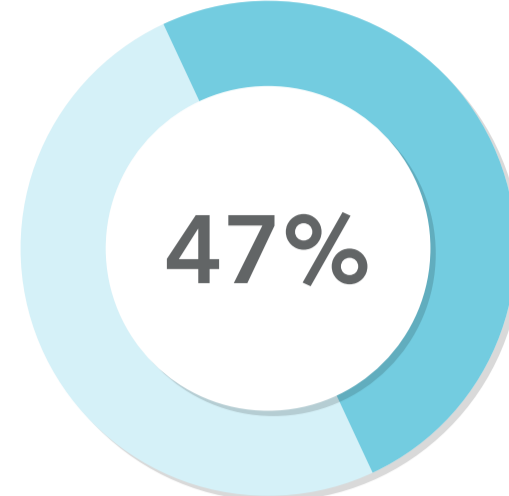
- ✓ As consumers increasingly seek out convenient ways to improve their health, magnesium has become the mineral of choice for millions.
- ✓ With benefits for mental and physical wellbeing, it has become a popular supplement for health-conscious consumers.
- ✓ To stand out from the crowded marketplace, formulators must pair science-backed ingredients with a sensory-appealing delivery format.



Magnesium: A mineral on the rise



The expected value of the magnesium market in 2028



The proportion of global supplements that contained magnesium in 2023

Unleash a healthy lifestyle

Up to 300 enzymatic reactions in the human body require magnesium, yet studies show that **nearly 50% of North Americans and Europeans are deficient.**

Magnesium is particularly important for stress relief and muscle recovery, making it valuable for people who lead an active lifestyle.

Magnesium is vital for a host of other physiological functions, including:



Muscle function



Mental wellbeing



Maintaining energy levels



Hormone regulation

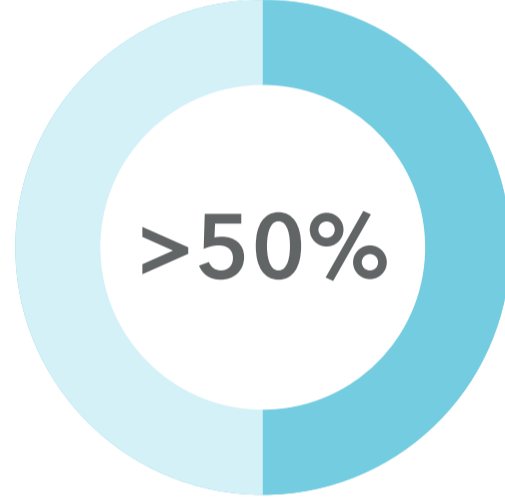
A sensory-appealing magnesium product

As convenient, non-conventional nutraceutical formats continue to dominate the market - formulators must keep pace with demand and design **sensory-appealing products.**

However, there are several common challenges when designing a sensory-appealing magnesium product, especially using conventional salts such as magnesium oxide.

These include:

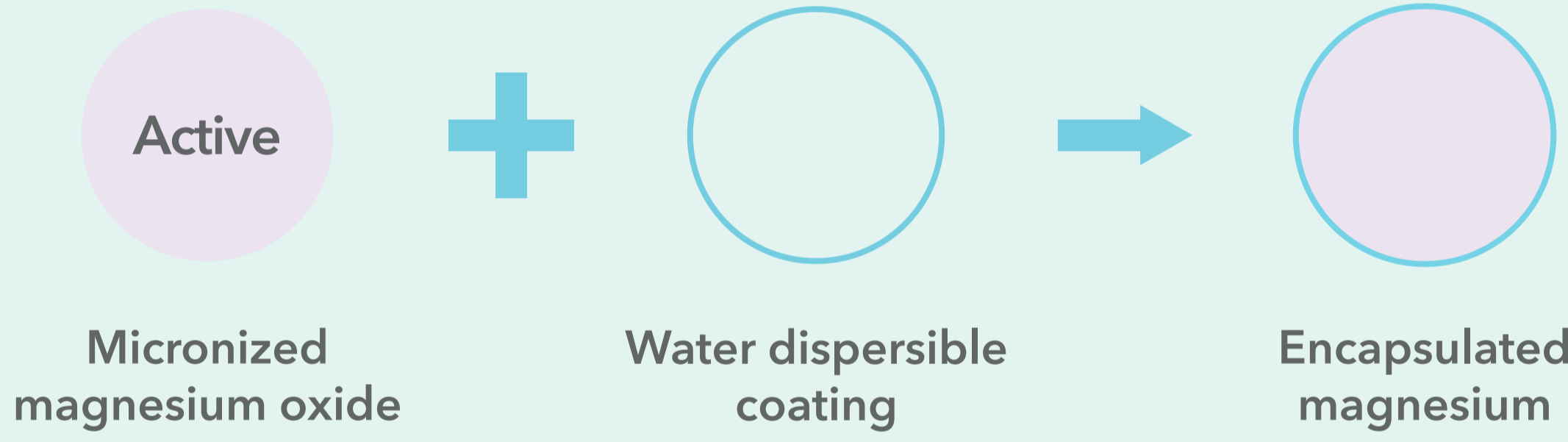
- An unpleasant off-taste
- Poor texture
- Low magnesium bioavailability
- Uncomfortably large serving sizes
- Inconvenient and frequent dosage



The proportion of non-pill formats that make up the worldwide supplement market

Unleash your ideal magnesium product

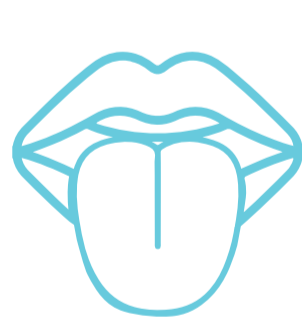
Lubrizol Nutraceuticals' MAGSHAPE™ microcapsules deliver a reliable and effective source of magnesium in a concentrated powder that can differentiate your product.



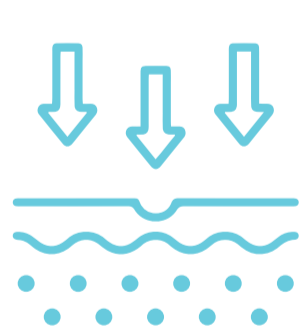
Our microencapsulation technology enhances the **bioavailability, dispersibility and stability** of magnesium.

This facilitates the creation of a **great-tasting, easy-to-consume product**, in-line with consumer demands.

Formulator benefits of MAGSHAPE™ microcapsules



Enhanced taste and texture



Superior flowability



Higher concentration and smaller servings

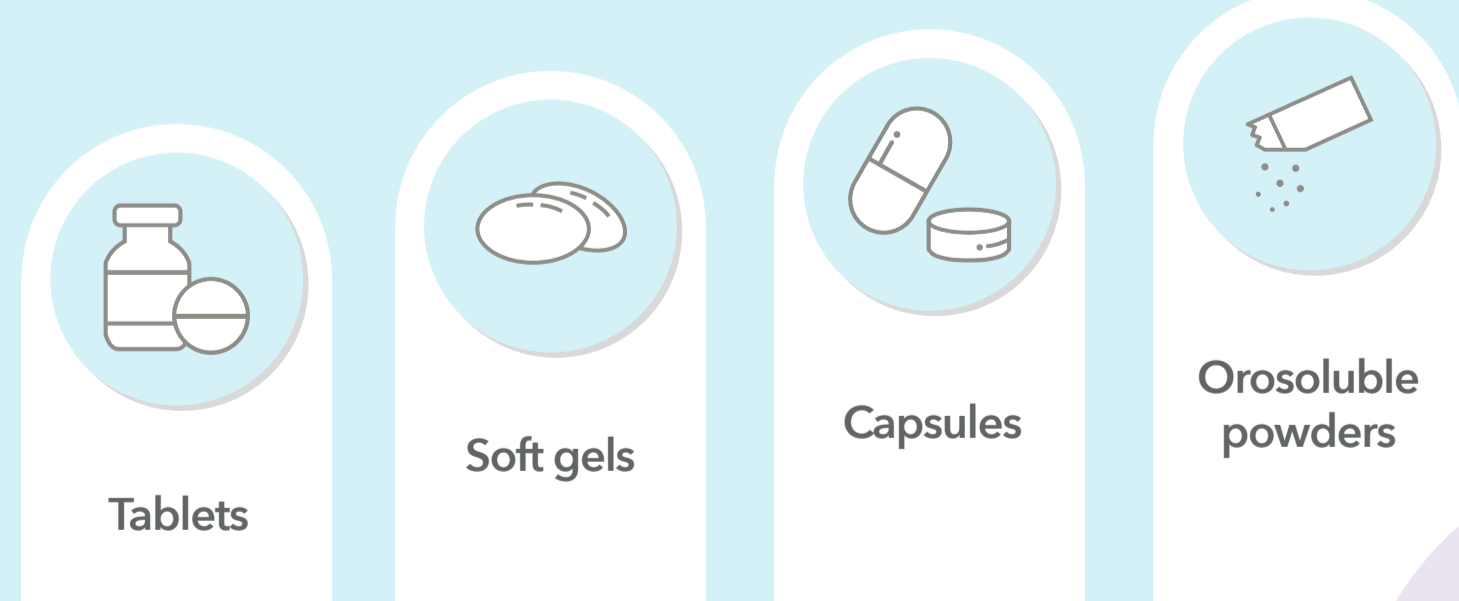


Increased tabletability

Unleash your ideal delivery platform

MAGSHAPE™ microcapsules' physical properties facilitate products that use a **wide range of delivery formats.** This enables you to stay aligned with consumer demands for convenient, on-the-go formats.

These include:



Unleash your perfect magnesium product

Lubrizol's solutions are supported by state of the art research, ensuring that our products align with all consumer demands. This allows us to provide you with the very best consumer-centric ingredients, helping you to stand out in the marketplace.

Choose MAGSHAPE™ microcapsules for a reliable and concentrated source of magnesium that can enable a great-tasting product. With a wide range of applications and proven bioavailability, our research-backed portfolio is ready to facilitate your formulation development.

Get in touch

Learn how MAGSHAPE™ microcapsules can enable your on-trend magnesium product by contacting us at nutraceuticals@lubrizol.com