



## PRESS RELEASE

CONTACT: Carrie Livingston  
Email: [carrie@colinkurtis.com](mailto:carrie@colinkurtis.com)  
Phone: 815-519-8302

### **NEW DATA REVEALS ADVANTAGES OF CHELAMAX® MAGNESIUM CITRATE FOR GUMMY FORMULATIONS**

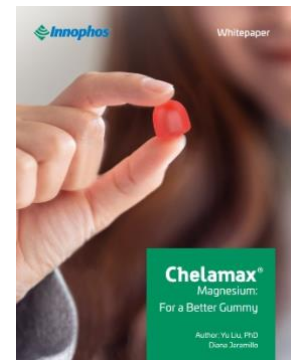
Cranbury, NJ – March 30, 2023 – Innophos, a leading international producer of nutritional specialty ingredients and custom-formulated solutions, today announced the release of its latest whitepaper demonstrating the benefits of utilizing Chelamax® Chelated Magnesium Citrate in the formulation of pectin-based gummy supplements.

Gummies are a popular delivery form for dietary supplements, vitamins, and other nutraceuticals. However, gummy production can be challenging due to the complex interactions between the ingredients. With consumer interest in magnesium at all-time highs, dietary supplement manufacturers are focusing on magnesium citrate because it is known for its solubility, bioavailability, and low reactivity, making it an ideal ingredient for gummy production. Yet, manufacturers struggle to make magnesium gummies that set properly, have an appealing texture, and have higher magnesium loads.

In a new study, Innophos evaluated the effect of three different USP sources of magnesium citrate compounds on the texture and stability of pectin-based gummies. The study shows significant advantages of Chelamax® Magnesium Citrate vs. the alternatives. Specifically, pectin gummies made with Chelamax® Magnesium Citrate exhibit:

- A more pleasing texture
- Less stickiness
- Higher loading levels of magnesium

“This study provides scientific evidence supporting the superior performance of Chelamax® Magnesium Citrate,” said Karen Winkowski, Ph.D., Vice President of Technology at Innophos. “Magnesium gummies made with Chelamax® Magnesium Citrate also improve the texture and sensory experience of gummies, making them more appealing to consumers.”



Innophos offers a broad range of proven chelated minerals under the Chelamax® brand, including powder and granular forms. The company also provides technical support and formulation assistance to help customers optimize their gummy and other formulations. Innophos is committed to providing the highest quality, science-backed products, and raising the bar in the nutrition industry in terms of validation, transparency, and application development.

Download the complimentary Chelamax® whitepaper [here](#).



Click [here](#) to learn more about how Chelamax® fully chelated minerals can help you get the most from your mineral supplements.

**About Innophos**

Innophos is a leading international producer of specialty ingredient solutions that deliver far-reaching, versatile benefits for the food, health, nutrition, and industrial markets. We leverage our expertise in the science and technology of blending and formulating phosphate, mineral, and botanical based ingredients to help our customers offer products that are tasty, healthy, and nutritious. Headquartered in Cranbury, New Jersey, Innophos has manufacturing operations across the United States, in Canada, Mexico, and China. For more information, please visit [www.innophos.com](http://www.innophos.com).