

Chelamax[®]

Magnesium:
For a Better Gummy

Consumers love gummy supplements because of their easy consumption and tasty flavors.

Popularity of gummy supplements has

EXPLODED

over the past five years, with sales growing steadily at **42% CAGR** from 2018 to 2022.¹

42%



Chelamax[®] Magnesium Citrate is the clear choice to add magnesium into a gummy supplement when compared to other magnesium sources. **It is more stable, less sticky, and able to form at high loading levels.**

Why Magnesium?



75% of Americans do not meet their dietary requirements for magnesium²



Magnesium is essential for supporting muscle and nerve function, and energy production³



Magnesium is the fastest growing mineral category in the past five years⁴

REFERENCES:

¹ Innova Market Insights Database (2023).
² Vitamin D and Calcium: The Batman and Robin of Healthy Bones, More (naturalproductsinsider.com).
³ Not All Calcium Salts Are Created Equally (vitafoodsinsights.com).
⁴ Mineral Supplements Market Size, Share Report, (2019-2025) (grandviewresearch.com).

Challenges of Formulating with Magnesium

WHY?

The high pH of many magnesium sources makes it less soluble and poorly suited for gummies.



Chelamax[®] Magnesium Citrate is the Solution

Chelamax[®]
Magnesium Citrate

vs.

Anhydrous
magnesium citrate
USP grade

vs.

Magnesium citrate
USP grade



Innophos' Chelamax[®] Magnesium Citrate is stable, soluble, and has the correct pH for desirable gummies when compared to other magnesium sources.

Why Chelated Magnesium?

Chelation forms a protective shell around a mineral, resulting in various benefits compared to non-chelated alternatives.

At Innophos, we developed an industry-leading, proprietary three-step verification process to prove full chelation of our minerals.

BENEFITS TO FORMULATORS:

- Greater solubility, stability, and bioavailability
- Extremely low in heavy metal impurities
- Successfully responds to pectin as a setting agent

BENEFITS TO CONSUMERS:

- Increased absorption
- Improved digestibility
- Better texture

Chelamax[®] Magnesium Citrate is the clear choice for a better gummy supplement.



Download Whitepaper for Detailed Results

Chelamax[®]
Chelation Matters[™]

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

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