



The global nutraceutical event

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## What's Hot Digital Issue Q&A:

### 1 What is the biggest advancement your company has achieved in the past year, and how does this benefit your customers?

In 2016, we finalised the development, registration and initial market penetration of a new product, a class III medical device called Woulgan® ([www.woulgan.com](http://www.woulgan.com)) used to treat chronic wounds, like diabetic foot ulcers. Further, we succeeded in developing a new ingredient (M-Gard® Suspension; [www.m-gard.com](http://www.m-gard.com)) which is a highly versatile, potentiated immunostimulator used for a variety of applications. Our customers clearly benefit from the wound care application as Woulgan® shows excellent total healing capabilities in a variety of hard-to-heal wound applications where wound healing is practically stalled. The use of Woulgan®, stimulating the wound healing cascade (as part of the innate immune system) is a completely new way of treating wounds. M-Gard® Suspension incorporates parts of the proprietary wound care technology making it a potent agent for promoting the immune system in applications like nutrition, functional food, supplements or even in cosmetic and dermatological applications based on poor immune health.

### 2 What trends are driving demands for your products/services?

The market seems to demand effective and well-documented immunostimulants accessible at an acceptable cost/benefit ratio. In the wound care sector, there seems to be a clear lack of scientific support for a variety of products already on the market. Recent trends clearly focus on documented products, which will increase demand. A similar

trend seems to exist in the nutritional market where EFSA does not allow claims for products and ingredients with insufficient documentation. We welcome this trend as it gives more credibility to both industries and remunerates companies with high R&D investments like Biotec BetaGlucans AS.

### 3 What is your company's point of differentiation in the market?

The company is highly specialised on one type of ingredient – yeast beta glucans. Here we have 30 years of experience and 13 PhDs on site focusing on R&D for this compound. We differentiated ourselves not only in expertise, but also in our pricing model, which gives our customers great ingredients at highly competitive price levels. We believe we have the best price/benefit ratio of all beta-glucans on the market.

### 4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are showcasing our branded M-Gard® product range and technology ([www.m-gard.com](http://www.m-gard.com)). The M-Gard® portfolio consists of a particulate product with at least 75% glucan content, a high-grade glucan product with at least 85% glucan content and the highly active and innovative M-Gard® Suspension with 5% dry glucan matter content also entered as a candidate for the Nutraingredients Awards 2017 (Immune Health Innovations). BBG is the market leader in innovative and documented beta-glucan solutions. If you are looking for such an ingredient, a special immune application and/or new documentation, we provide the solution.



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