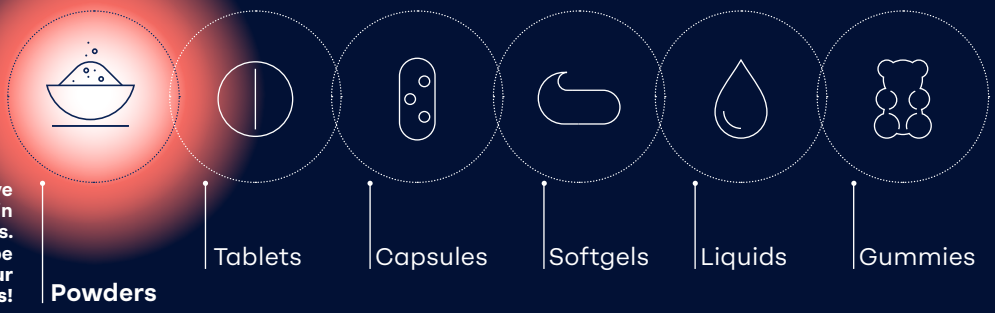
Formulating with OptiMSM®

OptiMSM® is a versatile ingredient that can go into a broad range of applications:



For 3g OptiMSM® in 8oz (25cl) water – **flavorless base**

• Use a bitterness masker

We recommend using a bitterness masker combined with a very small amount of a high intensity sweetener. The most effective bitterness masker would be vanillin based. For example: Virginia Dare's "NAT MASKING TYPE FL PWD #35620 (QR28)"
Dosage: 0.18 grams for 3 g of OptiMSM® Microprill. The maximum usage of this particular masking agent is 0.10% in the finished beverage. Maskers from other vendors may have different maximum usage rates.



• Add a sweetener

Sucralose aligns well with the bitterness from the MSM
Dosage: consider using 0.005 g of sucralose. Additional sucralose (or other sweeteners) may be added to provide sweetness, as this level is only intended to mask the bitterness.



Recommendation on packaging
Natural masking agents are generally considered "natural flavors" in the United States, unless they exceed the maximum usage rate. Other regulations may vary by country.

For 3g OptiMSM® in 8oz (25cl) water – **flavored**

When formulating with OptiMSM® it can be helpful to choose a flavor that is naturally expected to be bitter (cranberry, chocolate, coffee etc). Citrus flavors also pair well and can help balance OptiMSM®'s profile.

However, by using the method of masking and adding sufficient sweetener (either a small amount of sucralose + an additional sweetening agent, or a larger amount of sucralose) sufficient bitterness reduction should be attainable, allowing you to choose any flavor profile.



→ The Balchem team is here to help - Reach out to our experts for customized formulation support.

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OptiMSM®