

Supplier of the Month

Producing Eco-Friendly Wellness Ingredients and Products

Though it was founded in 2002, ESM Technologies can trace its ancestry back approximately 60 years to the current president's grandfather, Hollis Osborne, who bought a feed supply business at the border of Missouri and Arkansas. Concerned about the waste generated in the company's operations, particularly the broken eggshells from its egg breaker or egg products division, Osborne began working with local scientists to determine if there was a value-added solution to the over 600,000 tons of waste produced by eggshells each year that often end up in landfills.

Eventually, by partnering with these scientists from local colleges, Osborne learned that the eggshell membrane boasts naturally occurring proteins that can ease joint pain. Further, research proved that the eggshell contains one of nature's most easily absorbed and purest forms of calcium for bone health.

Out of this discovery, ESM Technologies was born, aimed at not only improving people's quality of life, but also doing so in a green fashion. To this day, ESM is privately held and family owned. Ultimately, using a poorly utilized resource—eggshells—ESM was able to generate wellness.

Ingredients and Products

ESM's ESC® (EggShell Calcium) is one of nature's purest and most absorbable forms of calcium, said the company. ESC naturally combines ultra-pure calcium carbonate with inherent transport proteins for maximum absorption and essential trace minerals for increasing bone mineral density. ESM's patented NEM® (Natural Eggshell Membrane) ingredient is clinically proven to improve joint health and flexibility faster than any other joint health ingredient, said ESM. Composed of naturally occurring glycosaminoglycans including chondroitin and hyaluronic acid, NEM also contains collagen and other beneficial proteins. Currently, Membrell's JOINThealth and JOINThealth Plus Antioxidants utilize NEM in the US for human consumption. "Another interesting and successful



ESM

Technologies

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application is in the equine field, with a product called SteadFast by Arenus Performance," said Micah Osborne, the company's president. "Both companies are getting amazing results using NEM."

NEM boasts a small 500mg dosage and a fast, 10-day result, making any finished product tapping into its benefits very user-friendly, said the company. "Contrast NEM's results against 90 pills (three pills per day for 30 or more days) like many other joint health products, and you can see the major advantage for NEM," continued Osborne. "Adding NEM to food products like bars would be an excellent next step. There is still some development to do in this regard, but we see it as a logical next step."

Current and Future Growth

ESM recently attained good manufacturing practices (GMP) certification from

NSF International, and has experienced considerable growth in the past two years due to the results of three human clinical trials on NEM, which were published in the peer-reviewed journals *Clinical Rheumatology* and *Interventions in Clinical Aging* around mid-year 2009.

These trials demonstrated a considerable benefit for joint pain, stiffness and flexibility. "Most interestingly, these benefits were statistically significant in as little as seven to 10 days," explained Osborne. "That is a very rapid onset of efficacy for a joint health product."

Going forward, ESM is looking to expand. "We receive international inquiries every week. People are excited to hear of our patented NEM and ESC from both the eco-friendly aspect and the results aspect," said Osborne.

"We are actively seeking strategic partners internationally to expand our sales and marketing efforts." And since NEM and ESC are currently available in the American

and Canadian markets, the company also looks to further the ingredients' applications domestically.

"We want to continue to partner with leading consumer brands in order to see more people experience the benefits of ESM Technologies' innovative ingredients," said Osborne. "Expansion into other market channels and dosing forms are key to our efforts. The timely addition of other, select international markets will be important over the mid-term planning perspective as well."

