



## Something Old, Something New: KOHJIN's Glutathione is Now OPITAC™

For nearly a half century, KOHJIN Life Sciences, a Mitsubishi Corporation Group Company, has been the global leader in the research and development of L-Glutathione (GSH), the tripeptide found in every human cell that promotes cell health and regeneration, and which the body loses over time, accelerating the aging process and putting health and immunity at risk. Before KOHJIN's groundbreaking work, science knew only this about GSH, and suspected there was no recourse from that inevitable decline. Then, in 2013, KOHJIN proved irrefutably, through peer-reviewed clinical research, that glutathione *could* be successfully supplemented by oral intake, and that it *will* enter the system, intact, to supplement the body's own reserves.

Since then, medical health experts and educated consumers alike have come to recognize the importance of glutathione to the maintenance of overall health, and the part it plays in strengthening the body's immune defenses, scouring the blood of free radicals, enhancing endurance, and improving skin. In light of the rebirth of interest in this remarkable ingredient, KOHJIN has given its proprietary formulation a new name and look. Now KOHJIN Glutathione is OPITAC™, and our new packaging and logo tell its story.

The name OPITAC™ derives from its major capacities – optimizing health and arriving intact in the system to support the body's own store of glutathione. Before 2013's breakthrough clinical proof, it was understood that the body's protection from toxicity was borne mainly by the liver, and that the depletion of glutathione contributed to that organ's functional decline. We now know that stores of glutathione can be augmented by endogenous means, lessening the burden placed on the liver and optimizing its leading role in our immune defense.

The bold, multicolored cross that serves as the logo for OPITAC™ represents that potential for protection. The cross has always been a symbol of strength and fortification, and here it's divided by color and quadrant to stand for its support against stress, UV radiation, aging, toxins, and more; resulting in enhanced liver health, resistance to fatigue, and vital, rejuvenated skin tone.

Finally, there is the color red, which means so much to KOHJIN, as it is part of the longtime global brand identity of its parent corporation, Mitsubishi. But in our eyes, it represents more than that. It stands for health, vigor, and for the very flesh and blood that sustain our life and allow us to remain active.

Of course, it is only the image that will change. OPITAC™ is the same KOHJIN Glutathione that has been identified with the pinnacle of purity and consistency, in turn, making it the largest-selling glutathione in the world since the 1960s. It is still the only glutathione in the world that holds U.S. FDA-Notified FULL GRAS status, which it achieved on the basis of almost 50 years of peer-reviewed research and the highest possible standard of manufacture. As always, it remains globally popular because it's truly versatile in its applications, being Halal and Kosher certified, and having proudly held those — and a host of other certifications attesting to its quality and safety — across the decades it's been available to the public.

KOHJIN Glutathione hasn't changed, but the world's recognition of its value, and clinical proof of its effectiveness, is putting it in a new light. For this new appearance on the world's stage, and for the increasingly important part it will play in the daily maintenance of health and longevity going forward, KOHJIN is proud to present OPITAC™ with a new look, for a new era.

***To learn more about OPITAC™ please visit us at Natural Products Expo West, at the Anaheim Convention Center, March 10-12. KOHJIN will be at booth 761 & Ingredient Marketplace Expo, at the Orlando World Center Marriott, April 19-20, booth at K36.***

Brand New Website; <http://opitacglutathione.com> Facebook; <https://www.facebook.com/OpitacGlutathione>