

FOR IMMEDIATE RELEASE

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Crystal E™ A More Effective Vitamin E Form
Harnessing the use of crystallization with Crystal E™

Holland, Michigan (October 1, 2019) – Introducing Crystal E™, a highly concentrated Vitamin E powder using a breakthrough technology. Crystal E™ utilizes the power of crystallization to provide a highly concentrated Vitamin E in its bioactive form. The developer and manufacturer of Crystal E™, CoCrystal Pharmatech, are experts in co-crystallization technology.

To maintain stability, most Vitamin E powders used within the nutritional market are in an esterified form. This Vitamin E form has been structurally modified with an attached ester, such as acetate or succinate. Subsequently, this reconfigured form reduces the antioxidant capacity of Vitamin E, decreases its bioavailability and does not preserve the bioactive form. Hence, the process can result in a less potent form of Vitamin E.

Crystal E™ maintains the bioactive form of Vitamin E (tocopherol). This innovative technology uses an amino acid to aid in the crystallization of Vitamin E oil into a powder resulting in a material that has not been chemically modified and has fewer processing aids (only one) than other Vitamin E powders. Crystal E™ is available in both a natural and synthetic form.



“Crystal E™ has no chemical modifications which allows for a cleaner product and the use of the technology allows for greater stability and bioavailability of Vitamin E” said Professor Xuefeng Mei, inventor of Crystal E™ at CoCrystal Pharmatech. “Additionally, consumers want products with clean labels and Crystal E™ can support that requirement.”

Other key benefits of Crystal E™ are:

- Reduction of tablet size due to its high potency
- Excellent flowability and compressibility
- Compliance with new FDA label regulations

“Crystal E™ is a revolutionary product form which uses a technology that changes the way active compounds are made into powders,” said Anthony Palmieri, Sr. Director Global Business Development at Charles Bowman and Company, the North American distributor of Crystal E™.

"Product development will appreciate the ease of use and high potency which can allow for greater flexibility in product formulations."

Crystal E™ will be formally launched into the nutritional market at SupplySide West in Las Vegas between Oct. 15-19. Additionally, Professor Xuefeng Mei, inventor of Crystal E™ will be speaking at the event on Oct 18th, 12:30-12:50pm. Visit Charles Bowman & Company at booth #4949 to learn more about Crystal E™ and how it can be used in your product formulations.

About CoCrystal Pharmatech

Founded in 2017, CoCrystal Pharmatech is a Chinese company dedicated to the research and development of products made with co-crystallization technology for the nutritional, pharmaceutical, and animal health industries. The company produces Crystal E™, a patented ingredient turning vitamin E oil into a powder form.

About Charles Bowman

Founded in 1946, Charles Bowman and Company is a supplier of nutrition ingredients and fine chemicals to the food, feed, pharmaceutical, and nutritional industries. Headquartered in Holland, Michigan, the company has several warehouse facilities across the US to provide exemplary service to customers around the globe.

Visit www.CharlesBowman.com or call 616-786-4000 for more information.

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