BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Longevity Life Sciences partners Mitsubishi Gas Chemical to expand cellular health platform

August 28, 2026 | News

The multi-year partnership will bring Mitsubishi Gas Chemicalâ??s pharmaceutical-grade cellular health compounds to Australia through LLSâ?? CellVive platform, beginning with BioPQQ.

Australian cellular health company Longevity Life Sciences has entered into a multi-year strategic partnership with Mitsubishi Gas Chemical to bring a pipeline of pharmaceutical-grade cellular health compounds to the Australian market.

The compounds will be introduced through Longevity Life Sciences' proprietary CellVive platform, beginning with Mitsubishi Gas Chemical's BioPQQ.

BioPQQ is a fermentation-derived form of pyrroloquinoline quinone, or PQQ, a naturally occurring compound that has been studied in relation to cellular energy and mitochondrial function.

Mitsubishi Gas Chemical's Life Sciences division pioneered commercial-scale production of PQQ, with BioPQQ already used in dietary supplements internationally.

Under the partnership, BioPQQ will become the second compound advanced through Australia's Therapeutic Goods Administration permissible-ingredient pathway under the CellVive platform.

Longevity Life Sciences previously led regulatory work that resulted in nicotinamide mononucleotide, or NMN, becoming available through Australia's therapeutic goods pathway.

More than 2.4 million products containing CellVive NMN have since been sold in Australia, according to the company.

If BioPQQ receives a successful TGA determination, it would become the first PQQ ingredient available for use in Listed Medicines in Australia.

Longevity Life Sciences said the ingredient is expected to generate multi-million-dollar sales in its first year on the Australian market.

PQQ was selected as the second ingredient for the CellVive platform because of its complementary role alongside NMN in cellular energy pathways.

While NMN acts as a precursor to NAD+, PQQ is being positioned around mitochondrial growth and protection.

The partnership also reflects Longevity Life Sciences' broader ambition to establish CellVive as a regulated platform for science-led cellular health compounds.

"Consumers are increasingly interested in emerging longevity science, but they also want confidence in what they are buying and consuming," said Sally Panton, Chief Executive Officer and Co-founder of Longevity Life Sciences.

"Our focus is on a supply chain built on scientific evidence, traceability, consistent manufacturing and compliance with the regulatory requirements of each market."

A Mitsubishi Gas Chemical spokesperson said the partnership reflected a shared emphasis on scientific rigour, manufacturing quality and responsible commercialisation.

"Longevity Life Sciences' track record, ambition and commitment to responsible innovation made it a natural partner for us."

The partnership also carries a wider Asia-Pacific commercialisation angle.

A successful TGA determination for BioPQQ would allow the ingredient to be supplied for use in Listed Medicines in Australia and could provide a regulatory foundation for future expansion into APAC markets, including Southeast Asia, subject to individual market requirements.

Australia's complementary medicines market was valued at approximately A$6.3 billion in 2025, while the global PQQ market was estimated at US$142.8 million.

The Asia-Pacific region accounts for approximately 42% of the global PQQ market, representing an estimated US$60.2 million opportunity in 2025.

The global longevity supplements market is also projected to grow from approximately US$28.6 billion to US$62.4 billion by 2034.

Longevity Life Sciences said further compounds under the partnership are expected to be announced in the coming months.

“PQQ is the natural second ingredient for the CellVive platform because it works hand in hand with CellVive NMN,” Panton said.

“The platform gives these compounds a proprietary, regulated home in the Australian market, and brings MGC’s scientific and manufacturing expertise to it as we advance a broader pipeline through Australia’s regulatory pathway and into global markets.”