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Bioiberica Enters Japan's Nutraceutical Market with Collavant n2

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Bioiberica

Bioiberica, a global life science company, announces the launch of its native (undenatured) type II collagen ingredient for joint health, Collavant n2, to the Japanese nutraceuticals market, made possible through a strategic partnership with local distributor Ryusendo Co., Ltd. Under the new agreement, Collavant n2 will become Bioiberica's first branded nutraceutical ingredient to be launched in Japan, building on more than 20 years of success in the region achieved through the company's industry-leading pharmaceutical ingredients. Effective at only 40 mg/day, Collavant n2 works through a mechanism of action called oral tolerance, turning off the body's immune response against endogenous type II collagen to support cartilage health. The launch in the tightly regulated Japanese supplement market reflects Bioiberica's status as a trusted global supplier of high-quality, scientifically validated health and wellness ingredients.

The new agreement with Ryusendo and launch of Collavant n2 marks Bioiberica's first entry into the Japanese nutraceuticals space, a dynamic and fast-growing market with a healthy 6.35 per cent CAGR predicted between 2026 and 2034. The joint health segment in the country is poised for further rapid expansion, fuelled by an aging population and a growing interest in preventative mobility support. While the market is ripe for innovation, the strict safety, quality and efficacy standards upheld by the Japanese Ministry for Health, Labour and Welfare (MHLW) and Consumer Affairs Agency (CAA) make the Japanese wellness arena notoriously challenging to enter, even for brands that are well-established in other parts of the world.

The fact that Collavant n2 complies with all relevant Japanese food regulations and is therefore approved for sale in Japan, validates the ingredient's status as a trusted source of native (undenatured) type II collagen, supported by seven scientific studies. In a recently published clinical trial supplementation with 40 mg/day of Collavant n2 was shown to correlate with a significant decrease in cross-linked C-terminal telopeptide of type II collagen (CTX-II), a byproduct of collagen destruction considered one of the most validated biomarkers of cartilage degradation. These results suggest that taking Collavant n2 could help to protect articular cartilage in healthy individuals experiencing joint discomfort during physical activity.

The launch of this ingredient in Japan gives local dietary supplement and functional food manufacturers a valuable opportunity to differentiate with a European-produced, science-backed ingredient with demonstrable benefits for healthy consumers looking to support an active lifestyle.