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## Protecting the Integrity of Ubiquinol – Launch of “Ubiquinol Verified Program”

Kaneka North America LLC Nutrients Division (“Kaneka Nutrients”) is pleased to announce the launch of the **Ubiquinol Verified Program** (<https://www.eurofins.co.jp/食品分析/ユーロフィンqken/ubiquinol-verified-program/>), a new initiative dedicated to safeguarding the quality and transparency of ubiquinol-containing supplements.

This program is designed to support industry-wide quality improvement and consumer protection. While many companies are already making significant efforts to ensure high-quality products, we believe that independent third-party verification can further empower consumers to make informed choices with confidence.

To address these concerns, Kaneka has partnered with **Eurofins QKEN K.K.** (Japan), one of the most respected and transparent third-party laboratories in the global market, to establish a robust and independent verification system. All testing is conducted by Eurofins, a global leader in laboratory services with expertise across food, pharmaceutical, environmental, and consumer product sectors. Known for its scientific rigor and impartiality, Eurofins provides validated analytical methods and publishes independent lab test results confirming the actual ubiquinol content in products claiming to use Kaneka Ubiquinol®.

### Why Testing Is Essential

Through the Ubiquinol Verified Program, Kaneka Nutrients conducts rigorous testing in collaboration with Eurofins to verify whether the actual ubiquinol content matches the amount stated on the product label.

Testing includes:

- **Potency Verification** – Does the product contain the stated amount of ubiquinol?
- **Identity Confirmation** – Is the compound truly ubiquinol?

Products that pass the testing will receive a **sticker** with a unique ID number, allowing consumers to access detailed test results on Eurofins QKEN's website. It is valid for **two years**, after which retesting is required to maintain quality assurance. Kaneka sales representatives will provide detailed guidance and procedures.

This program aims to enhance transparency across Kaneka Ubiquinol® products offered by supplement brands worldwide, fostering a transparent marketplace where consumers can confidently purchase products containing genuine Kaneka Ubiquinol®.

## What Is Ubiquinol?

Ubiquinol is the reduced, antioxidant form of CoQ10 that is immediately usable by the body and plays a vital role in cellular energy production. After the age of 40, the body's ability to convert oxidized CoQ10 into ubiquinol declines, making direct supplementation increasingly important.

Kaneka has been the pioneer in CoQ10 research and manufacturing for over 40 years, with production facilities in Texas, USA and Takasago, Japan. The Kaneka Quality Seal is backed by this legacy, along with a Kaizen-based quality management system and compliance with FDA Good Manufacturing Practices.

## About Eurofins

Eurofins is a globally recognized leader in laboratory testing, offering comprehensive analytical services across food, pharmaceutical, environmental, and consumer product sectors. With a strong commitment to scientific excellence and transparency, Eurofins operates more than 950 laboratories in over 60 countries. Their collaboration with Kaneka ensures that all Ubiquinol testing is conducted independently, using validated methods that meet the highest international standards for analytical accuracy and impartiality.

## Building Trust with Consumers and the Industry

The Ubiquinol Verified Program is designed to foster collaboration and elevate industry standards, not to criticize or penalize, but rather to reveal the facts. For companies committed to quality, it offers a valuable opportunity to demonstrate their integrity. For consumers, it provides a reliable guide for making informed choices.

Through the Kaneka Quality Seal, we aim to:

- Inform consumers in order for them to make decisions based on verified facts
- Support brands that use authentic Kaneka Ubiquinol®
- Promote a transparent and trustworthy supplement industry

Brands interested in participating in the program are encouraged to contact their Kaneka sales representative. Detailed guidance and procedures will be provided.

## About Kaneka Ubiquinol

Kaneka Ubiquinol® has earned global recognition for its quality and innovation. In 2024, it was awarded the Healthy Ageing Ingredient of the Year by NutraIngredients Asia, and also received the Raw Material Supplier Award from Complementary Medicines Australia. These accolades reflect the growing awareness and trust in Kaneka's Ubiquinol as a premium ingredient.

## Counterfeit Product Alerts

For further information regarding counterfeit product alerts, please refer to our dedicated press release:

<https://www.kanekanutrients.com/app/uploads/2025/05/press-release-market-protection-measures-against-counterfeit-ubiquinol.pdf>

KANEKA®, KANEKA UBIQUINOL®, and the Kaneka Quality Seal® are registered trademarks in the U.S. belonging to Kaneka Corp.



**Kaneka Nutrients encourages consumers and retailers to verify product authenticity by looking for the Kaneka Quality Seal on the product packaging.**

For more information about Kaneka Ubiquinol® or this initiative, visit [KanekaNutrients.com](https://www.kanekanutrients.com) or contact [jennifer.fernandez@kaneka.com](mailto:jennifer.fernandez@kaneka.com).

**Kaneka Ubiquinol® is the recipient of the Healthy Aging category of the NutraIngredients-Asia Awards for 2024, the Annual Ingredient Cardiovascular Health Award 2024 by Functional Foods for Wellness Summit (FFWS), as well as the coveted Raw Material Supplier of the Year Award 2024 at the Complementary Medicines Australia (CMA).**

Kaneka Nutrients, a subsidiary of the Kaneka Corporation (KANKF), stands at the forefront of the food and beverage industry, specializing in the production of essential ingredients. In 1977, Kaneka made its mark in the nutritional ingredient sector with the introduction of Kaneka Q10® (Coenzyme Q10). Over the decades, the company has solidified its position as the world's premier researcher and manufacturer of Kaneka Ubiquinol®, the active antioxidant form of CoQ10. Holding the unique distinction of being the sole global manufacturer of the bioidentical form of ubiquinol, Kaneka Nutrients emphasizes quality and precision in its manufacturing processes. The state-of-the-art ubiquinol manufacturing facility is in Pasadena, Texas. Visit Kaneka Nutrients online at <https://www.kanekanutrients.com>.