



WHAT'S HOT 20 25

OCT. 27-30, 2025

EXPO HALL OCT. 29 & 30, 2025

MANDALAY BAY, LAS VEGAS

Flagship sponsor:



**KSM-66
Ashwagandha®**

WORLD'S BEST ASHWAGANDHA



**SRI-81
Shatavari**

WORLD'S BEST SHATAVARI



What's hot at SupplySide Global

+ TABLE OF CONTENTS

A SPECIAL ALL-DIGITAL ISSUE

October 2025

- 5** Viewpoint: Catalyzing connections in challenging times
- 6** Staff contributors
- 14** For the logistics lovers
- 21** Monday, Oct. 27
- 29** Tuesday, Oct. 28
- 48** Must-see Expo Hall features:
Wednesday, Oct. 29 &
Thursday, Oct. 30
- 66** Wednesday, Oct. 29
- 94** Thursday, Oct. 30



Editor's note: The information in this special edition is as of press time and subject to change.

Copyright © 2025 Markets. All rights reserved. The publisher reserves the right to accept or reject any advertising or editorial material. Advertisers, and/or their agents, assume the responsibility for all content of published advertisements and assume responsibility for any claims against the publisher based on the advertisement. Editorial contributors assume responsibility for their published works and assume responsibility for any claims against the publisher based on the published work. Editorial content may not necessarily reflect the views of the publisher. Materials contained on this site may not be reproduced, modified, distributed, republished or hosted (either directly or by linking) without our prior written permission. You may not alter or remove any trademark, copyright or other notice from copies of content. You may, however, download material from the site (one machine readable copy and one print copy per page) for your personal, noncommercial use only. We reserve all rights in and title to all material downloaded. All items submitted to SUPPLYSIDE become the sole property of Informa Markets.

Thank you to our official GLP-1 health & well-being sponsor!



For the first time ever, Roquette will premier its newly expanded portfolio of both health and nutrition solutions at SupplySide Global in Las Vegas. This exciting event will highlight the exceptional performance of the company's plant-based solutions for both food and dietary supplements.



Featured product lines include:

- NUTRALYS®; plant protein
- NUTRIOSE®; soluble fiber
- GLUCIDEX® nutritive carbohydrates
- ReadilyCOAT® plant-based ready-to-use coating system
- METHOCEL™ hydroxypropyl methylcellulose
- PEARLITOL® mannitol
- Avicel® microcrystalline cellulose

Exclusive Sponsor for GLP-1 Health & Wellbeing

Roquette is the premier sponsor of GLP-1 Health & Wellbeing at SupplySide Global. As a world leader in plant-based ingredient innovation, Roquette is uniquely positioned to support both food and dietary supplement applications for this dynamic and growing market segment.

The quality of Nutralys® plant-based protein and Nutriose® soluble fiber ingredients is world renowned, and numerous third party studies and clinical data have documented the nutritional benefits these ingredients. This validation of nutritional benefits is critical for the GLP-1 market segment, for both consumer and regulatory expectations.

Talk with one of Roquette's application scientists at **booth #3773** to learn more, and discover how the company is defining a new era of health and nutrition.



List of participating **What's hot** sponsors

[Actiserine \(Shankar Nutricon\)](#)

[Actylis](#)

[Akay Bioactives](#)

[BioCell Technology LLC](#)

[Bionap USA Inc.](#)

[Bioriginal Food & Science Corp.](#)

[CarnoSyn Brands](#)

[DMC Biotechnologies](#)

[dsm-firmenich](#)

[Ennature Biopharma](#)

[Epax Norway AS](#)

[Finutra Inc.](#)

[Gencor](#)

[Gnosis by Lesaffre](#)

[Green Laxmi Food Pvt. Ltd.](#)

[Kaneka Nutrients](#)

[Kaneka Probiotics](#)

[Kyowa Hakko USA](#)

[Laboratoires Expanscience](#)

[Logical Square](#)

[Lubrizol](#)

[Marinova Pty. Ltd.](#)

[MicroThermics Inc.](#)

[Morinaga Nutritional Foods Inc.](#)

[Novonesis](#)

[NXT USA](#)

[Qimei USA Inc.](#)

[Rousselot by Darling Ingredients](#)

[Skuny BioScience Co. Ltd.](#)

[Vibrant Ingredients \(formerly FFP\)](#)

[Virginia Dare Flavors & Extracts](#)



Catalyzing connections in challenging times

In today's nutrition industry landscape, professionals face a complex matrix of challenges: supply chain disruptions that demand nimble adaptation, evolving regulatory frameworks requiring vigilant compliance, and persistent margin pressures that test business resilience. Yet amid these hurdles, the imperative for science-backed innovation remains stronger than ever.

This is precisely why SupplySide Global stands as the essential catalyst for our industry. As the premier gathering point where supplement, food and beverage professionals converge, this year's event delivers unparalleled opportunities to navigate our shared challenges through the power of connection.

The SupplySide Global Education Program exemplifies this connective power, featuring sessions like "Trump, tariffs and turmoil: Navigating the regulatory reset," where industry leaders will unpack the fast-moving federal and state dynamics, outline key risks and opportunities, and explore how industry can respond strategically to stay ahead and influence what's next.

Meanwhile, three SupplySide Stages, two Product Development Theaters and five Resource Centers in the Expo Halls also bring together hundreds of innovative minds, legal experts and business leaders to accelerate learning, solve problems and build powerful new connections.

Beyond structured education, SupplySide Networking Pub experiences create those magnetic moments where casual conversations spark transformative business solutions. And the New Products Zone highlights ingredients and technologies at the forefront of science, innovation and invention.

As we gather at SupplySide Global, remember that every conversation can open doors to new perspectives, partnerships and possibilities. In times of uncertainty, our industry's greatest strength lies in our collective expertise and willingness to share insights across the ecosystem.

I invite you to approach this year's event with both strategic intent and openness to unexpected opportunities. The solutions to today's most pressing challenges often emerge not from isolation but from the intersection of diverse industry perspectives – exactly what SupplySide Global delivers.

Together, we'll continue catalyzing the connections that drive our industry forward.



Danica Cullins

Executive vice president

 [linkedin.com/in/danicacullins/](https://www.linkedin.com/in/danicacullins/)

Staff contributors

The SupplySide content team is a group of seasoned professionals with many years of experience in the natural products industry, as well as journalistic backgrounds and accolades. Enjoy their summaries of this year's happenings – and be sure to look for them in Las Vegas.

Sandy Almendarez, VP of content, SupplySide

Award-winning journalist Sandy Almendarez is VP of content for SupplySide. She oversees the editorial and content marketing teams for the B2B media brands SupplySide Supplement Journal and SupplySide Food & Beverage Journal, the education programming for the health and nutrition trade shows SupplySide Connect New Jersey and SupplySide Global, and the onboarding program SupplySide Fresh for industry newcomers and community engagement across the SupplySide portfolio. With over 20 years of experience in journalism, she is a seasoned content strategist with a passion for health, good nutrition, sustainability and inclusion.

Rebecca Burns, conference content manager, SupplySide

Rebecca Burns is one of the visionaries behind the strategy, design and delivery of SupplySide's conference content, shaping industry conversations through impactful programs. She curates educational sessions that translate trends into actionable insights, fostering collaboration and sparking innovation. With over a decade of experience in business development and strategy, she pairs a creative, big-picture approach with meticulous execution. Her work goes beyond logistics – she develops



Almendarez



Burns



Butler



Carter



Hayes

plans that position SupplySide as a trusted voice and catalyst for growth. Passionate about crafting experiences that resonate, Burns ensures each program inspires connection, drives engagement and delivers lasting value to the industry.

Karen Butler, senior managing editor, SupplySide

Karen Butler is a senior managing editor at Informa, working across the health and nutrition industry on SupplySide Supplement Journal and SupplySide Food & Beverage Journal, as well as SupplySide events. For more than 25 years, she's held a variety of editorial positions within the company, covering topics such as animal nutrition, functional food and beverage, and dietary supplement ingredients and trends. She most enjoys working behind the scenes as a copy editor, as well as building community and supporting a team.

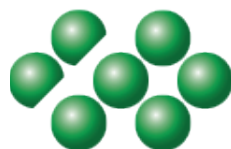
Heather Carter, associate editor, SupplySide Food & Beverage Journal

Heather Carter is a seasoned B2B editor with more than 15 years of experience spanning local news and trade publishing. She regularly covers trending topics like better-for-you CPGs, plant-based innovation, international ingredients, and scientific advances spanning fermentation to functional beverages. She currently serves as the associate editor of SupplySide Food & Beverage Journal, one of SupplySide's media brands.

Duffy Hayes, managing editor, SupplySide

Duffy Hayes joined Informa and SupplySide Supplement Journal in January 2020. He has more than two decades of experience as a working journalist, previously as an editor and reporter at a daily newspaper, and also as a B2B journalist in the telecommunications and home security industries. Currently he serves as a managing editor on SupplySide Supplement Journal and Food & Beverage Journal, supporting digital magazines, websites, events, webinars and more.

**Thank you to our
official enhanced
women's health
sponsor!**

**KYOWA**

Kyowa Hakko USA serves as the North and South American office for Kyowa Hakko Bio Co., Ltd., a global pioneer in specialty branded ingredients within Kirin Holdings' Health Science domain. Building on 60 years of biotech innovation and Kirin's 100-year legacy of fermentation excellence, Kyowa delivers premium, science-backed branded ingredients to the nutraceutical, pharmaceutical, and wellness industries. Its portfolio features branded solutions like Cognizin® Citicoline, Setria® Glutathione, Eyemuse™ Lactaseibacillus paracasei KW3110, and Pantestin® Pantethine. Committed to quality, sustainability, and addressing societal wellness needs, Kyowa empowers partners to create transformative health solutions, advancing Kirin's vision of improving quality of life. For more information, visit www.kyowa-usa.com.

Jen Kieffer, copy editor, SupplySide

Jen Kieffer serves as a copy editor for the SupplySide content marketing team. She edits, proofreads and writes specialist digital marketing content that contributes to the success of SupplySide's food, beverage and supplement ingredient manufacturer and sustainable supply chain clients. She's been a communications and marketing professional for more than 25 years and is passionate about crafting content that is clear, concise and helpful to the audience. When she's not editing, she loves reading, performing/volunteering with her local community theater, soaking up the great outdoors, and enjoying life with family and friends.



Kieffer



Miller

Scott Miller, senior staff writer, SupplySide Food & Beverage Journal

Scott Miller brings two decades of experience as a writer, editor and content moderator to SupplySide Food & Beverage Journal. Since starting his beat, he's written pieces on the price of greenwashing (and how to avoid it); debunked studies that seemingly served little to no purpose (other than upsetting the public); and crafted many other articles on news, trends and events. He also served as a judge for the first-ever food and beverage edition of Ingredient Idol. Miller is particularly interested in how science, technology and industry are converging to answer tomorrow's big questions about food insecurity, climate change and more.



Raterman

Karen Raterman, associate director, content marketing, SupplySide

Karen Raterman is a 30-year veteran of the natural products industry, joining right after the passage of the Dietary Supplement Health and Education Act of 1994 (DSHEA). In her current role, she specializes in custom and content marketing strategies for industry suppliers. She has covered the industry from an editorial perspective and served in management and on staff



Schoenwetter



Schultz

for New Hope publications and events. She has also served as a contributing writer for HerbalGram and New Nutrition Business, and a content creator and consultant for industry brands, suppliers and associations.

Fran Schoenwetter, director of content marketing, SupplySide

A senior strategic communications specialist, Fran Schoenwetter is dedicated to serving as an audience and customer champion. With four decades serving the health and wellness community – from retail to product development and brand management – she understands how to translate complex business challenges into meaningful solutions that positively impact engagement for values-based CPGs. She is driven by her deep commitment to impact the health and wellness of the planet and its inhabitants with conscious, quality, sustainable solutions. Today, she leads the content marketing business initiatives and content strategy for SupplySide, connecting buyers and sellers in health and wellness CPGs.

Hank Schultz, senior editor, SupplySide Supplement Journal

Hank Schultz is a seasoned dietary supplement industry journalist. After a career in the daily newspaper industry, he edited Functional Ingredients magazine when it was published by New Hope Natural Media. He went on to work as a reporter with NutraIngredients-USA for a decade. In recent years after his return to Informa, Schultz has served as senior editor at SupplySide Supplement Journal. He enjoys bicycling, sailing, mountain climbing, drawing, fishing, studying German and expounding at length on arcane topics.

Cassie Smith, senior editorial content director, SupplySide

Cassie Smith serves as the senior editorial content director at SupplySide, an Informa brand. With over a decade of industry experience since 2011, she now leads conference programming and oversees editorial content for SupplySide's media platforms, including the Supplement and Food & Beverage Journals. Smith excels at identifying industry trends and developing compelling narratives for health and nutrition professionals. She supports brands through product development, helping transform ideas into market-ready solutions. Her expertise in ingredient sourcing and market trends makes her invaluable to the natural products industry. Outside work, Smith coaches at Verdant CrossFit, enjoys time with her two kids and reads Lord of the Rings.

Elizabeth Smith, conference coordinator, SupplySide

Elizabeth Smith brings over a decade of expertise in marketing and event planning to the SupplySide team as the new conference coordinator. Known for her strong organizational skills and operational knowledge, she plays a key role in supporting the development of the education program and enhancing the overall speaker experience. With a passion for delivering high-impact, seamlessly executed events, Smith helps create content-driven sessions that engage and inspire attendees and partners across the industry.

Sonja Thompson, community content manager, SupplySide

Sonja Thompson is the community content manager for SupplySide at Informa, leading the SupplySide Fresh onboarding program for nutrition industry newcomers. With more than 20 years in content creation and community development, she creates educational pathways and networking opportunities that help professionals navigate industry complexities. Her work combines online learning with connection-building experiences, empowering participants to



C. Smith



E. Smith



Thompson



Townsend



White

quickly gain knowledge while establishing meaningful relationships. As an advocate for accessibility, representation and inclusion, Thompson ensures diverse perspectives are welcomed throughout the SupplySide ecosystem.

Audarshia Townsend, content director, SupplySide Food & Beverage Journal

For three decades, Audarshia Townsend has been a leading voice in food and beverage media, earning her stripes as an award-winning journalist and, most recently, Informa's 2023 "Star Storyteller of the Year." As the content director for SupplySide Food & Beverage Journal, this lifelong Chicagoan blends visionary editorial leadership with a deep-seated passion for amplifying underserved business communities. She provides expert commentary on FOX-32 Chicago and serves as a respected judge for the James Beard Foundation and NEXTY Awards, among other professional honors. Townsend frequently speaks at industry events, mentors future journalists and guest lectures at prestigious Chicago universities.

Amanda White, conference content director, SupplySide

Amanda White curates and oversees engaging conference content for SupplySide, cultivating meaningful connections within the industry. With over 20 years of experience in the natural products arena, her expertise was honed through her tenure at a reputable supplement company. During that time, White played a pivotal role in driving brand awareness and promoting health and wellness products to a wide audience. She graduated cum laude from Northwood University, where she double majored in marketing and business management.

ACTISERINE

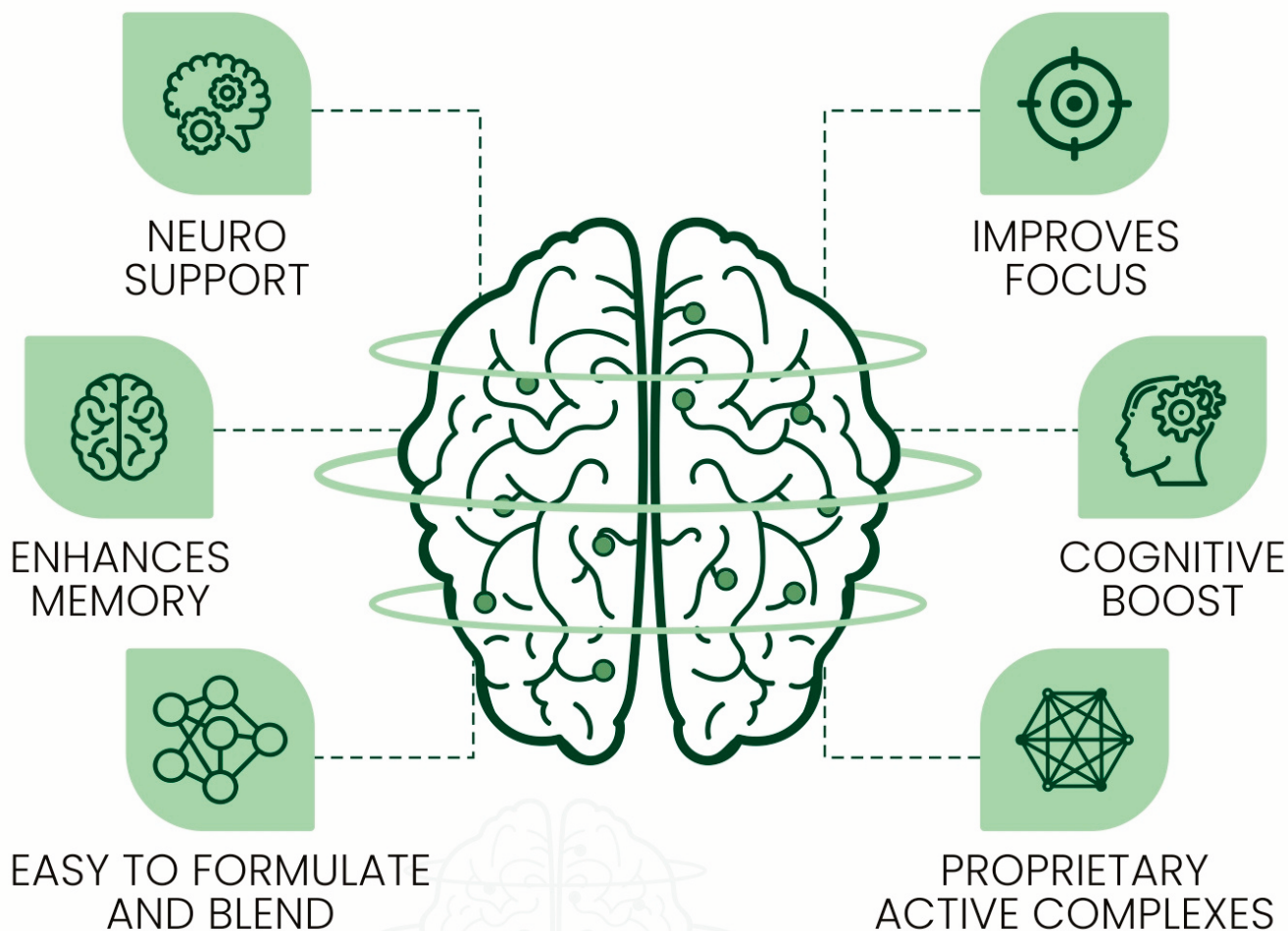
ULTIMATE BRAIN SUPPORT

NOVEL TECHNOLOGY FOR NEW AGE PHOSPHATIDYL SERINE

ACTISERINE is a unique and well researched proprietary complex made from phosphatidyl serine, a powerful brain supplement, together with Arabinose and Catechins, a powerful antioxidant, from green tea, which makes it a complete nootropic supplement for brain health and cognitive functions.

PS + Mannitol + Arabinose + Catechin = ACTISERINE

Core Features



www.shankarnutrition.com
www.shankareurope.com

info@shankarnutrition.com
info@shankareurope.com





Company: Shankar Nutricon Pvt. Ltd.

Contact: Manish Mangharamani

Title: Technical Director

Website: shankarnutricon.com

SSG Booth #: 2231

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

We discovered a natural way to encapsulate and form a complex with the phosphatidylserine (PS) molecule, significantly enhancing its bioavailability and effectiveness in the body – increasing absorption by 3.4 times compared to conventional PS. Since phospholipids are fundamental building blocks with wide-ranging applications, this breakthrough has the potential to unlock much broader use across the industry.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Over the next five years, our strategy is increasingly shaped by the growing demand for natural, science-backed health ingredients. We are also focused on plant-based solutions that reduce our environmental footprint and provide a more sustainable choice for the future. This approach aligns with consumer demand for cleaner, research-driven ingredients, and we continue to advance the science that validates their effectiveness. Ultimately, our goal is to deliver solutions that support both human health and sustainability.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

A collaborative exhibition between Shankar Nutricon and SD Head USA, our booth at SupplySide Global is a must-visit for anyone in the nutrition and dietary supplement industry because we're showcasing a comprehensive range of fully integrated capsule solutions – from active health ingredients and excipients to finished dosage forms. Visitors will see firsthand how our vertical integration ensures quality, reliability and innovation at every stage of production. One highlight will be a live demo of our new liquid-filling capsule technology, an exciting advancement that opens fresh possibilities for product development. It's the perfect opportunity for attendees to explore cutting-edge solutions and engage directly with our team of experts.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

One of the most transformative shifts we've seen is the growing consumer acceptance of science as a driving force in preventive health care. This recognition has strengthened the industry's focus on research-backed solutions and has propelled our efforts to develop innovative, natural products that improve everyday health.



Unique Supply. Simplified.



Manufacturing

Custom & Toll Manufacturing, Manufacturing Services

Process Development Support



Sourcing

Customized Sourcing, Strategic Sourcing Partnerships

Complex Logistics Management



Services

Supply Chain Services, Global Service Proximity

Quality & Regulatory Expertise, Analytical Services

**VISIT ACTYLIS AT
SUPPLYSIDE GLOBAL**

BOOTH 3831



PAID CONTENT

Company: Actylis

Contact: Paul Staunton

Title: Director of Global Marketing,
Communications & Brand

Website: actylis.com

SSG Booth #: 3831

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

We wish the industry understood how **Actylis' unique blend of sourcing expertise and manufacturing capabilities allows us to deliver truly customized solutions in the nutrition space. Unlike many suppliers that focus solely on distribution or production, Actylis operates as a vertically integrated partner to many global manufacturers**, providing secure, agile and reliable supply while tailoring solutions to fit our customers' exact needs. This ability to simplify complex supply chains enables brands to **accelerate product development and reduce risk**, creating a distinct advantage in today's fast-moving nutrition market.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Over the next five years, the nutrition industry will continue to be shaped by **personalized nutrition, clean-label products and plant-based innovation**. Consumers are demanding greater transparency, traceability and evidence-based efficacy, driving demand for ingredients that are high-quality and responsibly sourced.

Supply chain security remains a key focus. Global disruptions have underscored the importance of having a **resilient, diversified supplier network**, and Actylis' global footprint, spanning North America, Europe, India and Asia, positions us to mitigate risks and ensure continuity.

Sustainability is no longer optional. We embed **ESG priorities into every step of our operations, from responsible sourcing and reduced environmental impact in manufacturing to smarter packaging and logistics strategies**. Maintaining our Gold EcoVadis rating and aligning with evolving global regulations reflects our commitment to being a trusted, responsible partner.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth showcases how **Actylis simplifies complexity for the nutrition industry**. Attendees can connect directly with

our **technical experts**, who bring deep knowledge of formulation science, regulatory compliance and innovative ingredient applications. Our **experienced sales team**, with years of hands-on experience supporting brands across the nutrition industry, will be on hand to discuss your specific challenges and opportunities.

In addition, we will have **representatives from some of our key partner products** in the booth, providing firsthand insights into their unique capabilities, applications and benefits. Together, this team of experts will deliver a **collaborative, solutions-focused experience**, helping you discover how Actylis and our partners can drive your innovation forward and simplify even the most complex supply and formulation challenges.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The past two years have been a period of significant transformation for Actylis. The integration of multiple acquisitions, including Pharm-Rx, has expanded our portfolio and strengthened our position as a **global solutions provider in the nutrition space. We've invested heavily in digital platforms, data-driven portfolio management, and streamlined supply chain processes**, giving customers faster access to insights, improved quality controls, and enhanced collaboration opportunities.

This transformation has positioned us not just as a supplier, but as a **strategic partner**, enabling nutrition brands to innovate more effectively and bring products to market with speed and confidence.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Navigating recent global supply chain volatility has been one of our greatest challenges – but also one of our greatest strengths. By leveraging our **global network, regulatory expertise, and deep market intelligence**, we've been able to anticipate disruptions, secure critical materials and deliver consistent quality and supply. This resilience has strengthened customer trust and reinforced our reputation as a partner that not only delivers but also adapts to evolving market dynamics.

For the **logistics lovers**

From badge pickup and the mobile app to sustainability and SupplySide's education stages/session types, this extra info is for those who delight in details.

Stay connected with the mobile app

BY ELIZABETH SMITH

Make the most of your show experience with the SupplySide Global [Mobile App](#). This event is all about building meaningful connections, and our interactive platform makes networking easier than ever. Create a personalized event plan tailored to your specific interests and goals. Bookmark favorite exhibitors and must-attend sessions to optimize your precious time.

Navigate confidently with the comprehensive show floor map and explore the complete exhibitor directory – you can even request and schedule meetings. Never miss important announcements with real-time notifications and updates. Connect strategically with fellow attendees, speakers and exhibitors through the integrated messaging feature to foster valuable business relationships and collaborations. Download now from your device's app store – or scan the QR code on the page linked above – and transform your event experience!

Sponsored by Robinson Pharma Inc.

Sustainability made simple

BY KAREN BUTLER

The highest emissions impact for SupplySide Global Las Vegas participants comes from travel and accommodations. Again this year, SupplySide is partnering with AQ Green TeC to provide our event participants with [a method](#) to measure, reduce and offset greenhouse gas emissions related to their travel impact from attending the show. It only takes a couple minutes online to enter a few travel details regarding transportation and lodging. Click the link above for step-by-step instructions, as well as carbon-reduction tips and suggestions. Everyone who takes part will be entered into a drawing for a chance to win a Peloton Bike+. This program facilitates #SharedResponsibility and #CollectiveAction.

Pick up your badge early to be entered to win

BY ELIZABETH SMITH

Get ahead of the crowd and increase your chances of winning! Pick up your event badge early on Monday, Oct. 27, or Tuesday, Oct. 28, and you'll automatically be entered into an exclusive drawing for a brand-new Apple MacBook Pro – yes, you read that right! Not only does early badge pickup save you time during the expo days, but it also gives you a shot at taking home this incredible prize. The lucky

winner will be randomly selected and notified via email by show management. Don't miss this opportunity – your next professional upgrade might be just a badge pickup away. View complete rules and eligibility details [here](#).

Vegas Unlocked: Show your badge and save

BY HEATHER CARTER

Did you know your badge has a hidden superpower? Elevate your SupplySide Global experience with Vegas Unlocked, [an exclusive program](#) offering special discounts throughout the city simply by showing your event badge. Designed by the Las Vegas Convention and Visitors Authority, this complimentary benefit can help make your visit more memorable and budget-friendly when exploring beyond the show floor.

Unlock limited-time deals at participating venues across Las Vegas, including popular restaurants, bars, museums, attractions, sightseeing tours and more. Accessing these exclusive offers is seamless – no app download is required. However, participants must visit the [Vegas Unlocked portal](#), select "SupplySide Global" from the drop-down menu and enter their registration email to instantly receive personalized offers.

New stages/names and session types for 2025

BY REBECCA BURNS

Imagine a space where the brightest minds in health, nutrition and wellness come together to share ideas, spark innovation and inspire transformation. That's exactly what the [SupplySide Global stages](#) offer – a dynamic hub of education, exploration and connection designed to help you stay ahead in an ever-evolving industry.

This year, we're bringing you something fresh and exciting that you won't want to miss. With new additions and reimagined platforms, the SupplySide Global stages are your opportunity to dive deep into the trends, technologies and strategies shaping the future of supplements, foods and beverages.

Three stages on the show floor

Future of Food & Beverage Stage – Booth #2409, Bayside, Level 1

Innovation Stage – Booth #5014, Bayside D, Level 1

Supplement Solutions Stage – Booth #957, Shoreline, Level 2

Future of Food & Beverage Stage: A reimagined platform

If your happy place is food and beverage, you'll love the Future of Food & Beverage Stage. This reimagined platform takes a forward-thinking approach to the trends, technologies and formulations revolutionizing the food and beverage landscape. From sustainable packaging to functional beverage innovations, this stage is your hub for discovering the ideas driving the future of food and beverages.

Innovation Stage: Where ideas take flight

The Innovation Stage – where groundbreaking advancements and transformative ideas come to life – is anything but ordinary. Whether it's cutting-

edge technologies or revolutionary formulations, this platform's programming is your chance to see the future unfold before your eyes. It's not just about what's new – it's about what's next.

This stage is underwritten by Innova Market Insights.

Supplement Solutions Stage: A fresh perspective

Designed specifically for the supplement industry, the Supplement Solutions Stage is all about practical strategies and expert guidance. Whether you're navigating regulatory challenges, exploring emerging product categories or looking for ways to capitalize on new opportunities, this stage is your go-to resource for actionable insights. It's fresh, focused and here to help you succeed.

Education formats for everyone

Whether you learn better on-the-go, in a longer format that's classroom style, or with a little bit of instruction balanced with social time and cocktails, we've got a variety of education opportunities that are sure to please. Review the day-by-day schedules for specific offerings/locations.

Elevate & Innovate Sessions

Ranging from 1.5 to 2 hours, the all-new Elevate & Innovate Sessions are designed to tackle the critical topics shaping the future of foods, beverages and supplements. Led by industry experts, these sessions go beyond surface-level insights to provide market-ready strategies you can use to elevate your business and innovate your products.

Guided Tours

Navigate the SupplySide Global show floor with expert-led tours tailored to key markets. Explore cutting-edge ingredients, innovative formulations and market trends at merit-selected exhibitor booths. This year's topics include natural color solutions, supplement trends, and trends in food and beverage. Each tour wraps up at the Networking Pub with a mixer, giving you the chance to connect and continue the conversation.

Knowledge & Networking Sessions

These sessions are a perfect blend of learning and connection. In just two hours, you'll gain valuable insights and practical takeaways, followed by 45-minute happy hours with complimentary beverages. It's your chance to engage with speakers, industry experts and peers in a relaxed and interactive setting.

Learning Power Hours

Start your day with focused, high-impact sessions that deliver the knowledge you need to stay ahead. Covering topics like clinical trials, food safety, microbiome science, mental wellness, sustainable packaging and more, these 60-minute sessions are designed to fuel your day with inspiration and expertise.

Professional Development Workshop

Growth is key – for you and your team. This 90-minute workshop is your opportunity to invest in your professional development and gain additional tools to thrive in the health and nutrition industry.

**Thank you to
our official
performance
beverage sponsor!**

**PLT**
HEALTH SOLUTIONS**Zynamite® S**

*We're Here to Help You
Build Your Brands*

PLT Health Solutions is a discoverer, developer, and marketer of high-quality, scientifically supported ingredient solutions for the natural products, food, beverage, and cosmeceuticals markets. Our mission is to deliver innovative and impactful solutions that help consumer products companies create new concepts, launch successful products, and build lasting brands.

Today, PLT provides solutions across a wide range of health and wellness platforms that address both current and emerging consumer needs. Our portfolio includes more than 30 proprietary, branded ingredients recognized as scientific or market leaders in their categories. Alongside these innovations, we also supply premium botanicals, extracts, raw materials, and functional ingredients that meet the highest standards of quality and reliability.

At PLT, you'll find people whose backgrounds reflect the same world you operate in. Our team brings expertise in science, product development, marketing, and quality – all rooted in the creation of consumer health and wellness brands. Supporting this talented group is a commitment to strong business processes that encourage a solutions-driven approach to innovation and supply. As a company, we foster a culture that listens, understands, and responds to your unique challenges and goals.



Raise the bar on bioavailability in every trending format

Clinically backed by 40+ peer-reviewed studies, our patented FenuMat® delivery technology boosts absorption, cuts dosage requirements, enhances bioactive stability, and works seamlessly in gummies, chews, and ready-to-mix powders.

Visit Akay Bioactives at SupplySide Global to discover our newest innovations powered by this nature-inspired, clean-label solution.



SupplySide®
Global Oct. 29-30, 2025
Visit us **Booth #4473**

Schedule a meeting with our experts!
akaybioactives.com/contact

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Company: Akay Bioactives

Contact: Liz Clarke, CFS

Title: Global Marketing Manager

Website: akaybioactives.com

SSG Booth #: 4473

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

From its inception, Akay Bioactives was engineered to be more than an ingredient supplier. We are a vertically integrated team of global innovators with deep roots in sustainable agriculture and cutting-edge science. We own every step of our process, from seed to supplement, giving us unparalleled control over traceability, quality and efficacy, enabling us to deliver plant-based ingredients that are both clinically substantiated and aligned with evolving consumer values.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Over the next five years, we expect sustainable agriculture, supply chain transparency, and climate action to become core differentiators in our industry. That's why we've invested in tech-enabled traceability and responsible agricultural practices that enrich soil health, improve biodiversity, and reduce our carbon footprint, all while empowering farmers with hyper-localized, AI-driven agronomic support. As part of the Oterra Group's climate action strategy, Akay Bioactives is aligned with science-based greenhouse gas reduction targets, independently validated by the Science Based Targets initiative, the world's most recognized authority on methods and criteria for effective corporate climate action. By 2030, these targets include a 42% reduction in direct and energy-related emissions and a 25% reduction in value-chain emissions. These commitments not only ensure supply continuity but also create a more environmentally responsible supply chain that supports long-term wellness for both people and planet.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Visitors to the Akay Bioactives booth will enjoy a fully immersive experience where they can not only learn about our

latest clinically backed product launches but also taste, smell and experience them firsthand in trending formats like gummies and ready-to-drink beverages. We'll be showcasing never-before-seen solutions that address a wide range of emerging consumer health needs, including everything from clean energy and cognitive focus to stress management, musculoskeletal comfort and cellular resilience. Ours is a must-visit destination for attendees seeking a dynamic blend of science, innovation and sensory discovery.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The accelerating global demand for clean-label, plant-based solutions has reinforced our position as a trusted partner in natural wellness. Our ability to combine time-honored botanicals with cutting-edge delivery systems and clinical research has propelled Akay Bioactives into a leadership role, particularly in the categories of women's wellness, mood and mental well-being, metabolic health, and healthy aging. Our deep scientific expertise and sustainability-first philosophy have helped major brands bring differentiated, high-performing products to market with greater speed and precision.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

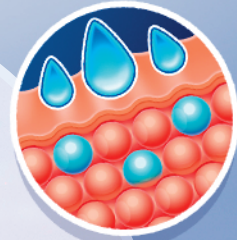
Akay Bioactives was formed less than three years ago by uniting the nutraceutical portfolios of two global leaders in the plant-based ingredient space: Denmark's Oterra (formerly Chr. Hansen) and India's Akay Natural Ingredients. Introducing a new brand while carrying forward two rich legacies is no small feat. Through this harmonization, we have successfully unlocked new strengths by bringing together deep scientific expertise, proprietary delivery technologies, and world-class manufacturing under one name. Today, we're more unified, more agile and more capable than ever of driving true innovation in the nutraceutical space!



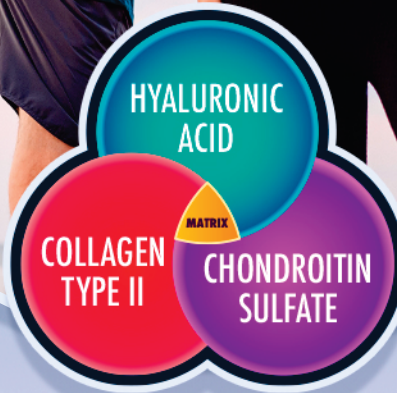
ADVANCED COLLAGEN MATRIX FOR AGELESS BEAUTY AND ACTIVE LIFESTYLES



SUPPORTS JOINT
COMFORT &
MOBILITY*



REDUCES THE
APPEARANCE OF FINE
LINES & WRINKLES*



CLINICALLY STUDIED INGREDIENT SUPPORTING VISIBLE
SKIN BENEFITS AND HEALTHY JOINT FUNCTION*
ALL IN ONE BIOACTIVE MATRIX.

LEARN MORE

BOOTH # 4448

info@biocelltechnology.com | www.biocelltechnology.com

*These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.



PAID CONTENT

Company: BioCell Technology LLC

Contact: Douglas Jones

Title: Global Sales and Marketing

Website: biocelltechnology.com

SSG Booth #: 4448

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Not all collagens are alike. Collagen is a generic term for a complex category. The range of quality, bioactivity and clinical support varies greatly from one ingredient to another. BioCell Collagen offers a complex matrix that is not a blend of different ingredients.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Consumers are looking for lifetime wellness ingredients. BioCell Collagen meets that need with strong skin and joint health benefits that people can see and feel.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

BioCell Technology always has samples at our booth; stop by and see what is new.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Two things have shifted that are important to brands – first is clinically studied ingredients. Being able to support strong structure/function claims helps a new product be successful. Second, have a story to tell. BioCell Collagen has a compelling story that consumers can understand. The brands that are the best storytellers are the ones that win in the marketplace.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

The ongoing global supply chain has faced challenges of war, increases in production and transportation costs, and now tariffs. This is a common problem that many supply chain companies have faced. Having brand partners that work with us to help mitigate these challenges is what creates a win for everyone.



Event photography by Bryan Beasley Photography

MONDAY, OCT. 27

Monday, Oct. 27

GMP Training: 21 CFR 111 dietary supplement GMP overview part 1

8 a.m.-5 p.m., South Pacific Ballroom A, Lower Level

Attend an extensive two-day training course on 21 CFR 111, the cGMPs in manufacturing, packaging, labeling or holding operations for dietary supplements. These guidelines are intended to be applicable to dietary supplements as defined and covered by 21 CFR 111, but may also be applied to dietary ingredients and other components. The course provides an in-depth review of the regulation and provides case studies to review recent FDA warning letters issued to dietary supplement companies for noncompliance with 21 CFR 111 GMPs. Part two of this course takes place Tuesday.

Speaker: Nicole Leitz, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

GMP Training: NSF/ANSI 455-2 for dietary supplement manufacturing standard part 1

8 a.m.-4 p.m., South Pacific Ballroom B, Lower Level

The purpose of this training is to understand the requirements for the NSF/ANSI 455-2 good manufacturing practice (GMP) for dietary supplement standard. GMP encompasses a set of guidelines that ensure consistent quality and safety in product manufacturing. This standard – which aligns with

current good manufacturing practice (cGMP) and GMPs in the dietary supplement industry – is based on FDA regulations, specifically 21 CFR Part 111 requirements, other regulations (normative references), retailer criteria and industry best practices. The criteria in this standard were structured to follow a seven (7) systems approach to ensure comprehensive GMP compliance in the dietary supplement industry. In this training, we will discuss how to prepare for an audit at your dietary supplement manufacturing facility. Part two of this course is on Tuesday.

Speaker: Vijay Bachus, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

GMP Training: Dietary supplement claims substantiation

8 a.m.-4 p.m., South Pacific Ballroom C, Lower Level

The labeling and promotion of your dietary supplement products are the most visible ways that the Food and Drug Administration and the Federal Trade Commission can track your compliance with federal regulations. A perfect complement to Tuesday's "Dietary supplement labeling compliance," this course will go over in detail each type of permitted claim that is available to you and the criteria for making each one. We will cover FDA and FTC standards for substantiation. We will also go over how to build the substantiation for each claim that FDA and FTC require to ensure your claims



are accurate and not misleading, and how you can avoid making implied claims which could lead to regulatory enforcement. Participants will learn how public knowledge of FTC and FDA enforcement actions affect business performance, enforcement/litigation trends and other responsibilities of dietary supplement manufacturers such as structure/function claim notification.

Speaker: Jennifer Alfrey, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

GMP Training: Vendor qualification and audit

8 a.m.-5 p.m., South Pacific Ballroom D, Lower Level

This course is designed to give people who want to improve quality in their facility – and who already have a basic understanding of the dietary supplement GMPs – the knowledge and skills necessary to qualify suppliers. Since the evaluation of all types of suppliers often involves auditing, this course will incorporate a fresh look at the process of auditing, as well as the skills and techniques necessary to get the most from these activities. The auditing skills and techniques learned in this course are independent of the type of auditing or the standard being audited. These skills and techniques will be useful when conducting internal audits, as well as performing audits of suppliers.

Speaker: Shawn Ludlow, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

Supply chain challenges: Finding consistency through tariffs, AI, diversification and politics

3-4:30 p.m., Islander Ballroom H, Lower Level

BY HANK SCHULTZ

Remember when the pandemic seemed like the most challenging thing that could happen to the supply chain? Several years later, the supplement industry must continue to find accurate ways to assess vulnerabilities, mitigate risk, establish diverse supply chains and stay on top of regulatory changes that may come without warning. In this enlightening session, you'll gain valuable and actionable insights to build resiliency. You'll also get an inside scoop on how large brands have engineered their supply chains.

This 90-minute session kicks off with a nuts-and-bolts look at what the world of shipping and



sourcing looks like in a post-pandemic world in which geopolitical tensions are rising by the week. Vincent Iacopella, EVP of strategic growth and president of government and trade relations at Alba International, will give an overview of the current state of the shipping side of the supply chain, while Oisin Hanrahan will lay out how his (artificial intelligence) AI-powered software platform, Keychain, can help improve companies' agility in the manufacturing sphere.

After a brief Q&A session with Iacopelli and Hanrahan moderated by Hank Schultz, SupplySide Supplement Journal's senior editor, the session continues with a panel discussion focused on the new challenges in the sourcing of botanical ingredients. The chaotic tariffs situation has placed unprecedented pressure on this end of the supply chain and has raised the specter of rampant adulteration, as less ethical companies struggle to get at least *something* on the shelf. Joining Schultz on stage for this portion of the program will be Cal Bewicke, CEO of Ethical Naturals Inc.; Wilson Lau, president of Nuherbs; and attorney Mario Torrico, senior associate at ArentFox Schiff LLP.

Additional registration is required.

The rise of protein in food and beverage: Challenges and opportunities for formulators

3-4:30 p.m., South Pacific Ballroom G, Lower Level

BY KAREN BUTLER

Protein is experiencing an unprecedented surge in the nutrition world, garnering mass appeal across demographics and widespread positivity surrounding its consumption. This session explores the data



and science undergirding the protein market. Sonja Matthews, senior manager of strategic insights at Glanbia Nutritionals, will kick things off by sharing the category's drivers of expansion. Discussing factors such as public perception, market penetration and brand strategy, she'll give attendees a broad overview of the space and its consumers. Sophie Côté, head of account management in North America for Innova Market Insights, will add to the proprietary data with a deeper look at trending ingredients and finished products.

Attendees can gain a sense of white space opportunities, using the intel to guide product development and strategic positioning. Kantha Shelke, Ph.D., founder and principal of Corvus Blue, rounds out the panel with expert perspective in food science and clinical nutrition. She'll answer vital questions, including: Is there such a thing as "too much protein" in a product? How much protein does the body really need (or use)? What are the "best types" of protein?

This session was a winner in SupplySide Global's "Session Select" competition – the SupplySide audience voted it as a must-have topic.

Additional registration is required.

Segmenting women's health: Unique need states for women across categories

4-6 p.m., Islander Ballroom C, Lower Level

BY CASSIE SMITH

Buckle up, buttercup! This year's women's health session is about to blow your hair back with a whirlwind tour of innovations revolutionizing how we think about formulating women's health supplements. Forget dry, academic presentations – we're serving up a fast-paced, caffeine-worthy jolt of inspiration that crosses category boundaries and shatters expectations. You'll walk away with concrete takeaways, insider insights and enough laughs to count as an ab workout.

We're ditching the snooze-worthy format for punchy 12-minute mini-sessions – because who has time for fluff? We'll zip through hormonal health, gut health and weight management faster than you can say "menopause matters!"

The party kicks off with Nicole Hill, MarketPlace's VP of strategy and innovation, who will spill the tea on what's actually selling in women's health. Then hold on to your seats as we welcome the rest of our rockstar lineup:

- Amanda Rao, director at RDC Clinical, bringing the hormonal health heat.
- Devon Gholam, VP of science and innovation

at Step Change Innovations, spilling the secrets on weight management.

- Eric Withee, director of ingredient innovation at Freeman Nutra, getting gutsy about digestive health.
- Sarah Burden, senior director of sales at People Science, championing women in clinical trials (because we're not just "small men").

Got burning questions? Bring them! And if we don't get to yours, don't pout – grab a well-deserved cocktail at our post-session happy hour and corner these experts like your job depends on it (honestly, it might!).

This isn't just education – it's edutainment with a splash of networking magic.

Additional registration is required.

The next bite: Exploring flavor and functionality for today's snacker

4-6 p.m., Islander Ballroom E, Lower Level

BY AUDARSHIA TOWNSEND

It's a giant step for smaller portions. During this session's panel discussion, attendees will discover how leading innovators are modernizing the snacking landscape by masterfully blending functionality with irresistible flavor profiles.

The stage will be filled with a diverse lineup of industry visionaries. First, SPINS' Senior Director of Insights Scott Dicker will unveil exclusive market insights on emerging consumer trends, while Mark Samuel shares his entrepreneurial journey building his new brand Mark's Snacks into a category disruptor.

Additionally, Latrice Cooper, PepsiCo's senior food scientist, will reveal the technical challenges of formulating crave-worthy functional products at scale, complemented by Niramaya Foods Founder Mehek Khara's perspective on creating culturally inspired, better-for-you options with her Indian-inspired pretzel line. Rounding out this exceptional panel, Shawn Houser-Fedor brings Hershey's R&D expertise to the conversation about transforming indulgent treats into functional powerhouses.

Whether you're developing protein-packed bars, nutrient-dense chips or clean-label confections, this session promises actionable insights on ingredient selection, flavor innovation and market positioning that could possibly define your next breakthrough product.

The conversation continues at an exclusive networking happy hour immediately following, from 5:15-6 p.m., where attendees will connect directly with speakers and fellow innovators while enjoying complimentary beverages.

Additional registration is required.

**Thank you to
our official
vitamins
sponsor!**



For over 17 years, Orgenetics proudly remains a family owned + operated company, continuing to pioneer the field of Certified Organic plant-based vitamins/minerals/antioxidants. In our recent years, Orgenetics has invested in and expanded our clean-label Organic offerings from vertically integrated and sustainable supply chains. This includes Organic ingredients from New Zealand and Australia, Organic Aronia from the heartland of America, and Organic mushrooms, also grown in America.

COME TO VISIT US AT

BOOTH #5273

 **SupplySide®
Global**

 **Expo Hall
Oct. 29 & 30, 2025**

 **Mandalay Bay
Las Vegas**

BIONAP
BIOACTIVE NATURAL PRODUCTS

**HARVESTING
THE FORCE
OF NATURE**

At **SupplySide Global 2025**, BIONAP will showcase its evidence-based innovations, from **Beauty from Within** solutions featuring the award-winning **Red Orange Complex™**, to a broad **Healthy Ageing** portfolio, addressing both lifespan and health span. Rooted in **sustainability** and **circular economy principles**, BIONAP integrates

co-products and supply chain innovation to create shared value and reduce environmental impact. At **booth #5273** visitors will be immersed in a **unique Mediterranean lifestyle experience**, inspired by nature, culture, and wellbeing – a place where science, tradition, and sustainability come together.



**REDORANGE
COMPLEX™**

THE NATURAL SUPPORT
TO MAINTAIN HEALTHY SKIN WITH
A BEAUTY FROM WITHIN APPROACH

WINNER
NUTRA
INGREDIENTS USA
AWARDS 2025



BIONAP
BIOACTIVE NATURAL PRODUCTS

Contrada Furera (Zona Industriale Ovest) 95032 Piano Tavola, Belpasso (CT) - Italy

Tel. +39 095 7086560 • info@bionap.com • www.bionap.com    



PAID CONTENT

Company: Bionap USA Inc.

Contact: Tyler Ris

Title: Vice President of Sales, North America

Website: bionap.com

SSG Booth #: 5273

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Bionap's growing locations in the Mediterranean make its botanicals unique.

Bionap produces sustainable Mediterranean ingredients grown in the areas surrounding the Mt. Etna UNESCO World Heritage Site. These volcanic-enriched soils have a unique mineral and chemical profile that impart distinct attributes in the ingredients Bionap offers. The safety and effectiveness of Bionap ingredients are supported by continuous scientific research and clinical trials that have been published in international scientific journals.

Bionap's investment is in sound science to produce innovative Mediterranean ingredients through sustainable practices.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Bionap adapts to the ever-changing landscape and embraces new challenges with resilience and determination. Bionap has active sustainability initiatives, and takes pride in sourcing raw materials responsibly, respecting and preserving our Earth. These ethics shape our decisions and actions over time. Our business follows a process focused on the circular economy where Bionap is minimizing waste and producing our products in an environmentally friendly way. Recently we have worked on the design of an innovative industrial process that aligns with our commitment to sustainability and innovation, and it will be fully operational in the next years. One of these efforts is developing a water recovery system that recovers a significant amount through production, minimizing our reliance on external sources. Bionap also believes that training and development play a critical role in every organization, contributing to employee growth, job satisfaction and productivity. A culture devoted to training ensures employees are continuously motivated and engaged in their work, and above all in the sustainability values.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Visitors will be transported to the Mediterranean where traditions of health, support and care for the land and ingredients permeate through everything Bionap does. The fundamentals of following a circular economy will be evident.

Bionap's investment in sound science produces innovative Mediterranean ingredients through sustainable practices.

Bionap's ingredients highlighted at SupplySide Global include:

- 2025 NutraIngredients-USA "beauty-from-within" ingredient of the year **RED ORANGE COMPLEX™** is backed by years of scientific research demonstrating its unique antioxidant profile and efficacy. Derived from a specific blend of three varieties of oranges grown exclusively in Sicily.
- Recently introduced **ODILIA™ Prickly Pear Prebiotic** is an upcycled, low-dose prebiotic produced with zero waste. ODILIA acts as a prebiotic supporting a healthy gut microbial population and supporting overall wellness.
- Award-winning **MOROSIL™ Sicilian Blood Orange** obtained from a unique cultivar of the Moro red orange with supporting clinical studies for weight management. Studies with MOROSIL have demonstrated significant reduction of body weight, BMI and waist and hip circumference.

Stop by Booth #5273 to learn why Bionap ingredients are some of the most exciting ingredients in the nutrition industry.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Bionap has an unwavering commitment to world-class sourcing, sound science and unmatched principles of sustainability. We believe these standards meet current market needs.

Simplify Your Supply Chain


Come visit us to
try our Functional
Drink Sample
BOOTH 6705

Vertically Integrated Nutritional Solutions for People & Pets

Feature Ingredients:



High GLA Borage Oil



Broccoli Sprout Powder



Oil Blends



High DHA Algal Oil



Elderberry Extract



LLP-1™



Bioriginal Group of Companies



Anticipate • Innovate • Grow

PAID CONTENT

Company: Bioriginal Food & Science Corp.

Contact: Chad Kingwell

Title: Marketing Manager

Website: bioriginal.com

SSG Booth #: 6750

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Bioriginal has been a global leader in nutritional solutions for the food, nutraceutical, and pet industries for over 30 years. Through the Bioriginal group of companies, we provide end-to-end solutions powered by science and our vertically integrated supply chain with refined oils and tasteless high DHA algal oil from POS Biosciences, premium nutraceuticals from Cyvex Nutrition, bulk and retail-ready soft gels and tinctures from Softgel Co., private label pet nutrition solutions from The Fatory, and high-quality oils and milled flours from Kroppenstedter Ölmühle. From seed and sea to shelf, Bioriginal delivers consistent nutrition and wellness solutions for people and pets worldwide.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Emerging trends are reshaping nutrition and wellness, from GLP-1 agonist product adoption to the growing demand for multifunctional products. Bioriginal's strategy is to meet these trends with science-backed ingredients, including omega oil, plant proteins, and nutraceuticals, enabling brands to develop products with multiple health benefits across human nutrition and wellness applications.

Meanwhile, global supply chain pressures, including tariffs, are being addressed through our vertically integrated supply chain through the Bioriginal group of companies and connection to our parent company Cooke.

Additionally, the pet wellness market continues to surge with more people treating their pets like family and searching for quality products to feed their companions. As this trend continues, Bioriginal is expanding our portfolio to deliver more targeted solutions for joint, skin, and cognitive health across pet nutrition.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At Bioriginal Booth #6705, visitors can sample a refreshing raspberry lemonade featuring LLP-1™, a new weight management support ingredient from Vietal Nutrition – now available through Cyvex Nutrition as their distributor – showcasing how easily it can be incorporated into functional beverages.

Additionally, we'll be showcasing our non-GMO high GLA borage oil with 25% gamma linolenic acid – the highest non-GMO concentration on the market! This functional oil is perfect for use across softgels, beauty-from-within and cosmeceutical products (including topical creams and lotions), women's health supplements, joint health solutions, and pet nutrition products targeting skin, coat and mobility. Its high bioactivity promotes the formation of anti-inflammatory eicosanoids, making GLA especially valuable in supporting the body's healthy inflammation response.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Bioriginal's momentum in the natural products industry stems from three key shifts:

- Our acquisitions expanded our global reach and strengthened our ability to deliver vertically integrated nutritional solutions across multiple regions.
- Achieving an industry first: producing a non-GMO, clean-label borage oil with the highest naturally concentrated percentage of GLA on the market.
- Deepening our investment in pet nutrition, using Cooke's supply chain and upcycling expertise to create sustainable, high-quality oils that support the health of pets worldwide.
- Together, these advancements meet customer needs to ensure Bioriginal continues to advance its position as a leader in the natural products industry.



TUESDAY, OCT. 28

Tuesday, Oct. 28

GMP Training: NSF/ANSI 455-2 for dietary supplement manufacturing standard part 2

8 a.m.-4 p.m., South Pacific Ballroom B, Lower Level

A continuation of part 1's training Monday, the purpose of this training is to understand the requirements for the NSF/ANSI 455-2 good manufacturing practice (GMP) for dietary supplement standard. GMP encompasses a set of guidelines that ensure consistent quality and safety in product manufacturing. This standard – which aligns with current good manufacturing practice (cGMP) and GMPs in the dietary supplement industry – is based on FDA regulations, specifically 21 CFR Part 111 requirements, other regulations (normative references), retailer criteria and industry best practices. The criteria in this standard were structured to follow a seven (7) systems approach to ensure comprehensive GMP compliance in the dietary supplement industry. In this training, we will discuss how to prepare for an audit at your dietary supplement manufacturing facility.

Speaker: Vijay Bachus, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

GMP Training: Dietary supplement labeling compliance

8 a.m.-4 p.m., South Pacific Ballroom C, Lower Level

It is up to dietary supplement manufacturers to ensure their supplement labels are compliant

before they go to market; however, the regulations can be confusing and difficult to interpret. Label noncompliance can cause your product to be considered misbranded and subject to Food and Drug Administration (FDA) regulatory action. Learn about the regulations that govern dietary supplement labeling, including what can be considered a dietary supplement, mandatory aspects on the principal display panel, Supplement Facts formatting, ingredient lists, types of permitted claims, enforcement/litigation trends, and other responsibilities of dietary supplement manufacturers such as adverse event reporting. The course is interactive, with hands-on exercises. Bring your questions and prepare to interact with the instructor and your peers in the industry.

Speaker: Jennifer Alfrey, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

GMP Training: 21 CFR 111 dietary supplement GMP overview part 2

8 a.m.-5 p.m., South Pacific Ballroom A, Lower Level

This session is part 2 of a training course on 21 CFR 111, the cGMPs in manufacturing, packaging, labeling or holding operations for dietary supplements. These guidelines are intended to be applicable to dietary supplements as defined and covered by 21 CFR 111, but may also be applied to dietary ingredients and other components. The course provides an in-depth review of the regulation and provides case studies to review recent FDA warning letters issued to dietary

supplement companies for noncompliance with 21 CFR 111 GMPs.

Speaker: Nicole Leitz, training consultant at NSF International.

This training is offered in partnership with NSF International. Additional registration is required.

Riding the wave of food and beverage trends

9-11 a.m., South Pacific Ballroom G, Lower Level

BY AUDARSHIA TOWNSEND

We're in an era where consumer preferences shift at lightning speed. It's important to distinguish between fleeting fads and transformative trends. Doing so can give food and beverage developers the ultimate competitive advantage. This highly anticipated panel promises to deliver that strategic insight.

The comprehensive two-hour session gathers an exceptional lineup of industry visionaries who will cut through the noise to reveal which innovations are genuinely reshaping the marketplace. Attendees will gain privileged access to forward-looking market intelligence that could inform product development strategies for years.

Nicole Hill, MarketPlace's VP of strategy and innovation, will share proprietary consumer insights, while Stephanie Gorecki, senior R&D manager at Kellanova, offers a rare glimpse into how one of the world's largest food companies identifies and capitalizes on emerging trends. Complementing these perspectives, Perteet Spencer brings her experience scaling the protein-forward Evergreen Waffles into a category disruptor.

The conversation deepens with Ori Amrami, purchasing manager of Guittard Chocolate Co., who will reveal how brands must continuously evolve, while acclaimed R&D chef Jill Houk translates conceptual trends into practical culinary applications.

Unlike typical trend forecasts, this session focuses exclusively on innovations with staying power – functional ingredients that address genuine consumer needs, flavor profiles with cross-cultural appeal and formulation strategies that balance nutrition with indulgence.

Additional registration is required.

GLP-1 and the health and nutrition industry: What now?

9-11 a.m., Islander Ballroom C, Lower Level

BY DUFFY HAYES

The supplement industry is witnessing

unprecedented opportunities in the GLP-1 (glucagon-like peptide-1) space. This critical session will reveal what product developers, marketers and regulatory professionals must understand to successfully capitalize on this growing sector.

Whether you're planning to enter the GLP-1 market or already have products in this space, this session provides essential knowledge. Explore recent category shifts, examine specific nutritional needs and side effects that supplements can address, and clarify crucial labeling guidelines.

Acclaimed author and consultant Jonny Bowden, president and CEO of Tigermaxx Inc., will lay out some dietary supplement industry guidelines. Gene Bruno, known colloquially as "The Vitamin Professor" and also chief scientific officer at Nutraland USA, will dig into the science of some possible supplement solutions.

A discussion with David Despain, R&D scientist at Nestlé Health Science, will reveal some insights into GLP-1 support initiatives at one of the industry's biggest players. In addition, a moderated discussion with Glanbia Nutritionals' VP of Global Marketing and Insights James Stone, Tate & Lyle's Senior Technical Service Account Manager Jenna Peterson and PURIS VP of R&D Kushal Chandak will outline their companies' strategic positioning within this rapidly evolving market segment.

This session is underwritten by Roquette America Inc. and Rousselot Inc. Additional registration is required.

Fermentation nation: Precision, tradition and the rise of alt-everything

9-11 a.m., Islander Ballroom E, Lower Level

BY HEATHER CARTER

Precision fermentation stands at the forefront of food innovation. This transformative technology harnesses the power of microorganisms to produce specific proteins, enzymes and bioactive compounds with unprecedented efficiency and sustainability. As the global food system faces climate change, resource scarcity and growing population demands, fermentation technologies provide promising solutions for developing alternative proteins, functional ingredients and sustainable botanicals without depleting natural resources. Be part of this exclusive educational session exploring how fermentation is reshaping the food and wellness landscape while driving sustainable supply chains.

This dynamic roundtable features four pioneering experts: Flávia Fayet-Moore, Ph.D., CEO of FOODiQ



Global, a renowned nutrition scientist specializing in future food innovations; Paulo Maia, director of innovation at SilicoLife, who combines AI (artificial intelligence) and biology to create sustainable ingredients through optimized microorganisms; H       Briand, co-founder and chief technology officer of Verley Foods, the French biotech company revolutionizing the protein landscape with FermWhey, a microparticulated whey protein; and Benjamin Freedman, VP of commercial at New Culture Food, an alternative protein innovator advancing sustainable food solutions. Together, they'll explore groundbreaking applications scaling alt-dairy production, reducing supply chain fraud, enhancing formulation capabilities and aiding nutritional outcomes. With the precision fermentation market projected to reach \$54 billion by 2032 (per Fortune Business Insights), this session provides essential insights for anyone interested in the sustainable future of food production.

Additional registration is required.

Living longer and better: Research data for healthspan ingredients

9-11 a.m., Islander Ballroom H, Lower Level

BY HANK SCHULTZ

People want to stay healthier for longer, and the supplement market for products that support vitality continues to grow. According to Nutrition Business Journal (NBJ), healthy aging is estimated to be the fastest-growing condition from 2025-2028. Want a piece of the pie? You need to attend this session. Over two hours, we'll cover key research findings in ingredients that can help mitigate or lessen the biomarkers for aging so you can make differentiated, quality products for the long haul.

The session will kick off with three powerhouse presentations. Erika Craft, NBJ's market research analyst, will present the latest data as it pertains to the category's trends and activity. For instance, the market for healthy aging ingredients is slated to grow along with the aging population. By 2040, almost one-quarter (22%) of U.S. residents will be over the age of 65. NBJ data sessions are perennially the best-attended segments at the show.

Following Craft will be presentations by Cassandra Saande, Ph.D., scientific advisor for the Americas at Novonesis, and Kenn Israel, co-founding partner and nutrition practice leader at BeyondBrands. Wrapping up the session will be a panel discussion by the four speakers, moderated by Hank Schultz, senior editor



of SupplySide Supplement Journal. Joining the panel will be Luke Huber, VP of scientific and regulatory affairs for the Council for Responsible Nutrition (CRN). CRN has been deeply involved in the healthy aging sphere, including publishing reports on health care cost savings that can be attributed to the use of selected dietary supplements.

Additional registration is required.

Nutrition Capital Network's Ingredient Technology Investor Meeting

9 a.m.-5 p.m., South Pacific Ballroom E, Lower Level

The annual NCN Ingredient Technology Investor Meeting, co-located with SupplySide Global in Las Vegas, is where leading-edge companies in nutrition science and ingredient tech will present their innovations to a network of active, qualified investors. Participants will be privy to the latest innovations and the opportunity to build lasting relationships with top-tier investors and mentors. NCN's events are known for connecting emerging companies with influential industry investors.

Produced by NCN. Additional registration required.

Using the power of coaching to successfully scale your business – Professional Development Workshop

11 a.m.-12:30 p.m., South Pacific Ballroom H, Lower Level

BY SANDY ALMENDAREZ

Being a coach and getting coached can be a surprising gem when working in a professional environment. Coaching allows a person who is facing a challenge the opportunity to find the solution themselves, creating a practical and motivating option for action. With



TriBsyn™

Turning Science Into Real World Solutions

Enhancing Protein | Creatine | GLP-1 | Collagen | Hydration | Cellular Health Formulations

Elevate Your Active Nutrition & Wellness Portfolio

- Over 4x Higher Beta-Alanine Bioavailability
- Hydro Oleo Technology
- Paresthesia Elimination
- Carnosine Booster

Meet with our experts and receive your sample at Booth #4481



Visit www.TriBsyn.com



Natural Alternatives International (NAI) is the owner of the patents and trademarks as listed on www.TriBsyn.com and www.CarnoSyn.com.

Hear our CEO, Mark LeDoux, discuss the scientific research behind TriBsyn™ during his panel presentation, *The GLP-1 effect: Developing healthy solutions to fill nutrition and metabolic wellness gaps*, on Wednesday, October 29th, from 2:15-3:15 PM, Supplement Solutions Stage Booth #957.



Company: CarnoSyn® Brands

Contact: Aaron Starr

Title: Vice President of CarnoSyn® Brands

Website: TriBsyn.com

SSG Booth #: 4481

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

CarnoSyn® Brands has always been at the forefront of beta-alanine innovation. Our clinical research has revealed the powerful benefits of beta-alanine for muscle endurance and cognitive function. However, the biggest challenge to widespread adoption was paresthesia – the tingling sensation many individuals experience, especially at higher doses. This harmless sensation often discourages consistent use, particularly among seniors and active adults. CarnoSyn Brands' latest innovation is TriBsyn™ beta-alanine, a patent-pending formula that utilizes proprietary Hydro Oleo Technology to enhance beta-alanine bioavailability and absorption while effectively eliminating beta-alanine related paresthesia.

TriBsyn is clinically proven to boost the bioavailability of beta-alanine by more than four times as compared to standard beta-alanine. This means significantly less material is needed to provide an efficacious dose and achieve the same health benefits as standard beta-alanine – making TriBsyn a true game-changer for our industry.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Over the next five years, the longevity market will continue to experience rapid growth due to strong consumer demand related to aging concerns, particularly the maintenance of muscle mass and cognitive function. We believe this creates a wealth of new opportunities to expand into the wellness and healthy aging markets. Whether it's increasing carnosine levels, supporting muscle health and vitality, or enhancing cognitive function, TriBsyn is designed to meet the evolving needs of today's consumers. At CarnoSyn Brands, our strategy focuses on turning science into real-world solutions by working with our customers to enhance their protein, creatine, GLP-1, collagen, hydration, cellular health, and additional formulations with TriBsyn and other ingredients in our patented portfolio.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

The fine powder format of TriBsyn allows for greater formulation flexibility, making it suitable for a wide range of product types. At this year's NAI/CarnoSyn Brands Booth #4481, we plan to showcase and distribute multiple pre-packaged samples featuring TriBsyn in various formulations. This evolution in beta-alanine delivery has created a pathway to better meet the diverse needs of professional athletes, wellness enthusiasts and users of fortified and medical foods – including individuals on GLP-1 regimens who may experience muscle mass loss and decreased physical and cognitive performance.

Attendees will also have an opportunity to hear our CEO, Mark LeDoux, discuss the scientific research behind TriBsyn during his panel presentation on Wednesday, Oct. 29, from 2:15-3:15 p.m. at the Supplement Solutions Stage, Booth #957. The featured topic is: "The GLP-1 effect: Developing healthy solutions to fill nutrition and metabolic wellness gaps." We expect this to be a well-attended event and look forward to seeing you there!

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The launch of TriBsyn has marked a transformative milestone for CarnoSyn Brands. This next-generation beta-alanine formula leverages proprietary Hydro Oleo Technology to significantly enhance bioavailability while eliminating the paresthesia that often limits long-term use. As a result, we've unlocked new opportunities across sports nutrition, wellness and healthy aging. The versatile TriBsyn format enables broader product applications, from functional foods to medical nutrition. This innovation has allowed us to better meet evolving consumer needs while further strengthening our leadership in science-backed ingredient solutions within the natural products industry.



CLEANER BY FERMENTATION

MYO-INOSITOL

D-CHIRO-INOSITOL

**Support Prenatal
Nutrition**



**Promote Reproductive
Health**



**Boost Male
Testosterone**



Visit Us At Booth #2881

www.dmcbio.com



Company: DMC Biotechnologies

Contact: Rusty Pittman

Title: VP Business Development

Website: dmcbio.com

SSG Booth #: 2881

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

At DMC Biotechnologies, we believe that how ingredients are made matters as much as what they do. With precision fermentation, we deliver high-quality, consistently pure and sustainable nutritional ingredients at commercial scale – available today. By replacing petrochemical and extractive processes, we eliminate harmful solvents and contaminants, reduce emissions and waste, and ensure a reliable supply of essential health ingredients.

For consumers, this means safer, naturally produced products they can trust. For brands, it's a powerful way to differentiate with science-backed sustainability and clean, dependable ingredients.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Consumer and brand demand for clinically proven, safe and sustainable ingredients is accelerating, with growing emphasis on clean, naturally produced and traceable solutions. Our strategy is to meet this demand by scaling a portfolio of fermentation-based nutritional ingredients that set new standards for purity and quality while remaining competitively priced.

We see significant opportunity in women's health, metabolic wellness and healthy aging – segments that remain underserved yet continue to expand. We chose to develop and commercialize our inositol products because of the strong clinical data supporting their benefits and the clear need for cleaner, more naturally produced and affordable options. Over the next five years, we will expand our nutraceutical portfolio to address these market needs and drive sustainable growth.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Visitors to our booth will experience the future of ingredient manufacturing – sustainable, clean and more naturally produced through fermentation. We'll showcase our newly launched *myo*-inositol and *D-chiro*-inositol ingredients while highlighting the advantages they bring to brands looking to

strengthen their portfolios. Attendees will learn about the compelling benefits of these products in women's health (supplements supporting reproductive health and prenatal vitamins) and male testosterone support.

For those with technical interests, we'll share how our Dynamic Metabolic Control™ technology accelerates commercialization, ensures consistent purity and delivers stronger economics.

For manufacturers and brand leaders, our booth is the destination to discover clean ingredients that are both future-ready and available today.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The most transformative shift has been proving that fermentation-based production of widely used nutritional ingredients is no longer a vision – it is a commercial reality today. With the successful launches of *myo*-inositol and *D-chiro*-inositol, DMC has demonstrated the ability to deliver essential, high-demand ingredients at scale while ensuring sustainability and consistent purity.

These achievements position DMC as a trusted commercial supplier, with customers already integrating our fermentation-based inositols into their formulations. This momentum is establishing us as a leader in delivering clean, reliable nutritional ingredients for human health.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

One of the greatest challenges in bringing new ingredients to market quickly is truly understanding customer needs. By partnering early with leading nutraceutical brands during development, we can validate demand and ensure our ingredients align with the requirements of key customers. While technical, manufacturing and regulatory hurdles must also be addressed, the foremost priority is delivering a strong value proposition. As challenges inevitably arise, our trusted customers provide the guidance that helps us overcome obstacles and bring products successfully to market.



pointed questions, a coach can help their colleague, direct report, friend, spouse, child, etc., work through a problem and get around difficult barriers. Coaching training has come to SupplySide Global this year through the professional development workshop, “Using the power of coaching to successfully scale your business,” led by award-winning coach Laura Berman Fortgang. In this session, attendees will learn coaching techniques that increase business performance and gain insight into practical questioning strategies that promote clarity. The workshop, which is included in SupplySide Global's Explorer Pass, is a great option for anyone who wants to help their team members solve problems (aka, everyone attending the event).

Additional registration is required.

State of sports and active nutrition: Where are we and what's next?

12:30-2:30 p.m., Islander Ballroom C, Lower Level
BY CASSIE SMITH

Let's face it – the sports nutrition world moves faster than an Olympic sprinter. If you're not keeping up, you're falling behind, and in this industry, second place might as well be last.

We're diving headfirst into the adrenaline-pumping world of sports and active nutrition – the industry's innovation playground where tomorrow's breakthroughs are happening today.

Want the inside scoop on clinical trial design that actually delivers meaningful results? Curious about navigating the maze of state age verification laws before they trip up your business? Hungry for the latest ingredients that will make your formulations stand out in a sea of sameness? Our all-star panel of experts isn't here to recycle last year's trends – they're bringing fresh market data, formulation strategies that actually work, ingredient innovation and proprietary insights into where this category is headed next. These professionals include Susan Hewlings, senior VP of scientific affairs at Radicle Science; Marc Moulin, director of clinical sciences at KGK Science Inc.; Shawn Wells, CEO and founder of Zone Halo Formulations; and Scott Dicker, senior director of market insights at SPINS.

Bring your toughest questions for our no-holds-barred Q&A session. Just like your pre-workout, this session promises to be potent, energizing and exactly what you need to power your business forward.

Additional registration is required.

Liquid assets: What's next in functional drinks, mocktails and the high-performance beverage boom

12:30-2:30 p.m., Islander Ballroom E, Lower Level
BY KAREN BUTLER

The beverage space is exploding with innovation, but behind every breakout brand is a strategy grounded in data, smart formulation and timing. This session delivers an insight-packed overview of what's trending and what's next in ready-to-drink (RTD) coffee and tea, better-for-you sodas, functional beverages, alcohol-free formats and beyond.

To set the tone, Evonne Chan, senior market insights analyst at SPINS, will provide a data-driven look that spans top-performing segments like energy and sports drinks, as well as nascent (and sometimes puzzling) trends fueled by global innovation. Andy Dratt, chief commercial officer and EVP at Imbibe, will explore ingredients and formulation with an eye on strategic product development and minimizing key challenges inherent in the category. Attendees will also get a rare glimpse into what makes beverage innovators tick, as CPG founders and CEOs Pauline Idogho of Mocktail Club and Brian Bethke of Bear Maple Farms share candidly about the ups and downs of launching brands in today's market. Afterward, the discussion gets broader, as Chan and Dratt join in for a full-panel Q&A, where audience members can use interactive technology to submit their questions for any of the speakers.

Whether attendees are entering a new category or scaling what's already working, this session will help separate the sizzle from the substance – and make every sip count.

Additional registration is required.

Trump, tariffs and turmoil: Navigating the regulatory reset

12:30-2:30 p.m., Islander Ballroom H, Lower Level
BY SANDY ALMENDAREZ

It may be a cliché to say that something is always new in supplement regulations – but right now, it feels painfully true. The industry is facing headwinds. Uncertainty about tariffs, potential changes to self-GRAS (generally recognized as safe) affirmations and U.S. state laws are creating a patchwork of regulations to master. On the flip side, the Donald Trump administration's “Make America Healthy Again” (MAHA) agenda under the helm of Robert F. Kennedy Jr., secretary of Health and Human Services, has buoyed the conversation about natural remedies for health, including dietary supplements.

This session features top thinkers and regulatory watchers who will talk through current concerns and ways to capitalize on our political climate. Katie Bond, partner at Keller & Heckman LLP, will talk through the Federal Trade Commission (FTC) and claims issues, including the increased focus on “Made in the USA” claims. Loren Israelsen, founder and president of the United Natural Products



Alliance (UNPA), will provide the latest details on tariffs. Graham Rigby, president and CEO of the American Herbal Products Association (AHPA), will talk about the potential to grow botanical ingredients on U.S. soil rather than relying on imports from high-tariffed countries. And Steven Shapiro, of counsel at Rivkin Radler LLP, will talk through how all these forces are affecting brands' business operations. This session is not to be missed if you have plans to sell products in the U.S. in the years to come.

Additional registration is required.

Food and beverage 101: From idea to innovation – the founder's playbook

12:30-2:30 p.m., South Pacific Ballroom G, Lower Level

BY SONJA THOMPSON

Have you ever felt like people in the functional food and beverage world speak a language you're still learning? You're not alone! Industry newcomers often find themselves scrambling to decode the specialized terminology and unwritten rules that seasoned professionals take for granted.

In this two-hour education session, we will distill what typically takes years of trial and error into a pragmatic playbook delivered by founders and experts who've been exactly where you are now.

What makes this different from your typical 101 session? The information shared here is a small sample of the comprehensive education available within the SupplySide Fresh program. You'll receive valuable industry insights, such as navigating trade shows and trade organizations, implementing sustainable practices, identifying emerging market trends, understanding legal and regulatory frameworks, managing complex supply chains, working effectively with testing laboratories, and selecting appropriate colors and flavors for your products.

Don't miss this opportunity to accelerate your learning curve and connect with industry experts – Jon Benninger, VP of SupplySide; Kristen Yaney, manager of partner development at culiNEX; Brandon Hernandez, senior partner at Whole Brain Consulting; Kantha Shelke, founder and principal at Corvus Blue; Justin Prochnow, shareholder at Greenberg Traurig; Udi Lazimy, CEO of Lazimy Regenerative Impact Partners; and Julie Johnson, president of HealthFocus International. These seasoned professionals understand the unique



challenges of bringing innovative functional food and beverage products to market. Their guidance can help transform your vision into a viable product that stands out in today's health-conscious marketplace.

Additional registration is required.

Functional food and beverage for women's wellness

3:30-5:30 p.m., South Pacific Ballroom G, Lower Level

BY CASSIE SMITH

Today's female consumers are demanding functional foods and beverages with scientific substance. From menopause-mitigating teas to hormone-balancing protein bars with a cognitive kick, the technical challenges of creating these products represent your next formulation frontier.

Join this expert panel – Diane Ray, VP of strategic innovation at the Natural Marketing Institute; Jessica Cusovich, innovation manager at Riverside Natural Foods; Jeanette Jacknin, CEO of Dr. Jacknin's Skincare LLC; and Kashalia Rochelau, CEO of Icon Foods – for a deep dive into the technical complexities and market opportunities that make women's health formulations both challenging and incredibly lucrative. We'll dissect the biochemical considerations that have made successful women-specific food and beverage products.

Expect actionable insights on:

- Bioavailability challenges when combining hormonal support ingredients with protein matrices.
- Masking techniques for notoriously bitter adaptogens and hormone-supporting botanicals.
- Stability testing protocols for multifunctional women's health ingredients.
- Formulation approaches that maintain

THE LONGEVITY SHIFT

The immersive experience that
rethinks how we see longevity.

All will be revealed

SupplySide Global
Expo Oct 29-30, Booth 6264

Book your experience slot today



Company: dsm-firmenich

Contact: Maria Serghiou

Title: Marketing Communications Manager, HNC, North America

Website: dsm-firmenich.com/dietarysupplements

SSG Booth #: 6264

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

In 2050, there will be over two billion people worldwide over 60. Longevity has been one of humanity's greatest achievements, but also our greatest challenge. Life expectancy has increased by more than 30 years in the last century. The years lived in good health, our health expectancy, has not kept pace. Today, the average person will spend their last 10 years in ill health and suffering.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

As new science emerges and consumer understanding continues to grow, preventive health matters now more than ever. The wave of wellness and importance of self-care, both now and in the future, is changing the role nutrients play in consumers' lives, and with their knowledge they are seeing the right solutions that will help them live healthier for longer.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

For SupplySide Global this year, we will be taking a new approach and invite you to attend "The Longevity Shift" – an immersive experience that challenges the way we think about longevity and reveals the new science that's helping ensure the last years of life are some of the best years.

Reflecting on the past year or two, what transformative shift has propelled your company forward?

Since becoming dsm-firmenich in May 2023 the company has continued to evolve and focus its strategy, accelerating our transformation into a fully consumer-focused company. From the merger with Firmenich to divesting parts of the business, we continue to strengthen our position as a leading creation and innovation partner in nutrition, health and beauty. dsm-firmenich, being in a category of one, is uniquely positioned to support the progress of holistic-well being.

WOMEN HEALTH SUPPORT AT EVERY LIFE STAGE

GINGEREN™

Ginger for menstrual comfort

ASPARGiZE™

Shatavari for menopausal support



LEARN MORE



Booth No. 5280



Ennature
BIOPHARMA



ennature@indiaglycols.com



www.ennaturebiopharma.com



A division of India Glycols Limited

PAID CONTENT

Company: Ennature Biopharma

Contact: Arumugam Raghavan

Title: Head-Sales & Marketing

Website: ennaturebiopharma.com

SSG Booth #: 5280

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

One crucial aspect Ennature Biopharma (the natural products division of India Glycols Ltd.) wishes the industry recognized better is the value and potential of our green extraction technologies and proprietary delivery platforms in creating highly efficacious, clinically validated plant-based ingredients.

We use green ethanol (from sugarcane molasses) and green CO₂ (supercritical fluid) to extract bioactives – an approach that supports sustainability while ensuring higher purity and consistency than conventional solvent-based methods.

Our proprietary platforms, LIMAN™ and SCEMOD™, improve the bioavailability of plant extracts, enabling smaller doses with superior efficacy. They also give formulators the flexibility to design diverse product formats, enhancing both functionality and consumer experience.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The industry is evolving rapidly, with consumers more informed than ever. We see three trends shaping the future:

- Personalized nutrition tailored to individual needs.
- Demographic-specific innovations, especially in women's health.
- Condition-specific solutions in metabolic health, cognition and gut health.

Equally important is the rise of advanced delivery formats that boost bioavailability and consumer experience. We anticipate continued growth in formats such as liquid-filled capsules, nanoencapsulation, oral sprays and sustained-release beads.

On the supply chain side, ethical sourcing and traceability from farm to shelf are now nonnegotiable. With rising consumer demand for transparency and tighter regulatory standards, we are strengthening backward integration and applying rigorous controls at every stage to ensure sustainability, compliance and uncompromising quality.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

We're excited to introduce three new branded ingredients – Aspargize™, Berbisol™, and Gingeren® – backed by clinical outcomes and aligned with two fast-growing categories: women's health and GLP-1 companion products.

In women's health, our solutions span the entire lifecycle – from adolescence and reproductive years through perimenopause, menopause, and postmenopause – bringing targeted support to every stage.

At Booth #5280:

- Discover the advanced technology platforms behind our ingredients.
- Review clinical data demonstrating efficacy.
- Experience prototypes in trending formats such as gummies, RTM powders, shots, chews and liquid-filled beads.

We'll also highlight our broader portfolio in active lifestyle, joint health and eye health – showcasing how we bring cleaner, smarter, clinically validated botanicals to market.

To make the experience engaging, we're hosting a quiz with chances to win branded merchandise, including personalized Stanley drinkware. Whether you join us for new launches, interactive activities or scientific insights, you'll leave with fresh inspiration – and a memorable takeaway.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, we've concentrated on three key priorities that have elevated our standing in the natural products industry: robust clinical validation of our ingredients, expanded global visibility, and third-party certifications that reinforce quality and compliance. Together, these efforts have strengthened our credibility and positioned us as a trusted partner for clinically proven, sustainably produced natural solutions.



macronutrient profiles while delivering efficacious doses.

- Regulatory considerations specific to women's health claims across food and beverage categories.

We'll analyze case studies of breakthrough formulations that have successfully balanced technical requirements with sensory expectations, creating products that deliver both results and repeat purchases.

Whether you're reformulating existing products or developing entirely new concepts, this session provides the technical blueprint for creating women's health products that stand up to scientific scrutiny while delighting the palate. Bring your toughest formulation questions – our panel of food scientists and women's health experts are ready to troubleshoot your technical challenges and help you pioneer the next generation of functional foods for women!

Additional registration is required.

Supplement trends: Aligning supplement strategy with consumer reality

3:30-5:30 p.m., Islander Ballroom C, Lower Level

BY HANK SCHULTZ

In an industry that changes as often as the weather, it's imperative to stay on top of what's trending. In this session, we'll cover overall consumer trends with experts from Nutrition Business Journal (NBJ), as well as specific insight into consumer trust issues, GLP-1 strategies, personalization, genomics and more. This jam-packed session will provide enough information for you to build a road map for the next couple of years to bring great business success.

The session will kick off with an always popular data-driven presentation from NBJ's Market Research Analyst Erika Craft and Content and Insights Director Bill Giebler. Additional speakers include Susanne Mietschke, co-founder and CEO of Citruslabs; Zeenia Framroze, CEO and founder of Alethios; Tania John, VP of NHP and pharmaceutical regulatory sciences at SGS Nutrasource; and Rachel Kreider, VP of product innovation and science at General Nutrition Holdings.

Additional registration is required.

More than the formula: What R&D needs to succeed

3:30-5:30 p.m., Islander Ballroom E, Lower Level

BY SCOTT MILLER

Ready to transform from a good formulator into a great one? Join us for this unmissable educational session, designed to equip you with a comprehensive

understanding of precisely what's needed in today's competitive food and beverage R&D marketplace.

During this two-hour event, a panel of industry veterans will explore how R&D professionals balance technical knowledge with business acumen – managing costs, scalability and marketability without ever losing sight of the goal: creating a successful product.

Our expert speakers include Candace Smith-Lee, senior innovation scientist at Baldwin Richardson Foods, with 17 years of beverage development expertise; Nikifar Lazouski, chief science officer at Savor Foods, which manufactures fats from raw carbon; Michael Hartman, Ph.D., VP of R&D at Plexus Worldwide, with more than two decades in nutritional science; Michael Crabtree, director of scientific affairs and product development at Bioenergy Life Science, a pioneer in anti-aging and AI applications; and Steven Dentali, Ph.D., owner of Dentali Botanical Sciences, an international authority on botanical ingredients.

Content runs until 4:45 p.m., followed by an exclusive networking opportunity where you can connect with the panelists and other R&D professionals. This session provides a vital opportunity to expand your network and elevate your career in R&D – don't miss it.

Additional registration is required.

Leading through disruption: C-suite strategies for growth, compliance and consumer trust

3:30-5:30 p.m., Islander Ballroom H, Lower Level

BY REBECCA BURNS

In today's rapidly evolving landscape, executives in the supplement and food and beverage industries face unprecedented challenges. From navigating shifting regulatory frameworks and global supply chain disruptions to meeting consumer demands for transparency, sustainability and science-backed efficacy, leaders are making critical decisions in a time of uncertainty.

This session, moderated by New Hope Network's VP of Content and Summits Jessica Rubino, features an esteemed panel of industry leaders who will share their strategies for navigating disruption while driving growth, compliance and consumer trust. Hear from Shaheen Majeed, global CEO and managing director of Sabinsa Corp.; Karen Barlean, owner and VP of marketing at Barlean's Organic Oil; Nirmal Nair, founder and CEO of Sempera Organics; Keith Bearden, CEO of Alter Eco Foods LLC; and Carlotta Mast Silver, partner and co-chair of Beyond



Brands' Conscious Business Practice. These experts will provide practicable insights, real-world examples and innovative approaches to staying ahead in a dynamic market.

Whether you're a C-suite executive, business leader or industry professional, this session offers a unique opportunity to learn from the best, connect with peers and gain the tools needed to future-proof your business. Keep the conversation going at the exclusive happy hour within the session, from 4:45-5:30 p.m.

Additional registration is required.

#WIntogether Gender Equity Networking Reception

4-5:30 p.m., South Pacific Ballroom H, Lower Level

BY SONJA THOMPSON

Calling all industry game changers! Are you ready to mix, mingle and make the nutraceutical world more fabulous? The #WIntogether networking reception is where it's at, because Women in Nutraceuticals (WIN) is shaking up the status quo and breaking those glass ceilings in leadership, boardrooms, research labs and investment circles.

Stop by to learn about WIN's blueprint for women's success through next-level mentoring, mind-expanding education and bold advocacy. Better yet, discover how YOU can join this movement and help transform our industry into an inclusive powerhouse.

This isn't just another networking event – it's a revolution with refreshments! You will connect with fellow change-makers who are as passionate about gender equity as they are about creating meaningful change. All are welcome; no preregistration required, but those who preregister here will be entered into a drawing for prizes.

First-Time Attendee Reception

5-7 p.m., Border Grill at Mandalay Bay

BY SONJA THOMPSON

Are you new to SupplySide Global? Then you don't want to miss the First-Time Attendee Reception! This exclusive two-hour gathering happens the evening before the Expo Hall opens, giving you the perfect opportunity to get oriented and make valuable connections before the main event begins.

What makes this reception so special? You'll get to mingle with industry rockstars, as well as the friendly folks from SupplySide and fellow first-timers – all while enjoying delicious drinks and appetizers. Consider this your unofficial welcome party and a strategic networking opportunity rolled into one. You'll walk into the expo feeling confident, connected and ready to maximize your experience.

An additional fee is required to attend this event, and it sells out quickly each year. So, if this is your first time attending SupplySide Global, don't wait to secure your spot!

Additional registration is required.

SupplySide
booth#
5545



Marine nutrients for
lifelong vitality

Live fully, age gracefully



SupplySide booth #5545
www.epax.com
epax.sales@pelagia.com

Exclusive Epax®
distribution partner
North America





Company: Epax Norway AS
Contact: Sarah Christianslund
Title: Product Marketing Manager
Website: epax.com
SSG Booth #: 5545

SupplySide Global: **What's hot** digital issue Q&A

1. What's the one game-changing insight about your business that you wish the industry understood better?

Our unwavering dedication to marine ingredients. Since 1838, our singular focus on marine ingredients has led to numerous groundbreaking discoveries, including the invention of up-concentration of EPA/DHA content and the identification of VLC-PUFAs in fish oil. With over 100 clinical studies on Epax products, our team is incredibly knowledgeable and passionate about everything marine!

2. As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

We anticipate continued growth in the demand for sustainable and traceable omega-3 products. Alongside this, we foresee an increase in clinical initiatives on a broader range of fish-based fatty acids, such as omega-9, omega-11, and VLC-PUFAs. These developments will open up new categories for fish oils.

3. What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Visit our booth to learn about the ongoing scientific work on our latest launches, EPAX® Evolve 05 and EPAX® Omega 3-9-11. We will also showcase our research on the health benefits of EPA and DHA for a healthy lifespan.

4. Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

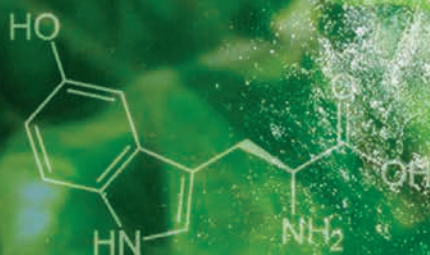
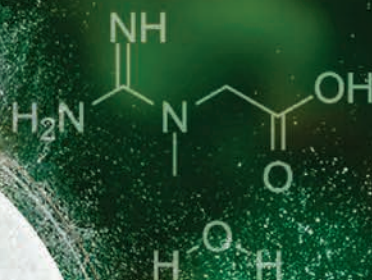
Epax has been a leader in omega-3s for human health for many decades. While we continue to build on this expertise, we're also creating new opportunities from marine ingredients. EPA and DHA are the best-known fatty acids for human health, but they're not the only ones. Fish contain over 100 different fatty acids, and we are committed to ensuring that our industry has clinical data supporting the health benefits of other fish-oil-derived fatty acids beyond just EPA and DHA.

5. What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

One of the most formidable challenges we have faced in the past few years was the significant increase in raw material costs and supply chain disruptions. By implementing strategic sourcing initiatives and enhancing our supplier relationships, we were able to mitigate these challenges effectively. This experience has strengthened our resilience and reinforced our commitment to maintaining a robust and agile supply chain, ensuring that we continue to deliver high-quality, ethically and sustainably sourced products to our customers.

Higher Bioavailability

Microencapsulation Liposome Pellets Granules
Solutions – www.finutra.com



Booth 6236
Don't miss out!

Astaxanthin Carotenoids Plant Extracts



Mfg.:
JIANHE BIO



PAID CONTENT

Company: Finutra Inc.

Contact: Jack Ma

Title: Manager

Website: finutra.com

SSW Booth #: 6236

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Supply chain transparency is reshaping the supplement industry. Consumers now demand verifiable data from farm plant to finished product – not just ingredient lists. Finutra's traceability system allows full origin tracking, driving a higher repeat purchase. We've proven transparency isn't a cost – it's the new brand.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The rise of emerging markets, particularly in South America and the Middle East, is driving sustained demand growth, presenting significant opportunities. Meanwhile, aging populations are fueling rapid expansion in anti-aging, brain health and eye care markets – segments that cannot be overlooked.

On the supply chain front, transparency and stability remain paramount. Our strategy focuses on building a global supply network, with planned warehouses in South America, Australia/ New Zealand, and Europe to ensure localized fulfillment and "last-mile" service excellence.

By executing this dual market supply chain strategy, we will elevate our platform to new heights – creating an integrated ecosystem that connects suppliers directly with end consumers while delivering unmatched value.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth at SupplySide Global offers a focused opportunity to explore cutting-edge supplement innovations while gaining actionable market insights to meet evolving consumer demands.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Innovations on the technology to improve bioavailability, like microencapsulation and liposomes.

And also the ability to have a stable and transparent supply chain.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

In the face of global supply chain disruptions and raw material price surges, we transformed crises into opportunity by building a multi-sourced supply network across 11 factories, while implementing regular inventory, cutting excess stock, and improving production technology to match special demands and supply whole solutions.

Expo Hall features:

Wednesday, Oct. 29 & Thursday, Oct. 30

Numerous special show features span both days of the Expo Hall and run concurrently with the respective show floor hours, or otherwise as noted. Click the following link for the most up-to-date version of the [entire show schedule](#).

Level up your SupplySide experience: Discover the all-new second floor

Shoreline, Level 2

BY AMANDA WHITE

SupplySide Global is breaking new ground – literally – with the grand opening of Level 2, a game-changing expansion of our exhibition space that transforms the event experience. Located directly one floor above the Level 1 SupplySide Expo Hall you know and love, this new level isn't just additional exhibit space; it's a carefully designed environment that combines premium amenities, enhanced networking opportunities and specialized zones that attendees have been requesting for years. Escalators and an elevator make for easy connection between the two floors. Read on to discover the hours, features and new adventures that await in each area of the exhibit hall space.

Expo Hall hours

Bayside B-F, Level 1

- Wednesday, Oct. 29 | 10 a.m.-5:30 p.m.
- Thursday, Oct. 30 | 10 a.m.-5 p.m.

Shoreline, Level 2 (NEW)

- Wednesday, Oct. 29 | 9 a.m.-5:30 p.m.
- Thursday, Oct. 30 | 9 a.m.-3 p.m.

LEVEL 1

Build a Better World

Bayside D Foyer, Level 1

BY KAREN BUTLER

Inherent in the natural products industry is a genuine concern for the health and well-being of people and the planet. As such, SupplySide has formed longstanding and emerging partnerships with a range of like-minded

industry organizations that champion working together for the good of all. The "Build a Better World" corridor provides a glimpse into the inspiring missions and impactful work of SupplySide's esteemed nonprofit charitable organization partners. Attendees can quickly discover their own common ground and learn how to get involved through volunteering, donations or advocacy – embracing the opportunity to make a difference by becoming part of something greater than themselves.

EverZen Den

Tradewinds E, Lower Level

Need a break from the chaos of the show? Visit the EverZen Den on the Lower Level and immerse yourself in a calming environment carefully curated to engage your senses with gentle sounds, soothing aromas and soft lighting. Unwind in this sanctuary of silence where the hustle and bustle fades away, providing a peaceful retreat for solitude, meditation or tranquility.

Within the EverZen Den, you'll discover a harmonious balance of serenity and rejuvenation, empowering you to navigate the big show with renewed energy and focus.

Sponsored by Nutrition21.

Headshot Lounge

Shark Reef Foyer, Level 1

BY ELIZABETH SMITH

Looking to elevate your professional presence? We've got you covered! As you make your way to the Expo Hall, stop by the Headshot Lounge in the Shark Reef Foyer, where all participants can receive a complimentary professional portrait. That's right – absolutely no cost to you! Open 10 a.m. to 5:30 p.m. on Wednesday and 10 a.m. to 5 p.m. on Thursday, our expert photographer will capture your most flattering

angles, providing you with an image that exudes confidence and expertise. In today's digital-first world, your visual brand speaks volumes before you even say a word. Take advantage of this exclusive opportunity to refresh your LinkedIn profile or company website with a polished, professional image that makes a lasting impression on colleagues, clients and industry partners.

Sponsored by Vitajoy Group USA Inc.

Meet With Venable LLP

MR17, Bayside C Lobby, Level 1

Because the evolving legal and regulatory landscape affects our industry in unprecedented ways, SupplySide Global has partnered with Venable LLP to offer you a one-on-one consultation with one of the law firm's attorneys to discuss the legal issues facing your business. To participate, submit the Venable Request for Consultation [form](#) to ask questions about such issues as regulatory challenges, intellectual property (IP) protection, state and federal investigations, and enforcement. These consultations are not intended to create an attorney-client relationship. Legal advice may be given only when it is related to specific fact situations that Venable has accepted an engagement as counsel to address.

Sponsored by Venable LLP.

New Products Zone

Bayside Foyer, Level 1

BY JEN KIEFFER

As you're wandering through the Bayside Foyer on the way to an education session, Breakfast or Lunch Brief, or getting ready to brave the Expo Hall, make sure to wind your way through the little forest of around 60 freestanding display cases housing some of the best and brightest new ingredients and finished products at the show this year, conveniently assembled in the New Products Zone! This area is a tantalizing mix of the latest offerings to hit the market. You just might find the perfect new ingredient in exactly the right delivery format, or stumble upon an idea that fuels your own product development. With all this innovation in one place, you will at the very least be inspired and energized by what you see!

PartnerSlate Co-Packer Pavilion

Lobby F, Bayside, Level 1

BY HEATHER CARTER

Visit the PartnerSlate Co-Packer Pavilion to learn how the PartnerSlate marketplace can put your food



or beverage project in front of more than 6,000 co-manufacturers and help you find your next co-packer in days not months. This exclusive space offers direct connections with expert co-manufacturers, allowing you to discuss your unique manufacturing needs face-to-face. Even the most brilliant product concept requires exceptional manufacturing to succeed and finding the right co-packer is crucial in taking your product from your head to your hand.

Joining PartnerSlate, participants include Bev-hub, Fuel Kitchens, Kool Express LLC, Natural Dairy Products Corp., Nutriient, Quantum Canning, Sugarlab Colorado and World Wide Gourmet Foods. Don't miss this opportunity to find the perfect manufacturing partner for your next big product launch – visit this interactive pavilion and take the vital next step in your product's journey!

SupplySide Garden

6500 Aisle, Bayside, Level 1

BY SANDY ALMENDAREZ

Craving a little peace or a taste of the great outdoors on the Expo Hall floor? Need a place to rest your feet in between meetings – or better yet, a lovely place to rest your feet *and* have a meeting? Come visit the SupplySide Garden, which will be decked out with plant décor, cozy tables and comfortable benches right in the middle of the Expo Hall. You never know who you will run into for impromptu networking or what sites you'll see at this enchanting garden.

The garden allows us to bring a bit of nature and whimsy to SupplySide Global. Stop by and you may even see Ivan Wasserman preparing for his probiotic comic session with his chief executive puppet Stanley T. Probiotic.

Sponsored by Amin Wasserman Gurnani.

A NEW CHAPTER IN WELLNESS AWAITS!

*Unveiling the Future of Wellness
at SupplySide Global*



At Gencor, we believe in the power of transformation. As a trusted leader in the nutraceutical industry, we have always been committed to wellness.

At SSG we are excited to unveil a transformation that reflects our dedication to innovation, quality, and evolving the wellness journey.

We invite you to be part of this exciting chapter!

Visit us at

Booth 5673

**to learn more about our
evolution and discover how
we can support you.**

 **SupplySide®
Global**



PAID CONTENT

Company: Gencor/Pharmako Biotechnologies

Contact: Maggie McNamara

Title: VP of Global Marketing

Website: gencorpacific.com

SSG Booth #: 5673

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Since Gencor's inception, it has been advancing the use of natural products to achieve optimal health and wellness. Our ingredients are always backed by clinical studies and proven effective through gold-standard human clinical trials. We carefully evaluate our unique brands, considering intellectual property, clinical support, sustainable sourcing practices, safety and strict quality control measures.

We are experts in leading and producing one-of-a-kind brands for men and women of all ages, across various need states and physical activity levels. For example, our branded palmitoylethanolamide (PEA) ingredient, Levagen[®]+, now has eighteen gold-standard published clinical trials to promote health and well-being, with more research currently in development. We are also innovating the weight management and metabolic health space with Trpti[™], an oleoylethanolamide (OEA) bioavailable ingredient. OEA has been described as a signaling molecule involved in activating peroxisome proliferator-activated receptor-alpha (PPAR- α), which in turn helps promote lipolysis (the breakdown of fat) and curb food intake. Additionally, OEA stimulates the release of GLP-1 via a G protein-coupled receptor-dependent mechanism (GPR119), further aiding in reducing food intake. Trpti[™] combines OEA with the delivery technology LipiSpense[®] by Pharmako Biotechnologies, making it bioavailable and more effective.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

We're seeing growing demand for science-backed, multifunctional ingredients across categories like sports nutrition, women's health, healthy aging, and beauty-from-within. Consumers want natural solutions with proven efficacy, so our focus remains on clinically validated ingredients that connect wellness, performance and longevity.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At our booth, we will highlight three innovative solutions designed to meet the changing needs of today's health and wellness market. BioBerb[®] is Pharmako's cold-water dispersible berberine powder, providing superior solubility and formulation flexibility for blood sugar and metabolic health support. Trpti[™] is a science-backed ingredient for weight management and metabolic wellness, enabling brands to respond to increasing consumer demand in this area. Completing the portfolio, PlexoZome[®] Levagen[®]+ is an advanced topical analgesic spray that uses cutting-edge delivery technology to deliver fast, effective relief for muscle and joint discomfort.

We also invite attendees to join us on October 29 from 4-5 p.m. in the Product Development Theater at Booth #8076, where renowned researchers Daniele Piomelli, Ph.D., and Amanda Rao, Ph.D., will present new data and insights on our clinically validated ingredients Trpti and BioBerb.

And finally, don't miss our new and exciting global announcement, debuting live at the show – a development designed to expand opportunities for innovation in the health, wellness and nutrition markets.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

We are continuously driven by innovation – both in ingredient development and delivery systems. From introducing weight management solutions like Trpti and cold-water dispersible BioBerb, to advancing topical applications with PlexoZome Levagen+, our focus has been on addressing real, often underserved need states while overcoming formulation and efficacy challenges. This commitment has enabled us to expand into new categories and explore how our ingredients provide multifunctional benefits, all while remaining true to our roots in ayurvedic tradition, strengthened by our pharmaceutical expertise and scientific rigor.

RSVP

to raise human health

At Gnosis by Lesaffre, we're passionate about raising human health, prioritising pre-emptive health over prescription.

Guided by nature's principles of sustainability and collaboration, our solutions address immediate health challenges while positively contributing to a broader ecosystem of human and planetary health.

At the intersection of biology and scientific excellence, we are creating a healthier world together with our customers.

We invite you to join us in this mission to raise human health, one breakthrough at a time.

See you at SSG booth 5565
Gnosis by Lesaffre



gnosisbylesaffre.com



PAID CONTENT

Company: Gnosis by Lesaffre

Contact: Ulrich Irgens

Title: General Manager

Website: gnosisbylesaffre.com

SSG Booth #: 5565

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

At Gnosis, our mission to raise the standard of human health guides everything we do. We leverage biotransformation and fermentation expertise to create a portfolio of premium ingredients that power the most effective finished products. That only happens through true collaboration.

Our customers are an integral part of this journey. They are the ones investing in solutions that prioritize consumer well-being and the health of our shared ecosystem. Together, we're shaping a brighter, more sustainable future.

Grounded in scientific excellence and nature's insights, our sustainable innovations drive our partnerships, strengthened by our commitment to educating about the future of preventative wellness.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

No one succeeds in this industry alone, so we seek to deepen our commitment to consumer understanding to strengthen our position as a customer-first global ingredient and solutions provider.

We are creating a brand that is flexible, sustainable and deeply connected to our audience and environment. We are collaboratively building something that endures. By following nature's principles, Gnosis and our partners can achieve both success and meaningful impact.

Every Gnosis initiative prioritizes customer impact, educating and elevating knowledge about market-relevant solutions that enhance human health.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

We are launching our evolved Gnosis brand at SupplySide Global, bringing to life how we are raising the standard of human health. It will be an experience unlike any previously enjoyed at our booth.

Attendees will see how this mission is exemplified through our innovations:

- **Emothion®:** Our patented crystalline form of S-acetyl glutathione has a new clinical study supporting its position as a superior antioxidant, which led Gnosis to sponsor the SupplySide Global antioxidant category.
- **MyCondro™:** The industry's first fermentation-derived chondroitin sulfate has demonstrated superior bioavailability at a lower dose than conventional sources.
- **Quatrefolic® PRO:** Our shining active folate now offers improved stability and decreased sensitivity to environmental factors, providing substantial strategic value for formulators.
- **Adonat® Premium SAME:** We continue to celebrate the first commercially available S-adenosyl-methionine (SAME) at our booth because no one offers the expertise to handle this multifaceted active ingredient like we do.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

We have a new leadership team launching a powerful vision for the future, built around three interconnected pillars: Strategy, Culture, and Brand. Real transformation happens when a strong culture fuels a clear strategy expressed through a brand that truly reflects who we are and where we're going.

We are investing heavily to better understand our customers' needs and respond to their increasing demand for transparency, sustainability and science-backed solutions. This transformation is about taking responsibility as a global player to set new standards across the industry, inviting innovators to partner with us on an exciting journey.

Every Gnosis initiative prioritizes customer impact, educating and elevating knowledge about market-relevant solutions that enhance human health.

SupplySide Merch Truck

Bayside Foyer

For the first time ever, get your hands on exclusive SupplySide Global gear at our dedicated merchandise truck! Located in the Bayside Foyer next to the New Products Zone, our merch collection features premium apparel and accessories to showcase your SupplySide spirit. Choose from T-shirts, hoodies, pullovers, polos and hats. More of an accessory person? We've got you covered, too, with cross-body bags, custom patches and tumblers. These limited-edition items are available exclusively at the event and quantities are limited, so visit early for best selection.

The truck is open for business Tuesday, Oct. 28 & Wednesday Oct. 29 from 8 a.m. to 6 p.m., and Thursday, Oct. 30, from 8 a.m. to 5 p.m.

Sustainability Zone

Bayside Foyer, Level 1

BY HEATHER CARTER

Come and explore this year's Sustainability Zone, where SupplySide's sustainability efforts take center stage alongside companies leading the way in planet-forward packaging. Located within the Sustainability Zone, the Sustainable Packaging Solutions Showcase feature will highlight companies such as Berlin Packaging, CTI Packaging & Fulfillment and Plascene Inc., each of whom have made notable strides in material innovation and sustainable packaging design.

Tasting Bar

Booth #1814, Bayside, Level 1

BY ELIZABETH SMITH

See, touch, sample and VOTE for your favorite functional foods, beverages and dietary supplements at our exploratory Tasting Bar. Experience plausible product prototypes firsthand and help shape the future of wellness products. Featured companies will showcase how unique functional ingredients transform everyday consumables into extraordinary experiences. From protein-packed snacks with adaptogens to gut-friendly beverages enhanced with prebiotics, each product represents the frontier of functional nutrition. Don't miss the opportunity to discover breakthrough formulations having a direct impact on CPG development.

Sponsored by Biobor Health Food Inc., participating companies include DCC Health & Beauty Solutions Co., HealthTech BioActives, Jiangsu Yichao Health

Technology, PLT Health Solutions, Probi USA, TSI USA, and Vitux by Concordix.

Bayside B-F, Level 1

- Wednesday, Oct. 29 | 10 a.m.-5:30 p.m.
- Thursday, Oct. 30 | 10 a.m.-5 p.m.

LEVEL 1 RESOURCE CENTERS

GOED Omega-3 Resource Center

Booth #4155, Bayside, Level 1

BY JEN KIEFFER

Immerse yourself in the world of omega-3 fatty acids at the GOED Omega-3 Resource Center – your strategic gateway to formulation excellence and market leadership. This knowledge-rich destination offers an exclusive opportunity to directly engage with the industry's foremost omega-3 authorities.

Stop by this designated area to discuss cutting-edge insights with Global Organization for Omega-3s' specialists, who understand the intricate balance between efficacy, stability and sensory appeal in omega-3 applications. Elevate your market positioning through expert-guided analysis of consumer preference trends and demographic shifts driving omega-3 demand for EPA (eicosapentaenoic acid), DHA (docosahexaenoic acid) and beyond.

Take advantage of one-on-one time to forge valuable partnerships with GOED member companies representing the entire omega-3 supply chain – from sustainable sourcing to innovative finished product technologies. These strategic relationships can accelerate your time-to-market while ensuring quality and compliance throughout your development process.

Produced in partnership with GOED; participating companies include Arctic Bioscience, Arizona Algae Products LLC, CABIO Biotech (Wuhan) Co. Ltd., Corbion, Fujian High Fortune Bio-Tech Corp., Huve Nutraceuticals Ltd., OLVEA Omega Solutions, Pattern Inc., Pharma Marine AS, Seadragon, Xiamen Huison Biotech, and Zhoushan Sinomega Biotech Engineering Co. Ltd.

IPA Pre-, Pro- and Post- Biotics Center

Booth #6253, Bayside, Level 1

BY DUFFY HAYES

Cultivate valuable connections with member companies of the International Probiotics Association (IPA) at this central hub for all things related to microbiome science.

The IPA Pre-, Pro- and Post-Biotics Center offers a comprehensive resource for accessing the most current information on the biotics market in a single, accessible location.

Visit the center to stay informed about industry developments and expand your professional network within the community of biotics companies and experts. On tap are developments in prebiotic, probiotic and postbiotic technologies, critical regulatory updates, in-depth consumer analysis and emerging market trends.

The center is where the microbiome community thrives – swing by and experience the culture for yourself!

Produced in partnership with IPA; participating companies include Benebios, Blis Technologies Ltd., COMET, Facotek Inc., ProDigest, ResBiotic, Solnul, Synbio Tech Inc., and VitaQuest International LLC.

Make It With Dairy Resource Center

Booth #4431, Bayside, Level 1

BY SCOTT MILLER

Unlock the full, protein-packed might of milk-derived ingredients at the Make It With Dairy Resource Center, your hub for dairy discovery and formulation expertise. Hosted by the American Dairy Products Institute (ADPI), this center gives food and beverage developers essential technical resources to enhance product performance, taste, nutrition and clean-label appeal.

Connect with ADPI member organizations, including leading manufacturers and ingredient suppliers that can guide your formulation journey with specialized knowledge and solutions. Explore application guides showcasing dairy's multifunctional benefits across product categories, from protein fortification to texture enhancement.

Whether you're reformulating an existing product or developing new solutions, this center offers an incredible chance to see how these ingredients can make your product offerings more nutritious and delicious. Stop by to discover why dairy remains an unmatched ingredient platform for today's most successful food and beverage.



NASC Animal Supplements Resource Center

Booth #6455, Bayside, Level 1

BY JEN KIEFFER

Most folks in the industry know that the animals in our lives can benefit from dietary supplements, too! Definitely make time to visit the NASC Animal Supplements Resource Center. The National Animal Supplement Council (NASC) is a nonprofit trade association that promotes the health and well-being of companion animals and horses by advocating for good manufacturing practices (GMPs) in the manufacturing, labeling and marketing of pet supplements.

Over its more than 20-year history, NASC has established itself as a trusted authority in the animal supplement industry – working with government officials to establish regulatory guidance for manufacturers, all while giving consumers increased confidence that certified products and ingredients are reliable for their animal companions.

Learn about the rapidly growing animal supplement market, the benefits of the NASC Quality Seal certification program and how your brand can become a member company, along with the opportunity to meet leading suppliers in the category.

Sponsored by NASC.

Non-GMO Project Resource Center

Booth #2431, Bayside, Level 1

The Non-GMO Project Resource Center brings together a kaleidoscope of brands providing Verified ingredients to product producers and retail buyers in all corners of the industry. Visit the center to learn

about getting your products Non-GMO Project Verified from program experts as well as the brands that have landed the Butterfly and know the process and benefits first hand.

For product formulators and producers, it's also a sourcing hub! Consult with brands that specialize in all things Non-GMO Project Verified – from spices to supplements, and botanicals to grains. Don't see an ingredient you need represented at the center? Project staff will guide you through a catalog of Verified ingredients and inputs to source.

Building a non-GMO supply chain and providing the Verified products shoppers seek takes every part of the supply chain. This is more than a resource center, it's a community movement – stop by to learn, connect and resource with the Non-GMO Project and friends.

In partnership with the Non-GMO Project; participating companies include Ak Nisasta San. Ve Tic. A.S., Columbia Plateau Producers, Heray Spice, LiquaDry Inc., and Motherlode Co-Packing.

LEVEL 2

Shoreline, Level 2 (NEW)

- Wednesday, Oct. 29 | 9 a.m.-5:30 p.m.
- Thursday, Oct. 30 | 9 a.m.-3 p.m.

Bark Park

Booth #700, Shoreline, Level 2

BY AMANDA WHITE

Animal lovers rejoice! The beloved Bark Park has not only relocated to Level 2 but has significantly expanded to welcome more furry friends. With playtime hours from 10 a.m.-noon and 2-4 p.m. on both days – and breaks from noon-2 p.m., when the pups will get time to rest and recharge from all of the excitement – this space acknowledges the growing trend of pet-friendly workplaces and the important role companion animals play in our well-being, even during professional events. And the best part? All puppies are up for adoption!

Explorer & Experience Lounge

Booth #200, Shoreline, Level 2

BY AMANDA WHITE

For those who upgrade to Explorer & Experience registration passes, Level 2 houses an exclusive



retreat from the bustling expo floor. This premium lounge delivers a true VIP experience, with dedicated food and beverage service without the long lines, comfortable seating arrangements, and practical amenities like charging tables and quiet workspaces – not to mention afternoon cocktails! Whether you need to take an important call, catch up on emails or simply recharge between meetings, this sanctuary provides the perfect environment.

Additional registration required.

Networking Pub

Booth #212, Shoreline, Level 2

BY AMANDA WHITE

The popular Networking Hub of 2024 has evolved into the Networking Pub for 2025, finding a new home upstairs with other popular Level 2 features. This reimagined space creates a vibrant, traditional English pub-like atmosphere where industry professionals can connect in a more relaxed setting. Open during Level 2 hours both days, we've got networking on tap and libations flowing freely, offering the perfect backdrop for casual conversations and relationship building.

Join us for an exciting lineup of curated social events throughout both expo days. Start with our Newcomers Meet & Mingle on Wednesday, Oct. 29 from 9:15-10 a.m., hosted in partnership with SupplySide Fresh. It will be the perfect kickoff for first-time attendees and hosted buyers to make valuable connections before exploring the show floor. Participate in our dynamic speed networking

sessions, which offer fast-paced, structured opportunities to meet potential partners and clients in minutes. Engage in content mixers where you can connect with others sharing your specific industry interests, and don't miss our interest-driven meetups, including the herbs & botanicals community meet-up and other specialty gatherings.

The Pub's relocation upstairs provides more space and a distinct environment that encourages authentic conversations away from the main exhibition floor, transforming your SupplySide Global experience from merely informative to truly exceptional.

New Exhibitor Zone

Shoreline, Level 2

BY AMANDA WHITE

First-time exhibitors now enjoy prime positioning in the relocated New Exhibitor Zone on Level 2. This dedicated area makes it easier for attendees to discover emerging brands, groundbreaking products and fresh industry solutions without having to search through the entire exhibition floor. Consider it your treasure map to the industry's newest gems – because sometimes the best discoveries are the ones you don't have to work so hard to find.

Shoreline Snack Station

Shoreline, Level 2

BY AMANDA WHITE

Say goodbye to exhibition hunger and the search for overpriced convention center food. Level 2 introduces complimentary food and beverage available throughout both expo days. Kick off your morning with a Quick-Start Breakfast – available from 9-11 a.m. – to fuel up before hitting the show floor. Then

recharge with Morning Brews – free coffee available from 9 a.m.-noon – to maintain momentum.

When lunchtime arrives, graze our free Power Lunch options – available from noon-2 p.m. – without ever having to leave the venue. And don't miss the Level 2 Happy Hour – available from 3-5:30 p.m. on Wednesday, Oct. 29, and 1:30-3 p.m. on Thursday, Oct. 30 – for complimentary beer, wine and snacks ... because it's five o'clock somewhere, right? This is the perfect wind-down opportunity with colleagues and potential partners. Upon arrival at Thursday's Happy Hour, each attendee will receive an entry for the chance to win a top-notch Rocket Espresso Giotto Timer Evoluzione R Espresso Machine; the grand prize drawing will be announced at 2:45 p.m., so don't miss it!

These additions transform the traditional exhibition schedule, encouraging meaningful conversations to continue well into the afternoon.





COCONUT PROTEIN

**80% PROTEIN
PER 100 GRAMS**

**ZERO CARB PROTEIN
SINGLE INGREDIENT
COMPLETE PROTEIN
PDCAAS = 0.99**

**Coconut Cream Cheese Powder.
Coconut Mayonnaise. Coconut Butter Powder.
Coconut Water Powder. Org Moringa Powder.**



No Preservatives



100% Vegan



Soluble In Fiber



Gluten Free



PAID CONTENT

Company: Green Laxmi Foods Pvt. Ltd.

Contact: Jay Ajmera

Title: CEO/MD

Website: greenlaxmi.com

SSG Booth #: 7454

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

We proudly offer the only plant-based complete protein made entirely from 100% coconut.

Our product is made with a single clean ingredient, free from additives or fillers, ensuring the highest level of purity and quality. With a Protein Digestibility Corrected Amino Acid Score (PDCAAS) of 0.99, it stands among the most bioavailable plant proteins available – delivering nearly the same protein quality as animal-based sources. This makes it an excellent option for those seeking a natural, allergen-friendly, and sustainable protein source that supports both health and performance.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Vegan-based, high-quality products drive our strategy, aligning with the fastest-growing global trend. We address supply chain challenges through strong partnerships, quality assurance and traceable logistics. Sustainability guides operations, from reducing waste to eco-friendly packaging, ensuring relevance, competitiveness and long-term growth.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth showcases the world's only plant-based

complete coconut protein, a smooth, single-ingredient alternative to pea protein with a PDCAAS score of 0.99. Visitors can also explore innovative coconut-based products like coconut cream cheese powder, coconut mayonnaise, coconut butter powder and coconut water powder.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, our company has fully embraced plant-based and eco-friendly nutrition, making it central to our strategy. By investing in clean, allergen-friendly and versatile products, we meet consumer demand while supporting sustainability. This shift differentiates our brand, drives growth, attracts partnerships, and positions us as a forward-looking leader in the natural products industry.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Raising capital over the past two years was our most formidable challenge, requiring extensive due diligence, negotiations, and balancing resources with core operations. Despite the demands, it strengthened our financial discipline, clarified our strategic vision and taught resilience under pressure. The experience equipped us to evaluate risks, seize opportunities and build a stronger foundation for sustainable growth and long-term success.



Foundational Science for Formulation Success

Discover how the latest
research on ubiquinol and
mitochondrial health can
support your next innovation.

Visit Us at SupplySide Global
Booth 5965.

GET THE KANEKA UBIQUINOL® ADVANTAGE

kaneKA
NUTRIENTS



Reach out to us at Nutrients.Sales@Kaneka.com
Visit our website at KanekaNutrients.com



PAID CONTENT

Company: Kaneka Nutrients

Contact: Sid Shastri, M.Sc., Human Nutrition

Title: Director of Research

Website: KanekaNutrients.com

SSG Booth: #5965

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

For decades, Kaneka scientists have been at the forefront of mitochondrial metabolism research – long before mitochondria were found to be central players in processes like cellular signaling, apoptosis (programmed cell death), immune modulation, stem cell differentiation, and their widely known mastery of energy production. Kaneka was the first to introduce ubiquinol to the market after completing comprehensive safety, toxicology, clinical evaluations, required FDA NDI submission, and dozens of primary research studies on CoQ10.

Building on this scientific leadership, the real game-changer today is how we're transforming ubiquinol delivery. Our advanced technologies now enable a spectrum of formats – from the first liquid-center gummy to shelf-stable microencapsulated powder, and now the debut of novel emulsions and liposomal formulations. This evolution not only expands formulation possibilities but also empowers brands to create the most clinically relevant and bioactive CoQ10 products available.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The healthy aging movement is poised to become the defining narrative of our industry, as its importance directs research priorities, drives product innovation and is now at a tipping point of consumer awareness. Ingredients like ubiquinol, PQQ, resveratrol, NAD/NR, and lipoic acid are now viewed through the lens of healthy aging – covering antioxidant regeneration, protection against LDL oxidation, cardiovascular and vascular support, nitric oxide function and more. Ubiquinol impacts all of these functions.

Kaneka has initiated a network of clinical studies in several fields to validate new applications related to the overarching healthy aging universe. Strategic partners who align closely with us will gain early access to these scientific insights and benefit from targeted healthy aging product development support.

To support this innovation pipeline, supply chain resilience is essential. Kaneka's U.S.-based manufacturing and proprietary yeast fermentation process ensure consistent access to the highest-purity *all-trans* CoQ10 (the bioidentical form synthesized in the body) while advancing sustainability through localized production and reduced global transport. In product development, staying close to the core manufacturer is essential for brand leadership.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At Booth #5965, Kaneka will showcase scientific breakthroughs and new Kaneka Ubiquinol® delivery formats beyond softgels, including a liquid-filled gummy, cap-within-cap technology, and microencapsulated shelf-stable Ubiquinol. Attendees will also see new innovations debuting at the show – such as a liquid emulsion of Ubiquinol in a DHA base – offering brands fresh possibilities for product development. This product will have a unique combination base of glycerine, MCTs and sunflower lecithin to promote the natural enhancement of absorption. Our objective is to help brands gain an edge in this ultra-competitive space. Attendees can expect direct contact with scientists who can help your brand with your product objectives.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

A major shift has been our increased investment in future clinical trials. Brands in the Kaneka ecosystem benefit from having the most advanced formulations backed by emerging science, including studies in menopause, preconception health and vascular function. We don't see technologies converging into diminished options. Instead, we are seeing a variety of new technologies being applied to enhance absorption for CoQ10. The future of CoQ10 will include divergence in applications and new formats (liposomes, gummies and emulsions to name a few).

Your Partner in Developing Targeted, Science-Backed Probiotic Solutions

At Kaneka Probiotics, we help brands succeed with unique strains for custom formulations, ready-to-market blends, and private label solutions. Backed by 20+ years of scientific, regulatory, and formulation expertise, our evidence-based products help your brand stand out in the market.

**Ask us about our award-winning products
KABP® Menopause, KABP® Metabalance and KABP® Kolicare**



Gastrointestinal health



Pediatric health



Oral health



Immune health



Cardiometabolic health



Skin health



Women's health



Cognitive health



Weight Management

500+ strains | 200+ patents
50+ clinical trials | 80+ markets

probiotic.sales@kaneka.com
KanekaProbiotics.com/precision-probiotics



**Need to stand out
in a crowded market?
Scan to learn how.**



PAID CONTENT

Company: Kaneka Probiotics

Contact: Jordi Riera

Title: Chief Business Officer, Probiotics Division

Website: [KanekaProbiotics.com](https://www.KanekaProbiotics.com)

SSG Booth #: 5965

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

In probiotics, more CFUs don't always mean better results. True impact comes from precision – selecting clinically validated strains with proven mechanisms of action for targeted health outcomes. Our strain-specific approach ensures measurable benefits, from immune support to cognitive health, enabling brands to stand out in crowded categories. This precision delivers measurable health benefits, helps brands differentiate in saturated categories, and builds consumer trust through results, not just numbers.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Women's health and healthy aging are shaping our strategy. We offer life-stage solutions, from adolescence to menopause, with clinically validated support for hormonal balance, digestive health and immunity. For older adults, KABP® 50+ supports immune and GI health, while DR7® targets cognition. Our portfolio is positioned to meet growing demand for effective, science-backed, age-specific wellness solutions.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Attendees will discover new clinical research, patented probiotic innovations, and our award-winning KABP®

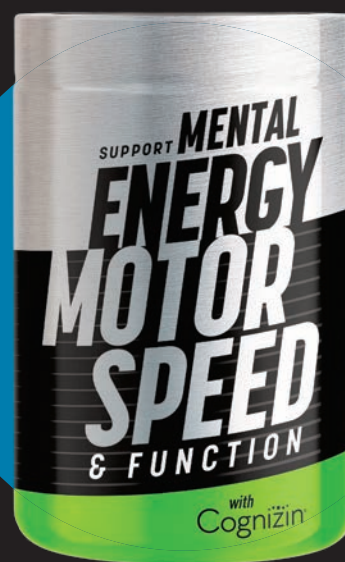
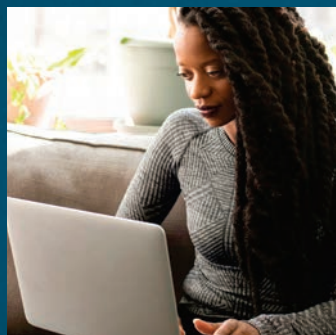
Menopause and KABP® Metabalance solutions. We'll showcase our newest FDA GRAS-recognized offerings, category-leading cognitive and immune health solutions, and targeted formulas for women's wellness. Visitors can expect actionable insights and ingredient innovations to help launch differentiated, high-impact products.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

A renewed focus on scientific rigor and regulatory excellence has propelled our growth. Over the past two years, we've expanded our clinical research portfolio, secured multiple FDA GRAS recognitions, and strengthened quality systems to exceed evolving global standards. This foundation allows our partners to move forward with confidence in product safety, efficacy and compliance.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Recent supply chain disruptions tested the industry. We adapted by diversifying sourcing, enhancing forecasting accuracy, and maintaining strict quality controls. These measures allowed us to deliver without interruption – reinforcing partner trust and proving our readiness to navigate future challenges while keeping innovation timelines on track.



Give Your Supplements an Upgrade

Cognizin® is the only citicoline studied in healthy adults and adolescents. Tested in human clinical trials and developed using a patented fermentation process, it is one of the most clinically researched nootropic ingredients for focus and attention that has also been found to support long-term brain health.

Pure and stable. Neutral in taste. Soluble in water. Stable in heat. Cognizin® can easily integrate into a variety of supplement formulations and production processes.

SupplySide®
Global

Booth #4265

Cognizin®
BY  **KYOWA**

cognizin.com

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



Company: Kyowa Hakko USA

Contact: Karen Todd

Title: Vice President, Global Brand Marketing

Website: kyowa-usa.com

SSG Booth #: 4265

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

One of the most important, and often overlooked, distinctions behind Kyowa Hakko's branded ingredients is the integrity of our clinical research. The studies supporting ingredients like Cognizin® Citicoline and Setria® Glutathione were conducted using the actual branded ingredients, not generics, and were tested in healthy adults and adolescents. This approach allows us to demonstrate both safety and efficacy at a healthy baseline, to support meaningful structure-function claims.

Many brands rely on third-party data, studies using generic ingredients, or research conducted on nutrient-deficient or ill populations. These methods can generate untrustworthy or irrelevant data. By investing in rigorous, targeted research on healthy individuals, we ensure our ingredients are relevant to everyday wellness. It's a higher standard for product development that gives brands and consumers confidence in the science behind our products.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The continued growth of functional beverages and foods is one of the most significant trends shaping our strategy. Consumers are increasingly looking for the kinds of benefits they once looked for in supplements: mental clarity, sustained energy and immune support. All of this can now be delivered through everyday products, like coffee, tea, energy drinks and snacks.

This evolution places greater importance on formulation flexibility. Our branded ingredients, like Cognizin®, are designed to meet the technical demands of these evolving formats, offering solubility, neutral taste and stability through formulation and shelf life. As the category expands, having ingredients that perform across a broad range of applications is essential for staying ahead of consumer expectations.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

This year, we're excited to introduce a new Kyowa Hakko experience at SupplySide Global, showcasing our patented science behind our branded ingredients: Cognizin®, Setria®, Eyemuse®, and Pantestin®. Attendees can explore the latest formulation opportunities across cognitive health, immune support, anti-aging, skin health and sports nutrition.

We'll also highlight a broad range of consumer products featuring our patented ingredients, reflecting the trust leading brands place in our quality and research. With decades of investment in clinical research and claims, our new booth is the destination for science-backed, versatile ingredients that drive innovation.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

One of the most defining shifts we've seen is a rise in consumer skepticism, and we view that as an opportunity for meaningful differentiation. With more supplements and functional products on the market, today's consumers are informed, discerning and increasingly focused on transparency. They want to know their choices are backed by credible science and deliver real, functional value.

This shift has only reinforced the importance of our long-standing commitment to clinical research. We've spent decades building a portfolio of scientifically sound structure-function claims, grounded in rigorous standards for quality and safety. If an ingredient doesn't meet those standards, it doesn't go to market.



WEDNESDAY, OCT. 29

Wednesday, Oct. 29

Rise and rejuvenate – Wellness Yoga

7:30-8:30 a.m., Mandalay Bay Foyer, Level 2

BY ELIZABETH SMITH

Start your day with an invigorating Wellness Yoga class designed for all skill levels. Our certified instructor will guide you through a harmonious one-hour journey of gentle stretches, core strengthening and balance postures – specifically crafted to counteract travel fatigue and conference strain. Through mindful breathing and accessible poses, you'll awaken your senses and find your center, preparing you to meet the day's challenges with confidence. Every movement is adaptable to your personal fitness level, ensuring everyone experiences the full benefits of this revitalizing practice. As our gift to support your ongoing wellness journey, we provide brand-new yoga mats for all participants – yours to use during the session and take home afterward.

Tariffs and turbulence: Overcoming food and beverage supply chain challenges

9-10 a.m., Islander Ballroom C, Lower Level

BY SCOTT MILLER

In today's volatile global economic environment, food and beverage companies face incredibly difficult challenges, from supply chain disruptions to sweeping new tariffs. And since sourcing 100% domestically remains an unlikely solution, you need to learn how your business can thrive amid ingredient shortages, rising transparency demands and shifting political landscapes – and learn it fast.

This essential session brings together a trio of industry experts who will share actionable strategies for navigating supply chain turbulence during trade wars. Matt Landi, VP of industry relations at the Organic Trade Association (OTA), brings over two decades of organic sector experience; while Rend Al-Mondhry, partner at Amin Wasserman Gurnani LLP, can offer critical insights on compliance challenges with ingredient procurement. Uche Jumbo, founder and CEO of CHOPUTA and senior director of global consumer affairs and quality compliance at Ferrara, will share practical wisdom about building resilient international supply chains.

Learn all about the sourcing diversification strategies that can help you maintain continuity in an increasingly complex trade environment.

This session is underwritten by BioVivo Science.

Not on my watch: Why product safety can't wait until launch

9-10 a.m., Islander Ballroom E, Lower Level

BY AUDARSHIA TOWNSEND

This session features a distinguished panel of food and supplement safety authorities who will deliver critical insights on integrating safety protocols throughout the product development lifecycle.

Get ready for technical expertise from Tatiana Miranda-Abaunza, Unilever Wellbeing Collective's senior quality manager of GMP (good manufacturing practice) audits, who will dissect good manufacturing practice implementation at scale, alongside Alliance for Advanced Sanitation CEO Angela Anandappa, who will discuss microbiological risk assessment frameworks.



Campbell Mitchell, Kraft Heinz's head of food safety and compliance, will reveal proprietary methodologies for validating novel preservation systems, while attorney Bruce Clark of Marler Clark Inc. provides forensic analysis of formulation-related litigation patterns.

The session will address emerging challenges in stability testing, bioactive validation and antimicrobial packaging technologies. Formulators navigating the intersection of innovation and safety should be prepared for actionable protocols for embedding safety parameters within initial bench formulations – not as post-development considerations.

The guts to win: Microbiome innovations

9-10 a.m., Islander Ballroom H, Lower Level

BY DUFFY HAYES

As our understanding of the microbiome's influence on overall health deepens, unprecedented opportunities emerge for supplement industry innovation. Here's a chance to harness some of the latest scientific innovations.

This hourlong session will explore cutting-edge approaches to microbiome-based health solutions, from personalized nutrition protocols to emerging therapeutic applications.

Stephanie Servetas, deputy group leader of the Complex Microbial System Group within the National Institute of Standards and Technology (NIST), will provide critical insights into standardization practices for microbiome testing technologies and examine current consumer testing kits through the rigorous lens of NIST standards.

Additional featured experts include Kelly Swanson, director of the College of Agricultural, Consumer and Environmental Sciences at University of Illinois Urbana-Champaign, who will delve into advanced prebiotic formulation strategies, bridging classical definitions with innovative applications; and George Paraskevakos, executive director of the International Probiotics Association (IPA).

Join an essential discussion that translates complex microbiome science into actionable opportunities for next-generation supplement development.

This session is produced in conjunction with IPA and is underwritten by Biohm Technologies, Kaneka Nutrients and Layn Natural Ingredients.

Breakfast Brief – Strengthening supply chains with U.S.-made botanical innovation

9-10 a.m., South Pacific Ballroom A, Lower Level

BY KAREN RATERMAN

Supply chain stability and transparency are

more important than ever in today's global ingredient market. Learn how U.S.-based botanical manufacturing can deliver speed, reliability and full traceability from farm to finished extract. This session will highlight BioVivo's newest, domestically produced launches – American ginseng (*Panax quinquefolius*), saw palmetto (*Serenoa repens*), broccoli seed (*Brassica oleracea*), and sweetener blends based on stevia and monk fruit – made with precision extraction and advanced processing. Join BioVivo's James Roza, VP of technical services, and Chris Smith, director of strategic operations and supply chain, to get up to speed on how U.S. manufacturing supports cleaner labels, consistent quality and on-time delivery that can help deliver your quality brand promise. This brief is an invite-only event, so contact doris.ip@layn-usa.com to reserve your space.

This session is sponsored by BioVivo Science.

Breakfast Brief – Biohacking longevity: Epigenetic targets and formulation strategies with proven nutraceuticals

9-10 a.m., South Pacific Ballroom B, Lower Level

BY KAREN RATERMAN

What if you could flip the genetic switches that drive the way we age ... naturally? In this high-impact session, Gene Bruno ("The Vitamin Professor") – an almost-50-year industry veteran and chief scientific officer at Nutraland USA – will reveal how to harness nutrigenomics to activate key longevity pathways using clinically backed nutraceuticals. Discover how to create products that target biological aging mechanisms, strategically positioning your brand in the booming global biohacking market. This brief is an invite-only event, so reserve your spot by contacting sheri.teunissen@nutralandusa.com.

This session is sponsored by Nutraland USA Inc.

Breakfast Brief – Menopause, microbes and the mind: The neurology of hormonal change

9-10 a.m., South Pacific Ballroom C, Lower Level

BY KAREN RATERMAN

Siobhain O'Mahony, Ph.D., professor of neurobiology and women's health at the University College Cork, will provide cutting-edge information on the gut-brain-hormone connection during the menopausal transition. With deep expertise in neurogastroenterology and the microbiome, O'Mahony will unpack how fluctuations in estrogen and progesterone during perimenopause



and menopause impact far more than reproductive health. Other speakers include Noah Zimmerman, Ph.D., chief science officer at Verb Biotics; and Diane Alexander, Ph.D., director of sales at Verb Biotics.

Don't miss this exploration of how hormonal changes can reshape the gut microbiome, alter neurotransmitter production, and influence metabolic and metabolic function. This brief is an invite-only event, so contact celestiah@verbbiotics.com to RSVP for this informative talk.

This session is sponsored by Verb Biotics.

Breakfast Brief – Cracking the menopause and libido code: Personalized next-gen botanical innovation

9-10 a.m., South Pacific Ballroom D, Lower Level

BY KAREN RATERMAN

The time has come. Women's health needs have long been underserved, both in research and supplemental support. In this session, learn about a new clinical study in perimenopausal women showcasing how *aspurū*, a full-spectrum shatavari (*Asparagus racemosus*) root extract may offer potential benefits that go well beyond managing hot flashes. This traditional ayurvedic adaptogen has been used around mood, energy and libido – and is on track to revolutionize women's well-being. Join Heather Granato, president of Nutrachievement, to learn how the integration of ayurvedic principles with a personalized evidence-based approach can offer targeted support across women's life stages. This brief is an invite-only event, so contact nameet@waleriahealthtech.com to secure your spot.

This session is sponsored by Waleria.

Trial by fire: Reinventing clinicals for next-gen product launches

9-10 a.m., South Pacific Ballroom G, Lower Level
BY HANK SCHULTZ

The world of clinical trials is changing – fast. From artificial intelligence (AI)-powered recruitment tools to real-time data capture and decentralized designs, companies that want to stay competitive need to rethink how they plan and execute studies. This panel will explore the innovations transforming trial design, the legal pitfalls brands need to navigate, and how smart clinical strategy fuels product development and marketing. Whether you're scaling a new study or refining your claims game, this is where clinical meets commercial.



This panel discussion, moderated by SupplySide Supplement Journal Senior Editor Hank Schultz, will include attorney Ivan Wasserman, managing partner at Amin Wasserman Gurnani; and consultants Risa Schulman, Ph.D., president of Tap ~ Root; and Steve Hanson, CEO of Nutrasocial. Schulman has consulted with many firms on scientific substantiation, while Hanson has been involved in a number of high-profile ingredient launches that have combined strong scientific backing with effective marketing.

Newcomers Meet & Mingle

9:15-10 a.m., Networking Pub – Booth #212, Shoreline, Level 2

BY SONJA THOMPSON

If you haven't been to SupplySide Global before, there's a LOT to see and do. To help set you up for success, we created a networking event that you can use as your 45-minute pre-game strategy before embarking on your expo adventure.

Come join us at the Networking Pub (the irony of this name for a morning event isn't lost on us), where you'll get a chance to meet other newcomers – including this year's hosted buyers – as well as connect with seasoned veterans who are willing to share their expertise. You can also discover potential business partners and learn about our industry onboarding program, SupplySide Fresh.

The focused 45-minute format respects your busy schedule while providing meaningful interaction opportunities. You'll gather practical tips, begin building your industry network and develop the confidence needed to maximize your SupplySide Global experience.

Introducing our first
TWO NUTRACEUTICAL
active ingredients



TULSINITY® BIO

Organic Holy basil extract



skin and mind
well-being

MACANITY® BIO

Organic maca extract



menopause
support

Sustainable ingredients
backed by science!



Company: Laboratoires Expanscience

Contact: Celia Brunel

Title: Sales and Operational Marketing Manager

Website: expanscience-ingredients.com/en

SSG Booth #: 6638

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

At Expanscience Laboratories, we see holistic well-being, built on sustainable and ethical practices, as the future of health and beauty. After over three years of research, we are proud to introduce our first nutraceutical actives: TULSINITY® BIO, developed from holy basil (*Ocimum sanctum*) an adaptogenic plant renowned for helping the body manage stress and now shown to support both skin health and stress protection; and MACANITY® BIO, an extract from maca (*Lepidium meyenii*), sourced in its native Peru, developed to support women during menopause. Both are Fair for Life certified and organic, with a fully traceable supply chain.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The market is rapidly shifting toward multifunctional, clinically proven natural actives that deliver holistic benefits. Consumers seek products that connect emotional well-being with visible results. This creates strong expectations for fully traceable supply chains, sustainable production methods and proven ingredient efficacy. In response, all our ingredients are manufactured with end-to-end traceability ensuring integrity at every step. Sustainability is central to our strategy, including regenerative sourcing, Fair for Life certification, low-impact extraction processes and ongoing efforts to reduce our environmental footprint. Above all, we maintain a rigorous focus on efficacy, supported by clinical and in vitro testing to guarantee premium performance.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth at SupplySide Global is a must-visit destination for those seeking game-changing, natural, holistic active ingredients that combine proven efficacy with sustainability. Attendees will discover how TULSINITY BIO not only supports

stress management but also helps preserve skin hydration – demonstrated in vitro – and improves elasticity and barrier function, supported by both in vitro and clinical evidence. Additionally, they will have the exclusive opportunity to discover MACANITY BIO, a unique ingredient for menopause support with demonstrated in vitro activity on muscle vitality, recovery and bone health. Going beyond common menopause concerns like hot flashes or mood changes, it targets the often-overlooked musculoskeletal axis – essential for mobility, strength and long-term quality of life. We will also share insights into our extraction processes and deep commitment to sustainability, offering brands innovative, traceable and ethically sourced ingredients that meet today's wellness demands.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Entering the nutraceutical market has been a pivotal step for Expanscience. For decades, we have been recognized for our expertise in cosmetic actives. Our move into nutraceuticals allows us to address health and beauty from the inside out, expanding our expertise while staying true to our core values: efficacy, naturality and sustainability. This shift positions us to serve evolving consumer expectations with solutions that deliver both well-being and visible results.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Developing our first nutraceutical actives required bridging centuries-old botanical knowledge with modern scientific rigor. Preserving the native composition of botanical plants while achieving high active compound concentration was a complex challenge that demanded years of R&D and technological innovation. Overcoming it strengthened our cross-disciplinary collaboration and reinforced our capacity to deliver high-performance, premium natural nutraceutical actives that meet the highest standards in efficacy and sustainability.

INTRODUCING



CLINICALLY STUDIED
CASSIA FISTULA
FOR BOWEL AND
DIGESTIVE SUPPORT



CONSTIPATION
SUPPORT

HEALTHY
BOWEL
REGULARITY

NATURALLY
LOW SENNOSIDE
CONTENT

DIGESTIVE &
GUT COMFORT

BETTER BOWELS, SMOOTHER MOVES – WITHOUT THE HARSH STUFF

In a clinical study, 60 healthy adults with irregular bowel habits consumed CaFi or Senna over three weeks.



CaFi (*Cassia Fistula*) **vs** **Senna** (*Cassia Angustifolia*)

01 CaFi increased bowel movement and softened stool within 2 weeks

02 CaFi worked faster vs. Senna with no reported harsh side effects

03 CaFi group significantly decreased straining during defecation compared to Senna



PAID CONTENT

Company: Logical Square

Contact: Harris Sheikh

Title: Co-Founder

Website: logicalsquare.com

SSG Booth #: 5589

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

True innovation in branded natural ingredients doesn't stop at discovery – it only matters when it's backed by science and delivered end-to-end. At Logical Square, our "Concept-to-Consumer" model ensures that every ingredient – from CaFi™ (*Cassia fistula* extract for gut support) to future breakthroughs – is conceived in response to real market needs, clinically tested for efficacy, and brought to market with full control over sourcing, sustainability, formulation and quality.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Over the next five years, Logical Square sees a strong surge in demand for clinically validated, safety-first natural extracts – especially in the functional food and supplement space. Consumers are increasingly seeking efficacy backed by science, alongside clean-label, gut-friendly products like CaFi, a gentler, long-term use alternative to traditional senna extracts. Our strategy hinges on scaling scientifically validated natural extracts – like CaFi – that meet growing demand for effectiveness and clean formulation. We're committed to ensuring green-solvent extraction, full life cycle oversight, and lab-grade testing to guarantee safety. At the same time, we're building supply chain resilience into our operations – anticipating volatility and aligning with digital tools to better safeguard quality and traceable sourcing in a changing market.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth is designed to showcase how science, sustainability and innovation converge at Logical Square. Attendees will experience firsthand the journey from concept to consumer – how we take nature's most promising botanicals and transform them into clinically validated, market-ready solutions. There will be a spotlight on CaFi (*Cassia fistula* extract), our flagship branded ingredient for gut health –

positioned as a gentler, science-backed alternative to senna, as well as previews of our next-generation portfolio of functional, plant-based solutions targeting key wellness areas like sports nutrition, women's health and healthy aging.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, we have not only accelerated our scientific pipeline – launching CaFi, our clinically supported *Cassia fistula* extract for gut health – but also strengthened our capabilities in sustainability and supply chain integrity. This shift has allowed us to deliver branded natural ingredients that are not only innovative and efficacious, but also eco-conscious, safe, and market ready. The introduction of CaFi positioned us as pioneers in gut health innovation, offering a gentler, sustainable alternative to traditional laxatives, i.e., senna (*Cassia angustifolia*). *Most stimulant laxatives (like senna) can be harsh, habit-forming, or unsafe for long-term use.* CaFi is clinically validated as gentle, effective, and non-habit-forming, making it a breakthrough option for ongoing digestive support rather than just short-term relief. But the biggest differentiator for CaFi is its expanded use among children and older populations, which are currently restricted audiences for senna.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

One of the most formidable challenges we've faced in the past two years has been navigating supply chain disruptions while upholding our uncompromising standards for quality and sustainability. As global logistics grew unpredictable and raw material sourcing became more complex, we doubled down on end-to-end control – strengthening partnerships with trusted growers, implementing rigorous multi-point testing and investing in sustainable extraction technologies. Ultimately our partners trust us because we deliver branded natural ingredients that are reliable, clinically validated and market ready – no matter the climate.



The download: Welcome to SupplySide Global 2025

10:30-11 a.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY SANDY ALMENDAREZ

Calling all SupplySide newcomers and those who want to feel more secure in our busy event environment! Our welcome session provides a “comfort blanket” of information about SupplySide Global to help ensure you have the best experience possible. We’ll cover the scope of the show, including audience profiles and layout of the Expo Hall. We’ll tell you about the top can’t-miss features and highlight the essential education sessions. You came here to network, right? We’ll prompt you with the networking sessions that fit your needs. You’ll hear from three SupplySide experts who eat, drink and breathe SupplySide Global (aka, Jon Benninger, VP and market leader; Laura Feroce, marketing director; and Sandy Almendarez, VP of content – all who work on SupplySide within Informa’s health and nutrition family). This session takes place at the start of the first day of the Expo Hall – designed to help you get your schedule right to optimize your experience.

Recipe for success: How AI is shaping the future of food and beverage

10:30-11 a.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY HEATHER CARTER

AI is everywhere – continuously crawling the web to provide targeted queries, while also working to improve a variety of industries through improved processes and solutions. AI is having a transformative impact on the food and beverage industry, particularly across supply chains. This session will explore how AI isn’t just about futuristic concepts, but real solutions happening now.

Join moderator Heather Carter, SupplySide Food & Beverage Journal’s associate editor, as she guides a fascinating conversation with industry professionals Vinay Indraganti, founder and CEO of Innov8 NXT, and Afif Ghannoum, CEO of CPG Radar, who are leveraging AI to create more agile, transparent and efficient food brands. Discover how AI is enhancing traceability, streamlining sourcing decisions and enabling real-time data analysis throughout the supply chain.

Through compelling case studies, learn more about how brands are reducing waste, increasing visibility and building more sustainable operations. Whether your focus is operational efficiency, supply chain strategy



or product innovation, you’ll leave with actionable insights and a clear roadmap for implementing AI in your business. This is truly where intelligence meets ingredients, and you don’t want to miss it.

‘Generally recognized as’ in danger: The future of self-GRAS

10:30-11 a.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY KAREN RATERMAN

While industry has taken a cautiously optimistic viewpoint about the appointment of Robert F. Kennedy Jr. as Health and Human Services (HHS) secretary, his recent direction to have the Food and Drug Administration (FDA) explore elimination of the self-affirmation process, known as the GRAS (generally recognized as safe) pathway, is less popular.

Some of the industry’s best legal and regulatory minds will join Rick Polito, editor-in-chief of Nutrition Business Journal (NBJ), for a discussion about the potential ramifications of this proposal. We’ll hear from Josh Long, VP of communications and regulatory affairs at the Natural Products Association (NPA); Corey Hilmas, chief of scientific affairs and regulatory officer at KGK Science; and Alexander Schauss, director of research and CEO at AIBMR Life Sciences.

Insights & Investments: Nutrition Business Journal & Nutrition Capital Network Networking Mixer

10:30-11 a.m., SupplySide Networking Pub – Booth #212, Shoreline, Level 2

Join the brightest minds in nutrition market intelligence and investment at this networking event. Connect with the teams behind Nutrition Business Journal’s industry-leading market data and Nutrition





Capital Network's investment expertise, while building valuable relationships that can drive your business forward. This gathering brings together market analysts, investors and innovative companies in one dynamic space at SupplySide Global 2025.

Whether you're seeking market insights to inform your next product launch, looking for investment opportunities or wanting to connect with decision-makers who understand the numbers behind the trends, this is your opportunity to engage with the people who have their finger to the pulse of supplement, food and beverage industries.

In partnership with NBJ and NCN.

Unfiltered: Politics, policy and profit in the future of supplements, foods and beverages

11:15 a.m.-Noon, Innovation Stage – Booth #5014, Bayside D, Level 1

BY SANDY ALMENDAREZ

The health and nutrition industry is diverse, politically speaking, and the desire to improve the health of our communities spans generations, economic backgrounds, education levels, social identities and more. While this industry comes together for a common goal – to create more health for more people – it's also important to showcase where we don't agree. And we are doing that in this session.

This will not be a fist fight; all speakers will be civil, but they will share varied perspectives and approaches within our industry, which will enhance problem-solving and innovation. Lynn Dornblaser, client advisor at Mintel, will share market data on how policies are shifting markets; Blake Ebersole, president of NaturPro Scientific LLC, will speak to company leaders who are making business decisions in uncertain times; Elan Sudberg, CEO of Alkemist Labs, will share why he supports MAHA (Make America Healthy Again) policies; Loren Israelsen, founder and president of the United Natural Products Alliance (UNPA), will outline the latest on tariffs and MAHA moms' product desires; and Jeff Barke, M.D., founder of Personal Concierge Physicians, will talk through the importance of consumer access.

Natural Color Solutions Guided Tour: Vibrant innovation from nature

11:45 a.m.-12:45 p.m., Tour Desk – next to Bayside Foyer Information Desk

BY JEN KIEFFER

Feel like a show floor VIP with this brand-new tour experience! Get a personally guided and narrated tour to specific exhibitor booths showcasing the

latest innovations in natural color solutions: California Natural Color, CapsCanada, Colorcon, IFC Solutions, Lycored Corp. and Vivify. Registered participants should show up a few minutes early at the Tour Desk, located across from the Bayside Food Court.

With FDA's upcoming deadline to remove artificial colors from the food supply by the end of 2026, now is the time to explore scalable and compliant alternatives. The tour, hosted by Jenna Troyli, co-founder of Noted Communications and co-host of the "Noted, The Scent and Taste" podcast, will end at the SupplySide Networking Pub, where you can keep the conversation going with fellow attendees – as well as the exhibitors you met on the tour – over refreshments from 12:45-1:30 p.m. No additional fee is required to participate; however, space is limited, so sign up today and secure your spot!

Lunch Brief – Unlock the power of NAD+ with boosting precursors: Recent studies and developments on NAD+ featuring NMN and reduced NMN

Noon-1 p.m., South Pacific Ballroom A, Lower Level

BY KAREN RATERMAN

NAD (nicotinamide adenine dinucleotide) is a vital coenzyme found in every living cell and a critical molecule at the core of cellular metabolism, aging and health. Join Richard H. Kaszynski, M.D., Ph.D., co-founder and director at Stanford Solutions, and trustee of the ASHINAGA organization, who will introduce the science of NAD+, with a focus on the most recent groundbreaking studies highlighting two powerful NAD+ precursors: NMN (nicotinamide mononucleotide) and its reduced form NMNH. In this presentation, Kaszynski will present findings from human clinical studies and translate this complex scientific data into accessible language for brand formulators and marketers. This brief is an invite-only event, so secure your spot by reaching out to hannah.lu@effepharm.com.

This session is sponsored by EffePharm Ltd.

Lunch Brief – The role of the mitochondria for broad health benefits and new product opportunities

Noon-1 p.m., South Pacific Ballroom B, Lower Level

BY KAREN RATERMAN

Mitochondria have long been known as the "powerhouse" of our cells, but perhaps they should be promoted to CEO! Learn how this organelle works in promoting healthy aging, cardiovascular health, preconception health and other health areas in a distinguished panel moderated by Melissa



Olivadoti, Ph.D., medical affairs consultant for Kaneka Nutrients. Panelists include David Foreman, RPh, president of Herbal Pharmacist Media LLC; Zita West, fertility and pregnancy expert; Risa Schulman, Ph.D., president of Tap ~ Root; and Sid Shastri, M.Sc., director of research at Kaneka Nutrients. They'll explain the role of mitochondria in the health landscape throughout the body and how targeted, research-backed ingredients can impact mitochondrial health and activity. This brief is an invite-only event, so request a spot with heather.eberly@kaneka.com today.

This session is sponsored by Kaneka North America LLC.

Lunch Brief – The science of snack satisfaction: Building better protein and cereal bars

Noon-1 p.m., South Pacific Ballroom D, Lower Level

Consumers want it all – protein-packed bars and low-sugar snacks that don't compromise on taste, texture, nutrition or psychological value. For formulators, delivering these preference demands is easier said than done; however, GELITA offers a novel collagen peptide to raise protein levels in protein bars without the dry, chalky mouthfeel. More than that, it also presents a solution for sugar reduction in cereal bars without producing the brittleness, stickiness or off-notes that turn consumers away. Discover practical formulation strategies – backed by sensory and shelf-life data – that take the guesswork out of bar development. Design winning clean-label, crave-worthy snacks that deliver on taste, texture and nutrition, along with the emotional appeal that will create loyal customers for life. GELITA speakers include Ginger Waller, manager of technical services for food and beverages, and Angie Rimel, marketing communications manager. This brief is an invite-only event. If you are interested in attending, please reach out to angie.rimel@gelita.com.

This session is sponsored by GELITA.

Sustainability is good business: Tapping into sustainable, traceable supply chains

Noon-1:15 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY KAREN RATERMAN



Sustainability is top of mind for most consumers as they report firsthand experiences with the disruption of a changing climate. This is especially important for natural products consumers who see sustainable supply chains as a key benchmark. But some consumers still struggle with trust in – and affordability of – these products. Industry suppliers and brands need to bridge that gap.

The speakers on this panel know a thing or two about that. Julie Johnson, president of HealthFocus International, will present new consumer insights and data around sustainable products. Ryan Zinn, director of regenerative programs at Dr. Bronner's, will discuss the company's move toward Regenerative Organic Certification (ROC). Ann Armbricht, director of the Sustainable Herbs Initiative, and Jefferson Shriver, CEO and general manager of Doselva, will discuss lessons learned in creating new models for sustainable botanicals; and John Kehoe, director of sustainability at Guittard Chocolate, and Paul Newman, CEO of K'ul Chocolate, will offer their experiences in advancing sustainable chocolate supplies.

This thought-provoking discussion, moderated by SupplySide's Associate Director of Content Marketing Karen Raterman, will present insights on where we've been and perspectives on where sustainability is going to advance the business case for sustainability.

This session is produced by SupplySide's Supply Chain Sustainability Stories and sponsored by its 2025 partners ADM, Cargill and K. Patel Phyto Extractions.

Curcushine™

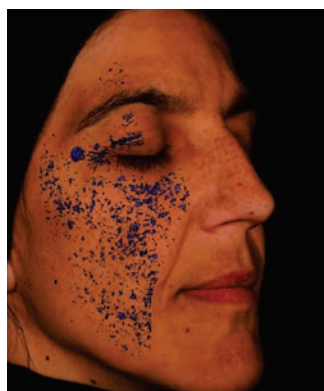
microcapsules

Bioavailable and dispersible curcumin
with proven beauty benefits



Awaken your inner radiance with Curcushine™ microcapsules.
In just six weeks, experience radiant skin, protected from photoaging
and visibly younger. Curcushine™ smooths fine lines and blurs dark
spots, revealing rejuvenated and even-toned skin.

0 days



42 days



Brown spots reduced by up to 8%

Skin luminosity increased by up to 19%

More **radiant and luminous** complexion
within 6 weeks

**Release the power of curcumin to
rejuvenate your skin from within**



Tablets &
capsules



Liquids



Gummies



Powders

Visit our
website



Lubrizol



Company: Lubrizol

Contact: Isabel Gómez

Title: Global Marketing Manager, Nutraceuticals

Website: lubrizol.com/industries/healthcare/nutraceuticals

SSG Booth #: 4523

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

One insight I wish the industry understood better is the fundamental importance of ingredient delivery in shaping both the effectiveness and the consumer experience of nutraceuticals. Many active ingredients – such as curcumin, magnesium, iron, and caffeine – are notoriously difficult to formulate due to poor solubility, sensitivity and low absorption. At Lubrizol, we have addressed these challenges through our advanced microencapsulation technologies, featured in our branded ingredients Curcushine™ microcapsules, Magshape™ microcapsules, Lipofer™ microcapsules, and Newcaff™ microcapsules. These solutions allow us to deliver actives in formats that are gentle on the body and compatible with modern lifestyles.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Our strategy is increasingly guided by consumers' growing desire to stay active, fit and vibrant throughout life. Today, longevity is not just about living longer – it's about living better. Our innovations are designed to enhance healthspan, supporting vitality and wellness at every stage.

We are committed to developing solutions that promote active lifestyles, longevity and personalized wellness – including gender-specific approaches. At the same time, we continue to invest in beauty from within as a powerful gateway to broader health benefits.

A key priority is addressing women's unmet needs across life stages – from hormonal balance and stress resilience to fatigue, sleep quality and skin health. To better serve these needs, we are expanding our clinical research efforts to deliver targeted, effective, science-backed solutions

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At SupplySide Global, Lubrizol is excited to showcase our latest advancements in women's wellness. We are bringing forward science-driven ingredients supported by microencapsulation technology, designed to improve absorption, tolerance and efficacy.

We will highlight Curcushine, now backed by clinical data showing visible improvements in skin luminosity, reinforcing its role in beauty from within. For iron and magnesium, we are presenting Lipofer gummies and Magshape powder sticks, both supported by new preclinical and clinical studies demonstrating enhanced absorption and fewer digestive side effects – key benefits for women seeking gentle, effective supplementation.

Our ingredients are designed to be easy to use, enjoyable and impactful, reflecting our commitment to making wellness accessible across life stages. We are proud to be driving innovation where science meets lifestyle, with a strong focus on women's health.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, Lubrizol has redefined its role in the nutraceutical space – moving from ingredient supplier to strategic partner in premium ingredient delivery. This evolution is rooted in our commitment to helping customers differentiate through advanced microencapsulation technologies embedded in our branded ingredients, enabling the development of nutraceutical solutions that stand out – combining high performance, consumer convenience and a refined sensory experience.



Organic Fucoidan

Innovation from the deep

Maritech® organic fucoidans: The world's only high purity, certified organic fucoidan extracts with global regulatory acceptance.

Premium marine ingredients supported by science.

Booth #2838



MARINOVA PTY LTD | AUSTRALIA
www.maritechfucoidan.com.au
info@marinova.com.au



PURE SOURCE - PURE SCIENCE

Company: Marinova Pty Ltd

Contact: Rod Shelley

Title: Business Development Manager

Website: maritechfucoidan.com.au

SSG Booth #: 2838

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Fucoidans are unique bioactive compounds. They are far more than just "seaweed powders."

Marinova's award-winning specialty ingredients, Maritech® organic fucoidans, are highly bioactive polysaccharides derived from select species of brown seaweed. This portfolio of novel, scientifically validated marine ingredients is being utilised by some of the world's most trusted health care brands.

As the global leader in fucoidan science, Marinova's reputation is built on the unrivalled quality and efficacy of its bioactive fucoidans, including two decades of rigorous scientific investigation. Maritech ingredients are the world's only high purity, certified organic fucoidans with global regulatory acceptance, including FDA-notified GRAS and EU Novel Foods authorization.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Shaping Marinova's strategy is the wide range of bioactivities demonstrated by fucoidans. Significant research investment in the fields of gut and digestive health, healthy aging and immune support is expected to see fucoidans further extend their reach into new market-leading nutritional supplements, functional foods and beverages, and animal health applications. Multifunctional benefits make them ideal ingredients for the burgeoning active nutrition market.

Sustainably sourced, including clear alignment with the UN's Sustainable Development Goals, Maritech organic fucoidans tick all the boxes required for success. Derived from wild seaweed that is sustainably hand-harvested from pristine ocean waters, extracted via proprietary green chemistry technology, and certified organic – these are marine ingredients for brands committed to quality.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

More than 4,000 independent, peer-reviewed research papers have now been published on the bioactive properties of fucoidans. This extensive body of evidence includes comprehensive in vitro investigations, animal studies and human clinical trials. Marinova will be showcasing its very latest scientific research findings at SupplySide Global.

Recently published studies include an investigation into gut health utilizing healthy human fecal samples. This study has deepened scientific understanding of the significant benefits fucoidan may provide to gut health, including the enhancement of colonic microbiome. A separate study into the potential of fucoidan to support prostate health also recently yielded extremely positive findings, resulting in Marinova now embarking on a clinical trial. As the search for natural, bioactive compounds to support men's health intensifies, these pending results will inevitably be of interest to the global nutraceutical community.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Marinova is a biotechnology leader committed to excellence. Rather than a transformative shift, the company has maintained its clear commitment to providing the highest quality and most effective fucoidan extracts on the market.

Marinova adheres to meticulous quality assurance protocols and safety standards, implementing rigorous testing procedures and traceability systems throughout its operations. From seaweed harvest through to advanced fucoidan extraction technologies, quality systems ensure batch-to-batch consistency and position Marinova as the only fucoidan manufacturer with GMP, HACCP, ISO9001, halal, kosher and organic accreditations.

Marinova is committed to the ongoing development and manufacture of superior fucoidan extracts with exceptional scientific credentials. The company's determination to remain an exemplar for other marine biotechnology enterprises is reflected in its adherence to the most rigorous systems of quality control.



Inside the Bottle: Delivering data and insights with proven solutions to transform consumer health, grow brand loyalty and drive supplement industry trust

Noon-1:15 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2
BY FRAN SCHOENWETTER

Inside the Bottle is a content initiative that connects supplement industry professionals with real-world insights and narratives to support industry growth and trust. Validating product benefits – and communicating to consumers – in the real world is key to catapulting clinically proven solutions to positively impact health.

This 75-minute session from Inside the Bottle – that includes three presentations, a discussion and your burning questions – examines what is selling on shelf, how to determine what's working for consumers and illumination of consumer priorities.

Discover new insights from NBJ custom consumer research findings that are poised to help the industry better understand purchasing motivations – and detractions.

Layering upon those research findings, we examine a unique data model from SPINS that gives insight into the innovation process for successful product manifestation and a proprietary look at real-world large population models. Hear about what's really working for today's consumers and learn how the interconnection of these data-driven approaches can inform what's needed to propel the industry – and public wellness – to the next level.

This session is sponsored by Radicle Science, Sabinsa Corp., Soft Gel Technologies Inc. and SPINS.

Chelated magnesium salts: A more effective route to magnesium wellness benefits

12:15-12:45 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

Many consumers take magnesium but fail to experience its potential benefits. Limited absorption, challenges with delivery systems, poor gastrointestinal (GI) tolerance and problematic forms sometimes stand in the way.

Chelated magnesium salts offer higher solubility and enhanced absorption versus inorganic forms, as supported by recent bioavailability data. Improved properties like better GI tolerance allow for higher elemental loads and stronger consumer compliance.



By selecting the right mineral form, formulators can overcome common challenges and unlock new opportunities across both traditional and innovative dosage forms. In this session, Jorge Cortines, market development manager at Jungbunzlauer, will review the research on chelated magnesium salts and point formulators in the right direction for creating magnesium products that deliver on benefit claims.

This session is sponsored by Jungbunzlauer.

Natural Color Solutions Mixer

12:45-1:30 p.m., Networking Pub – Booth #212, Shoreline, Level 2

BY JEN KIEFFER

The Natural Color Solutions Guided Tour wraps up at this fun and casual mixer at the Networking Pub! Even if you couldn't join the tour, grab some refreshments and connect with attendees and exhibitors to talk about the latest natural color innovations. This is the perfect chance to find a vibrant new partner in clean-label coloring as the industry grapples with delivering what consumers crave amidst regulatory shifts.

Trendspotting: The food and beverage trends guided tour that serves up what's next

1-2 p.m., Tour Desk – next to Bayside Foyer Information Desk

BY FRAN SCHOENWETTER

Skip wandering around the show floor and go straight to what's hot (and what's next). Stay ahead of the curve in product innovation and discover ingredients that are trending at the tip of the spear. This one-hour guided tour – led by trend expert Lynn Dornblaser from Mintel – provides natural and functional food and beverage insights, taking you



to a curated mix of exhibitors driving innovation across the food and beverage landscape, including Caldic, Duas Rodas, Flavorchem, Icon Foods, Lakeland Dairies Cooperative Society and Vitalus Nutrition Inc. Registered participants should gather a few minutes early at the Tour Desk, located across from the Bayside Food Court.

From functional ingredients and flavor-forward concepts to next-gen formats, this tour is your shortcut to the trends shaping the future of what (and how) we eat and drink. The final stop is the SupplySide Networking Pub, where we'll kick off a networking mixer from 2-2:45 p.m. Mix with fellow attendees, connect with participating exhibitors and keep the trend talk flowing over drinks. Spots are limited – register now and explore the future of food and beverage with insights that matter. Don't miss out!

The final frontier: A glimpse into space food's bold future

1:30-2 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY AUDARSHIA TOWNSEND

What better place to feature the intersection of space exploration and food science than at SupplySide Global? In this session, attendees will witness the technological revolution transforming extraterrestrial nutrition beyond conventional freeze-dried provisions.

This forward-looking session assembles an elite collection of space food innovators, including Ralph Fritsche, Deep Space Food Consortium's strategy and development lead, who will unveil breakthrough preservation methodologies designed for multiyear missions. FOODiQ Global CEO Flávia Fayet-Moore will demonstrate AI-powered nutritional algorithms that adapt to physiological changes in microgravity environments, and Goldy's co-founders Daniel Schreiber and Daniel Carson will showcase their groundbreaking superseed cereal that is set to launch into space this fall.

The session aims to transcend traditional food science, offering formulators unprecedented insights into advanced bioreactor systems, closed-loop nutrient recycling and personalized nutrition platforms that might just sustain humanity's journey to the stars.

Poppin' pills and pouches: Supplement delivery systems innovations

1:30-2 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY REBECCA BURNS

The way we take our supplements is evolving, and the generational divide has never been clearer. Boomers may stick to their trusty pills, but Millennials and Gen Zers are all about gummies. So, where do effervescent products, pouches, mints, melts and other innovative formats fit into the mix? This dynamic session dives into the latest trends in supplement delivery systems, exploring how consumer preferences are shaping the future of product development.

Join Karin Hermoni, VP of science and innovation at Suannutra and Imagine Health; Crystal Webber, founder and chief innovations officer at Formulation Innovations Group; and Joanna Bacchus, founder and CEO of BIOSTRIPS; as they unpack the science, strategy and creativity behind these cutting-edge formats. From tackling formulation challenges to understanding audience insights, these industry leaders will provide a deeper look into what it takes to create delivery systems that resonate with today's diverse consumers.

Whether you're a product developer, marketer or simply curious about the future of supplements, this session is your chance to discover what's hot – and what's next – in supplement delivery innovation.

A new era for women's health support: Shatavari root takes center stage

1:45-2:45 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY FRAN SCHOENWETTER

It's no secret that women's wellness has been under researched and underrepresented in natural health solutions, but that hasn't stopped the demand for women's health products from growing. Enter shatavari root (*Asparagus racemosus*). From ayurvedic tradition and known as the "queen of herbs," this ancient adaptogen is ready to meet the demand.

Don't miss this unique opportunity to hear from Medicine Lodge Academy's Founding Director Tieraona Low Dog, M.D., one of the most respected experts in women's health, as she discusses the history, cultivation and benefits of shatavari root. This one-hour session will also provide the context for how this botanical solution can be a major player in multiple trending categories and help meet the needs of women for all life stages through greater access to this key adaptogen.

This session is sponsored by KSM-66 and SRI-81.



Food and Beverage Trends Mixer 2-2:45 p.m., Networking Pub – Booth #212, Shoreline, Level 2

BY AUDARSHIA TOWNSEND

After the education sessions, the real work begins. The culinary world's next chapter unfolds at this dynamic mixer where food and beverage visionaries converge. Industry professionals are set to mingle in an atmosphere charged with possibility, exchanging insights on functional flavors and revolutionary format innovations.

The carefully curated gathering brings together diverse perspectives – participants eager to learn, exhibitors showcasing breakthrough products and trend analysts identifying tomorrow's tastes. The occasion transcends typical networking events, creating a space where refreshing drinks fuel fresh thinking. It's set to serve as an incubator for ideas where curiosity transforms into inspiration, potentially shaping what appears on store shelves in years to come.

Postbiotics unlocked – The next frontier in functional food and beverage benefits 2:15-2:45 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

This session explores how postbiotics are redefining the functional food and beverage landscape. Learn how these heat-treated, shelf-stable biotics unlock new possibilities for product development – offering science-backed benefits in areas like gut, immune, metabolic and mental health. You'll gain insights into market trends, consumer awareness and ADM's portfolio of next-gen postbiotics.

Divya Mohan, director of creation, design and development for global health and wellness at ADM, will walk through what makes postbiotics uniquely valuable, how they fit into evolving consumer preferences and how brands can apply them across a wide range of formats – from snacks to beverages and beyond.

This session is sponsored by ADM.

The GLP-1 effect: Developing healthy solutions to fill nutrition and metabolic wellness gaps

2:15-3:15 p.m., Supplement Solutions Stage –
Booth #957, Shoreline, Level 2

BY KAREN RATERMAN

To say that GLP-1 RAs (glucagon-like peptide-1 receptor agonists) have revolutionized weight



management is likely putting it too mildly. And the ramifications for dietary supplements are just as profound, as consumers discover the adjacent health and nutritional support required to maintain their weight loss. Brands are working to discover how to best approach the market for overall metabolic health and create much-needed nutrient-dense products.

Stakeholders in the space will discuss their latest solutions; the potential positioning and pitfalls around these products; and current thinking about mindful, scientifically valid approaches to weight management.

This session is sponsored by Cargill, Gateway Health Alliances, Indena USA, Natural Alternative International Inc. and Specialty Enzymes & Probiotics.

Colors & flavors in food and beverage face a new challenge – and new opportunities

3-4 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY JEN KIEFFER

It's been said that we taste with our eyes first, so charismatic colors are crucial – and when fetching flavors seal the deal, you're well on your way to loyal customers. But as we've all seen, the colors and flavors game is changing. Is your team ready to go natural? Can you confidently reformulate with high-quality natural colors and flavors in a world where regulatory standards and consumer expectations are always evolving?

From this session, you'll take away ideas for innovative natural color and flavor solutions, plus the confidence to tackle all the new challenges and opportunities this new era of clean ingredient requirements brings to the industry. No matter your



INTELLIGENT UHT / HTST PROCESSING FOR R&D



SEE US LIVE AT
SupplySide[®]
Global **BOOTH 2120**

Our game-changing AI Processing Lines™ slash operational expenses and accelerate throughput like never before, delivering unparalleled savings & performance in one powerful solution.



VISIT OUR WEBSITE

- **Unmatched Ease-Of-Use**
- **Consistent, Production Quality Samples**
- **Cut Costs & Boost Efficiency**
- **Faster Launches, Maximize ROI**





PAID CONTENT

Company: MicroThermics Inc.

Contact: David Miles

Title: Executive Vice President

Website: microthermics.com

SSG Booth #: 2120

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

At MicroThermics®, we do more than simply manufacture lab-scale UHT/HTST processors; we are pioneers in process simulation for research and development (R&D). Our mission is to replicate real-world production processes at a laboratory scale, empowering product developers to create samples that are not just relevant but truly reflective of actual production scenarios. This innovative approach translates into substantial savings in both time and costs, all while significantly boosting efficiency. As a result, companies can streamline their R&D efforts and accelerate their time to market. Our unique ability to mimic actual conditions of production processes renders our systems and miniature plant trial services critical assets for R&D teams.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Three forces shaping our future:

Clean-label and regulatory reformulation: With rising scrutiny on artificial colors and ingredients, brands must reformulate quickly and confidently. We're helping them validate natural alternatives at the lab scale before commercial runs.

Plant-based: As demand surges for oat, soy, pea and novel protein beverages, companies need proven methods for thermal processing, aseptic packaging and shelf-life assurance.

Sustainability pressures: Reducing waste in R&D is critical. By enabling smaller, faster and more accurate test runs, we cut raw material waste, energy usage and the carbon footprint of product development.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At Booth #2120, attendees can discover how our AI UHT/HTST/Aseptic Processing Lines and Miniature Plant Trial Services streamline development from concept to commercialization. We are showcasing how companies are using our systems to:

- Cut R&D timelines, reduce costs and bring better products to market faster.
- Generate consistent, commercial-quality samples to launch new juices, beverages, plant-based and dairy-based products with confidence.
- Easily replicate challenging production profiles – like steam injection or indirect heating – on a lab scale.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The rapid adoption of our Always Innovating™ AIDIPW UHT/HTST Processing Lines and the surge in Miniature Plant Trials have propelled us forward. As ingredient suppliers and finished-product manufacturers reformulate for clean-label, functional and plant-based launches, they've leaned on us to provide real-world, scalable test conditions without tying up capital in full production. This shift has positioned MicroThermics as a critical partner for both start-ups and global food companies navigating today's innovation demands.



LAC-Living+

for Positive Mood

LAC-Living+ is a unique postbiotic strain developed with a focus on the connection between the gut and the brain.

LAC-Living+ is here to uplift your body and mind, making your everyday feel light and free.

Morinaga Nutritional Foods, Inc.
will be exhibiting at **Supply Side Global !**
27-30th October 2025

Booth no.
6467

MORINAGA MILK INDUSTRY CO., LTD.

5-2, HigashiShimbashi 1-Chome, Minato-ku, Tokyo 105-7122, JAPAN
Tel : +81 3-6281-4680 Email : interntl@morinagamilk.co.jp



PAID CONTENT

Company: Morinaga Nutritional Foods, Inc.

Contact: Dominique Ostrander

Title: General Manager

Website: morinagamilk-ingredients.com

SSG Booth #: 6467

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

The most critical insight we wish the industry understood more deeply is this: not all probiotics are created equal, especially when it comes to bifidobacteria. At Morinaga, we are pioneering the science of Human-Residential Bifidoacteria (HRB), a subcategory of bifidobacteria that naturally colonizes the human gut from infancy. For a more versatile option to meet a variety of applications, we also offer a postbiotic strain for immune health. Within our innovative pathway, we released new strains related to the gut-brain axis. Postbiotic strain *L. helveticus* MCC1848 is for mood support, and *B. breve* MCC1274 is for cognitive health to support memory function in old age. Understanding the unique attributes and clinically proven benefits of HRB and postbiotic strain gut-brain axis modulation is the paradigm shift the probiotic industry needs.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Cognitive and emotional wellness are becoming central to proactive health, particularly among aging populations and women in midlife. Our new strains, clinically shown to improve mood and memory, are already transforming this space. Regulatory scrutiny and transparency are rising globally. Our robust clinical data and long history of research support global quality standards and safety, positioning us to lead in this environment. As Morinaga Group, we have 12 global subsidiaries that daily communicate to support resilient logistic support. We also set a mid- to long-term sustainability plan and action plans. Expanding our probiotics business contributes to human well-being, which is one of our three main themes of the sustainability plan

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth is not just a destination – it's a launchpad for the future of our probiotics and postbiotics. Attendees will experience:

The global debut of our mood support postbiotic strain, LAC-Living+ (heat-killed *L. helveticus* MCC1848). An immersive "gut-brain axis" experience to uplift your body and mind.

If you are looking for live bacteria that can be used immediately in the market, next-gen cognitive support strain MCC1274 for memory critical care that brings our science to life.

If you are looking for differentiated, clinically validated biotic options that meet today's health priorities, our booth is a must.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, our biggest leap forward has been integrating probiotic science with targeted health solutions – moving beyond general gut health. Through strategic clinical trials, we have established strain-specific benefits for mood (LAC-Living+), cognition (MCC1274), weight management (B-3), allergy support (M-16V), infant (M-63), immune health (LAC-Shield), and multiple functions (BB536). This shift has redefined our role from ingredient supplier to evidence-based health solution provider, attracting new collaborations with global supplement, pharmaceutical and functional food brands.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Like many, we have faced raw material volatility and logistical disruption during ongoing global economic instability. However, instead of retreating, we strengthen our relationships with customers, improve our organizational structure and automate our internal systems. This resilience has enhanced our agility, deepened customer trust and positioned us for sustained global growth.

role – food scientist, formulator, marketer, executive – you will enjoy learning from this insightful conversation between a panel of experts with a variety of experiences in the natural flavors and colors realm.

This session is sponsored by Vivify.

GLP-1 Networking Mixer

3:15-4:15 p.m., Networking Pub – Booth #212, Shoreline, Level 2

BY KAREN RATERMAN

The race to effective and successful approaches to weight management in the age of Ozempic is far from over, so there will be a lot to unpack from the GLP-1 effect session. After the presentations, make your way to the Networking Pub to continue the conversation with speakers, like-minded brand leaders and product formulation experts who will help shape this next era in weight management and metabolic health. Grab a beverage and share your thoughts on these weighty issues at this hourlong event.

Microplastics under the microscope: Science, sourcing and solutions shaping the future

3:30-4 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY SANDY ALMENDAREZ

Studies have shown that our bodies are chock-full of microplastics, and that feels icky, even if little is known about the potential impact on human health. Even without concrete knowledge of how bad microplastics are for our bodies, it's safe to assume that they aren't doing our bodies any favors. The supplement industry's goal is to provide nutrition and shore up health, so it's disquieting to know that supplements may be contributing to the microplastics-in-human-bodies problem; one study even called supplements' microplastic contamination insidious. Ouch.

Yet, the supplement industry is hardly one to put its head in the sand. This session is here to unpack the issues of manufacturing and packaging processes that are leaching microplastics. Asa Bielenberg, managing partner at FoodOps, will cover the science behind microplastics and the ways companies can rethink their processes to reduce harm. Rich Cohen, president and founder of Elevate Packaging Inc., will share practical alternatives for plastic packaging. And Susan Borjesson Newman, CEO of Integrated Lipid



Biofuels, will talk about how microplastics affect human body systems.

Ingredient Idol 2025: Supplements

3:45-5 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY REBECCA BURNS

Get ready for one of the most electrifying events at SupplySide Global – Ingredient Idol 2025! Now in its fifth year, this high-energy competition is where the supplement industry's most groundbreaking ingredient innovations take center stage. This year, we're turning up the heat with a spotlight on the future of wellness, featuring ingredients launched after Jan. 1, 2024.

The stakes are high as we dive into three of the hottest health categories: weight management, hormonal health and nutricosmetics. Watch as three finalists in each category – handpicked by the editors of SupplySide Supplement Journal – pitch their cutting-edge ingredients to a panel of expert judges and a live audience. With just minutes to impress, these innovators will battle it out for the coveted Ingredient Idol trophy and the almost-as-prestigious People's Choice Award.

Hosted by Amy Summers, founder and president of Pitch Publicity & INICIVOX, this fast-paced showdown promises excitement, inspiration and a glimpse into the next generation of supplement science. Judges include Diana Morgan, founder and "chief fun officer" of What's Up With SUPPS; Doug Lynch, CEO of MarketWell Nutrition; and David Foreman, president of Herbal Pharmacist.

Be there to witness the future of wellness unfold live on the Innovation Stage!

High stakes, high growth: How smart suppliers align with fast-growing supplement categories and become indispensable partners

4:15-4:45 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY AMANDA WHITE

Ready to transform from “just another ingredient supplier” into the superhero partner that supplement brands can’t live without? Kalyn Rozanski, founder of HyperSight Labs, is swooping in to save the day at the Supplement Solutions Stage!

In this exhibitor-focused session, Rozanski will reveal the secret sauce behind supplier success in today’s booming supplement market. Forget crystal balls – she’s bringing real data on which nutritional sub-categories will skyrocket between 2025-2028. (Spoiler alert: Metabolic flexibility, microbiome, athletic recovery and environmental wellness are the hot tickets!)

But wait, there’s more! Discover which ingredient attributes have brands doing backflips with excitement and the best innovation pathways to pursue. Through case studies, Rozanski will showcase supplier-brand partnerships that succeeded and turbocharged entire categories.

The mission, should you choose to accept it: graduate from “vendor status” to “indispensable partner.” This session is your backstage pass to becoming the supplier that brands go to first when they’re cooking up the next big thing in supplements!

Speed Networking

4:45-5:30 p.m., Networking Pub – Booth #212, Shoreline, Level 2

BY SONJA THOMPSON

In an industry where the right connection can change everything, why leave networking to chance? Our speed networking event puts serendipity on a schedule.

Five strategic conversations. Ten minutes each. Zero wasted opportunities.

We’ve engineered the perfect formula for professional relationship building – a dash of structure to ensure productivity and plenty of room to spark organic, authentic connections. Our thoughtfully crafted conversation starters eliminate awkward small talk, guiding you straight to meaningful exchanges.

Industry veterans will appreciate the efficiency; newcomers will value equal footing. Everyone



benefits from our focused format that turns unfamiliar faces into your expanded professional network. Come ready to chat, learn and connect – and leave with valuable industry relationships that could shape your business future.

LGBTQ+ Allies Networking Reception

5:30-7:30 p.m., South Pacific Ballroom G, Lower Level

BY REBECCA BURNS

Celebrate diversity, inclusion and community at the LGBTQ+ Allies Networking Reception! In partnership with Naturally Proud Network, this event offers a welcoming space for LGBTQ+ peers, allies and advocates to connect, collaborate and share stories.

Enjoy an evening of vibrant conversations, refreshing drinks and meaningful networking as we come together to foster a stronger, more inclusive industry. As one past attendee shared, “Events like these remind us that when we come together, we create a brighter, more united future for everyone.”

Don’t miss this exciting opportunity to build connections, celebrate inclusion and be part of a community that champions progress and belonging.



Product Development Theater: Science and technical know-how to create winning products

BY FRAN SCHOENWETTER

Two theaters, two days and so much education. An essential benefit of attending SupplySide Global for brands and product formulators is learning about the latest science and trends to help stay ahead of the curve in product innovation. Discovering that next great ingredient, technology or insight from proprietary research can bridge the gap between an idea and a winning product.

Stop by both locations of the Product Development Theater (Booth #8011 and #8076) in the Expo Hall to learn about the newest ingredient innovations and gain the intel needed to power your next product. These exhibitor-presented education sessions are devoted to ingredient- and service-specific science, applications and formulation technologies – all designed to help you kick-start innovation and stay ahead of market demand.

Product Development Theater, Booth #8011, Bayside B, Level 1

11 a.m.-4:50 p.m.

11-11:20 a.m. Lycored – From tomato to transformation: Lycopene's health journey

11:30-11:50 a.m. InnoBio – Redefining bioavailability and stability: A powerful new liposomal platform

12-12:20 p.m. Kerry – Partnering with consumers in their GLP-1 journey

12:30-12:50 p.m. Cocrystal Technology – Clinical studies of ubiquinol and curcumin: Poor bioavailability resolved by Cocrystal Technology

1-1:20 p.m. Skuny BioScience – Megafullife 98nTG fish oil: The 4th generation high-absorption omega-3 EPA DHA

1:30-1:50 p.m. IFF

2-2:50 p.m. Sirio – The value of CDMOs in supplement innovation: Driving the future of nutrition

3:00 - 3:20 p.m. Probiotical – From DNA to wellness: Genomics driving next-gen women's probiotics

3:30 - 3:50 p.m. Indena – Age better: A journey that starts with nature

4-4:20 p.m. – Euromed

4:30-4:50 p.m. – NXT-USA

Product Development Theater, Booth #8076, Bayside B, Level 1

11 a.m.-4:50 p.m.

11-11:20 a.m. TriNutra – Unlocking cortisol and gut microbiome harmony with ThymoQuin

11:30-11:50 a.m. SuanNutra – The wellness cycle: From satiety to serenity

12:30-12:50 p.m. Liscure Bio

1-1:20 p.m. Ingia Bio – Sugar reduction and taste optimization for protein products

1:30-1:50 p.m. BGG – ApplePhenon for metabolic health and weight management

2-2:20 p.m. Sloiron Inc. – Iron: The one thing that changes everything

2:30-2:50 p.m. SD Head USA – ActiSerine: Clinically proven brain booster

3-3:20 p.m. Bonerge – The 2nd generation of *Akkermansia muciniphila*, high-bioactive one

4-4:20 p.m. Gencor – Next-gen berberine bioavailability breakthrough

4:30-4:50 p.m. Gencor – Oleoylethanolamide (OEA): A game changer in supplementation



novonesis

BioFresh™ 4+

This is the mouth on science

BioFresh 4+ turns everyday oral support into an enzymatic experience. It activates plant extracts to bind and neutralize odor molecules — proven in clinical trials to deliver **at least 4-hour efficacy**.

This isn't just another freshening ingredient. It's oral support technology that makes a measurable difference in people's daily lives.

Visit us at booth #5365 to discover
BioFresh™ 4+, pick up a sample,
and connect with the Novonesis team.



PAID CONTENT

Company: Novonesis

Contact: Sky Dailey

Title: skda@novonesis.com

Website: novonesis.com/en/biosolutions/human-health/dietary-supplements

SSG Booth #: 5365

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Vertical integration, from strain to solution™: At Novonesis, we oversee the entire process in-house. From fermentation to packaging, our dedicated teams supervise every step, ensuring quality, consistency and reliability. This integrated approach enables us to deliver innovative, science-backed solutions with confidence.

As you look ahead to the next five years, what emerging market trends are shaping your strategy?

Probiotics are expanding beyond gut health. While traditionally linked to digestion, consumers now associate probiotics with broader wellness areas, including immunity, mental health and women's health. This trend is evident in surveys and social listening, prompting our focus on targeted strains and specific health areas to meet evolving needs.

Science matters more than ever. Consumers are seeking validated solutions, with 64% of probiotic users citing clinical evidence on packaging as important (FMCG Gurus). This reinforces our strategic investment in research, ensuring science remains the foundation of everything we do.

Microbiome awareness is growing. Studies from FMCG Gurus and the Biocodex Microbiota Institute show that consumers understand the microbiome's role in health, though gaps remain around specific strains and differences between prebiotics and probiotics. We see this as an opportunity to partner with customers to educate the market using real science.

Key health areas are gaining momentum. Interest in mental health, healthy aging and women's health continues to grow in both consumer demand and market performance. These areas remain central to our strategy, supported by innovative, science-backed products designed to address real consumer needs and emerging trends.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Novonesis is the world's leading biosolutions provider, with

solutions spanning multiple health areas – making it a must-visit for anyone seeking science-backed innovation. Why stop at the Novonesis booth this year?

Healthy longevity: Explore our newly launched healthy longevity platform where we showcase longevity, aging and healthspan with a different lens – with a robust portfolio that cuts through different health areas and more in the pipeline. Take our quiz on healthy longevity at our booth for a chance to win an Oura ring.

Gummies kids love, probiotics parents trust: Try the probiotic strain *B. subtilis* HU58™ – now in a gummy that kids enjoy and parents trust, delivering proven science in a format designed for growing bodies.

Oral support enzymatic solution: Discover BioFresh™ 4+, a clinically proven, naturally smart enzyme solution for bad breath. Its targeted enzyme technology neutralizes the volatile sulfur compounds that cause odor. In clinical trials, it delivered instant freshness lasting at least four hours.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Over the past two years, our most transformative shift has been adopting a life-stage approach to health. In the biotics space, we've recognized that the microbiome is not one-size-fits-all – different ages and life stages have unique needs. This perspective has allowed us to tailor solutions more precisely, driving innovation and impact in the natural products industry.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Following the merger between Chr. Hansen and Novozymes, one of our most formidable challenges has been integrating a diverse portfolio while ensuring sufficient resources are dedicated to customer projects. Balancing these priorities required careful planning and strategic alignment, which has strengthened our resilience. It has allowed us to focus efforts more efficiently, deliver higher-quality solutions, and build stronger relationships with our customers.

xeya™

MODERN SHATAVARI™

Modern Women Need Modern Shatavari

Formulator-Friendly
Lowest Dose, Most Studied

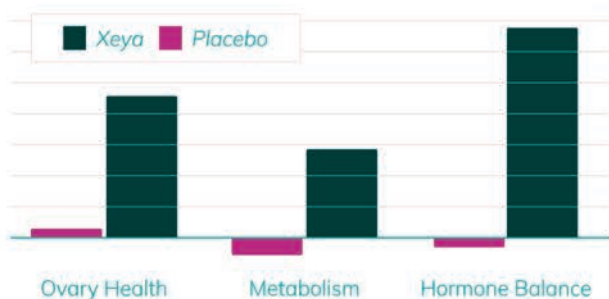
15% Shatavarins • Dose: 50–100mg



Visit NXT USA at
booth #7501

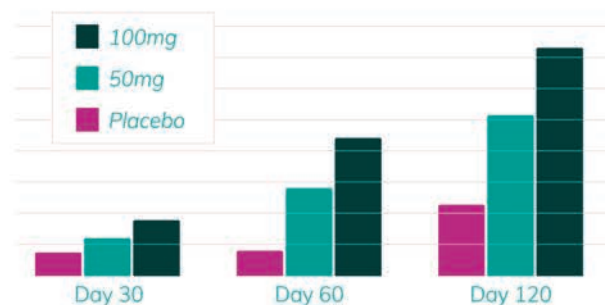
Clinically proven in two gold-standard human clinical trials.

1 Hormonal & Metabolic Support (Study 1 – Women 20-35)



- Supports menstrual cycle regularity
- Helps maintain healthy hormone levels
- Promotes ovarian function & follicle health
- Supports insulin sensitivity

2 Perimenopausal Well-Being (Study 2 – Women 40-50)



- 40% reduction in hot flashes
- 73% decline in Menopause Rating Scale
- 75% improved mood swings, brain fog, anxiety
- Supports mood, sleep, stress, skin & hair

The Xeya Modern Shatavari™ Difference: A Superior Shatavari Extract



Clinically Validated

2 human studies
confirm efficacy;
patent pending



Potent & Bioavailable

Standardized to
15% Shatavarins



Ayurveda Meets Science

Tradition meets
clinical validation



Effective at 50–100mg

Lower dose,
maximum impact



Transparency & Quality

Sourced from
premium-grade
botanical extracts

Learn more: www.xeyashatavari.com

| +1 (908) 858-5068

Xeya Modern Shatavari is a trademark of Laila Nutra.





PAID CONTENT

Company: NXT USA

Contact: Eric Anderson

Title: Managing Director

Website: nxt-usa.com

SSG Booth #: 7501

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

The NXT USA Four Pillars of Validation.™ Every ingredient is backed not just by data, but by a framework that proves consumer quality-of-life changes they can feel. These four pillars of human clinical study design include:

- **Patient responses** – validated questionnaires measure consumer experience (“I feel the difference.”)
- **Physician assessments** – expert eyes confirm visible health improvements (“I see it working.”)
- **Biomarker analysis** – objective measurements of the ingredient's effectiveness (“Here is the data.”)
- **Physical measurements** – real-life measurable results that show it's working (“This changes lives.”)

The Four Pillars of Validation is the evidence our customers use to drive consumer sales and satisfaction. This higher standard of proof gives our brand partners the confidence that our science validates claims and sells supplements.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

NXT USA is led by industry veterans with decades of experience in developing and commercializing market-leading ingredients, covering ingredient and supplement innovations in the media, and managing complex supply chains. We've built our business by staying ahead of trends by creating – and validating – an ingredient portfolio aligned with four of the highest-growing categories, according to *Nutrition Business Journal*: women's health, digestive health, healthy aging, and active nutrition. These are:

Xeya Modern Shatavari™ is the most formulator-friendly shatavari on the market – standardized to a market-leading 15% shatavarins with an industry-leading low dose of only 50 or 100 mg (validated in two human clinicals with two more under way). Xeya Modern Shatavari helps balance key hormones, supporting perimenopause, reproductive health and every stage from first period to beyond the last.

Digexin® brings about complete, comfortable bowel movement regularity starting in only 7 days, according to studies. Not a probiotic and not a laxative, Digexin is The Relaxative™. It alleviates stress-induced constipation and quells cramps and bloating. Paging peristalsis!

BluNADBooster® is a patent-pending, plant-based NAD+ longevity ingredient. Uniquely, it both naturally activates NAD+ production as well as preserves these levels from degrading. The next great longevity ingredient is on the market! Plus, this is only the start of the NXT USA Life 2.0™ pipeline.

TamaFlex® is our flagship ingredient, chosen by quality brands the world over. In three gold standard studies, it alleviates joint discomfort, improves flexion and builds lower-body strength – starting at only five days. Take that, glucosamine!

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

The NXT USA Booth #7501 is about discovery and connection. We're unveiling Xeya Modern Shatavari, a breakthrough in balancing hormones for women's health. Follow the footprints on the show floor to our stage event at Booth #8011 Wednesday from 4:30-4:50pm to learn more about how Xeya stacks up to other shatavari on the market. The most clinically validated and most formulator-friendly shatavari in the world!

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Clinically validated ingredients have been the turning point. Our work with TamaFlex, for example, has shown how strong science translates into trust, growth and true differentiation in a crowded market. We have institutionalized this strategy as The Four Pillars of Validation. The entire industry should get behind backing ingredients with the highest level of human clinical support. That builds strong claims that sell supplements.

Thursday, Oct. 30

Supplements 101: The fast-track to industry fluency

9-10 a.m., Islander Ballroom C, Lower Level

BY SONJA THOMPSON

Join the industry experts behind the comprehensive SupplySide Fresh education program as they distill years of specialized knowledge into one power-packed hour. These seasoned professionals – David Sandler, president and CEO of StrengthPro; Doug Kalman, clinical associate professor at Nova Southeastern University; Akash Shak, co-founder and CEO of IngredientAI; Larisa Pavlick, VP of quality, regulatory and scientific affairs at Cypress Minerals; and Bill Giebler, content and insights director at Nutrition Business Journal (NBJ) – have created a strategic snapshot of some of the supplement industry's core essential topics, specifically designed for newcomers and those seeking a foundational refresh.

In this focused session, you'll gain practical insights into colors and flavors, clinical trials, technology, legal and regulatory concerns, and ingredient trends that are driving industry growth. This concentrated wisdom provides a significant head start in understanding the nuances of the industry, helping you navigate the supplement marketplace with greater confidence and clarity.

Don't miss this rare opportunity to learn directly from the experts who understand the unique challenges of bringing innovative supplement products to market. Their guidance can help transform complex industry concepts into usable intelligence you can implement immediately to advance your career or business objectives.

Optimizing mental wellness: The brain-body-biome connection

9-10 a.m., Islander Ballroom E, Lower Level

BY DUFFY HAYES

The intricate neural highways connecting the human brain, body and microbiome are fundamentally shaping mental health outcomes. Get a handle on the mind-gut matrix in this groundbreaking session, which will illuminate the scientific mechanisms behind the gut-brain axis and examine how targeted prebiotics, probiotics and emerging psychobiotics are revolutionizing mental wellness approaches.

Attend and gain actionable insights into how strategic implementation of omega-3 fatty acids, adaptogenic compounds and cognitive-enhancing nootropics can optimize mood regulation, stress resilience and cognitive function.

In his presentation, "Hearts & minds & microbiomes," scientist Shawn Talbott of 3Waves Wellness will integrate nutrition, biochemistry and psychology to reveal important research on our multiple "brains" – from the gut microbiome (our second brain) to heart rhythm patterns and the skin barrier.

Adrian Lopresti, CEO of Clinical Research Australia, will examine the therapeutic potential of specific herbal and nutritional compounds for enhancing mental and cognitive health. His presentation will highlight how targeted nutritional interventions can address multiple pathophysiological processes underlying common mental health conditions.

Finally, Microphyt's Director of Innovation Rémi Pradelles will showcase pioneering research on

microalgae-derived bioactive compounds and their applications across the nutrition, cosmetics and wellness sectors, with special emphasis on their neurological and psychological benefits.

The future of fizz: Emerging ingredients shaping functional drinks

9-10 a.m., Islander Ballroom H, Lower Level

BY AUDARSHIA TOWNSEND

The beverage industry stands at a transformative crossroads, with functional drinks emerging as the next frontier. During this panel, several industry experts will unveil the ingredients and strategies that are reshaping what consumers drink – and why.

This will be a powerhouse discussion of diverse expertise from across the beverage spectrum. Kicking it off will be Imbibe's Senior Marketing Associate Erin Smith, decoding the personalization revolution transforming consumer expectations, and revealing how brands can deliver tailored hydration experiences that resonate with individual wellness journeys.

Then get ready for a robust roundtable discussion where Edenesque CEO and founder Leslie Woodward shares insights on elevating plant-based milks beyond alternatives; The Better For You Co.'s COO Christi Bandy-Willard explores how RTD (ready-to-drink) coffees and teas incorporate breakthrough bioactives; and Dreamland Koffucha's CEO Dalton Honoré showcases emerging ingredients bridging efficacy and accessibility.

Beyond trendspotting, the session promises concrete formulation strategies and market insights for brands navigating the competitive functional beverage landscape. For manufacturers and marketers seeking to capture the next wave of beverage development, this panel represents an essential roadmap to success.

Breakfast Brief – Experience true ashwagandha: Next-generation clinically studied ashwagandha – a 30@30 for high performance

9-10 a.m., South Pacific Ballroom A, Lower Level

BY KAREN RATERMAN

Explore a true ashwagandha (*Withania somnifera*) experience with Ashwa.30 – a next-generation, clinically studied extract from Natural Remedies. Developed using strictly root-only material and standardized to 30% ashwa bioactive complex (ABC), the company notes Ashwa.30 is designed to support energy, endurance and stress at an unmatched low dose of just 30 mg per day. Get the details from Deepak Mundkinajeddu, Ph.D., head of R&D and

quality at Natural Remedies, on this ingredient backed by proprietary Bioactive Optimization Technology (B.O.T.) to deliver high performance with formulation flexibility. Discover how this smart, science-backed ingredient is redefining what ashwagandha can do. This brief is an invite-only event so reserve your spot with suresh.l@naturalremedy.com.

This session is sponsored by Natural Remedies.

Breakfast Brief – Next-gen collagen peptides: Formulation and functional benefits

9-10 a.m., South Pacific Ballroom B, Lower Level

Where is collagen innovation headed? What new benefits can consumers expect from animal-free collagen and marine tripeptides? And how will clear protein peptides reshape functional applications and appeal to consumers? Join this exploration of next-gen collagen peptide solutions, including COLLAWISE animal-free vegan collagen, sustainably sourced marine collagen tripeptides, and clear protein peptides. Attendees can taste exclusive prototypes and hear from Melissa Riddell, NURA's R&D director, about capturing the future of wellness. This brief is an invite-only event. If you are interested in attending, please reach out to caydie.carrizosa@nurausa.com.

This session is sponsored by NURA.

Breakfast Brief – The hair microbiome: Insights from the first clinical trial

9-10 a.m., South Pacific Ballroom C, Lower Level

Join Aleksander Richards, director of clinical R&D at Vidya Herbs, for highlights from new research targeting the gut-hair axis. He'll share how the gut and scalp microbiomes can work together to influence follicular health, hair density and overall hair health. Attend this session to discover how supporting the microbiome through probiotics and targeted botanicals can create the ideal environment for healthier, more resilient hair. Explore the emerging science that is transforming our understanding of hair wellness, and see how microbiome-driven approaches, like Biotical GH, are opening new possibilities for natural hair health. This brief is an invite-only event. If you are interested in attending, please reach out to jfansler@vidyaherbsusa.com.

This session is sponsored by Vidya Herbs.

Breakfast Brief – From science to compliance: Closing the gap between formulation, benefits and consumer success

9-10 a.m., South Pacific Ballroom D, Lower Level

Conventional supplement formats often fail to deliver expected benefits because they weren't designed for efficient nutrient uptake in the body. Formulation challenges – such as maintaining stability to preserve nutrient integrity, enhancing palatability with difficult-tasting active ingredients and enabling high-potency single-dose formats – directly impact both efficacy and consumer adherence.

This session explores how addressing these challenges can result in supplements that perform scientifically while supporting real-world compliance. Drawing on internal and external scientific data, attendees will see how a body-focused, evidence-driven approach links formulation, usability and measurable outcomes. The discussion covers key considerations such as taste and dosing strategies, as well as oxidation and nutrient stability, demonstrating how thoughtful design bridges research and consumer success. Speakers include Magnus Nergård Hattrem, Ph.D., senior researcher at Vitux; and James R. Brooks, Ph.D., adjunct professor at Clemson University and principal at JR Brooks Consulting LLC. This brief is an invite-only event. If you are interested in attending, please reach out to catherine.nardone@concordix.com.

This session is sponsored by Concordix by Vitux.

Beyond the box: Driving sustainability through smarter packaging

9-10 a.m., South Pacific Ballroom G, Lower Level
BY HEATHER CARTER

As eco-conscious products transition from market differentiator to industry standard, this essential session delivers practical findings on sustainable packaging strategies that satisfy both regulatory requirements and consumer expectations. Attendees will explore the complete spectrum of sustainable materials – from compostable and biodegradable options to recyclable alternatives – with a practical focus on performance, shelf-life implications and economic viability compared to conventional packaging.

The distinguished panel brings together complementary expertise across the sustainable packaging ecosystem. Chris Bradley – chief marketing, design and sustainability officer at Veritiv Operating Co. – will offer a frontline perspective on implementing sustainable solutions at scale; Susan Newman, CEO of Integrated Lipid Biofuels, will provide insights on next-generation biomaterials transforming packaging options; Chris Wirth, chief development officer at The



Recycling Partnership, will detail transformative recycling initiatives, policy advocacy, technological advances, and strategic funding that bridges communities and industry to create sustainable recycling systems across the United States; and Emily Leongini, FDA regulatory attorney at ArrentFox Schiff, will detail how to navigate the complex compliance landscape surrounding environmental claims and packaging regulations.

Participants will gain strategic frameworks for authentic sustainability communication that resonates with consumers while avoiding greenwashing pitfalls and complying with extended producer responsibility (EPR) laws. Whether launching new products or reimagining existing packaging systems, this forward-thinking discussion equips decision-makers with the knowledge to make environmentally responsible choices that align with business objectives and consumer values in today's evolving marketplace.

Beyond sweet: Flavor science trends in food and beverage

10:30-11 a.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY KAREN BUTLER

Formulators truly have their work cut out for them, as consumers often expect a morsel to be packed with umami, high protein and exotically spicy-hot-yet-sweet flavor, all while being low in sugar, delicious and nutritious. In this session, James Drew, senior account manager at FMCG Gurus, shares proprietary insight into the on-trend food and beverage flavors consumers are craving, why they want them and how brands should navigate competing demands. Afterward, Shari Mahon,

Qimei Organic Farms

China/US farms, factories, warehouses

Your Vertical Partner in Organic Ingredients



Featured Ingredients:

Beetroot Powder

Carrot Powder

Kale Powder

Barley Grass Powder

Wheat Grass Powder

Matcha Powder

Spirulina Powder

Strawberry Juice Powder

Pomegranate Juice Powder

Cranberry Juice Powder

Pumpkin Seed Protein

Hemp Seed Protein

(Conventional Version is also Available)

Custom Blend
Tablets
Capsules



Visit Us at Booth 6623

Let's talk about how we can power your next formulation.



PAID CONTENT

Company: Qimei USA Inc.

Contact: Mike Tian

Title: Sales manager

Website: qimeiusa.com

SSG Booth #: 6623

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

Vertical integration isn't just a buzzword – it's what makes everything work. Because we own and operate the entire supply chain – from our farms to processing facilities to U.S. warehouses – we can guarantee traceability, keep quality consistent and stay compliant at every step. Customers don't just get an ingredient; they get the confidence that their products are backed by quality and integrity from the ground up.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Clean-label, plant-based and functional ingredients keep growing in demand, and we see botanicals taking an even bigger role across food, pet nutrition, supplements and nutraceuticals. At the same time, supply reliability is one of the biggest concerns for brands. By running our own farms, processing, and U.S. distribution, we can minimize disruptions and give customers the stability they need.

Sustainability is a core priority. We've invested in cage-free chickens and a fertilizer facility to close the loop. On our organic farms, the chickens feed on bugs and pests – helping us avoid pesticides. Their manure is then turned into fertilizer and returned to the soil to grow new crops. It's a cycle we're proud of, and it means customers benefit from ingredients grown with a lighter footprint and greater care.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

It's simple: you'll see what "from farm to finished product" really means. We'll show you how we control the whole chain and why that makes a difference for your business. And we won't just talk raw powders – you'll see options like custom blends, tablets, and capsules, and how we can build these finished products around your needs. If you want to see how one partner can truly cover everything from seed to shelf, our booth is the place to be. You'll leave with practical ideas and a clearer picture of how we can help bring your projects to life.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

The past couple of years have shown how fragile supply chains can be. Many companies scrambled with shortages or price spikes. For our customers, vertical integration meant stability – we kept supply moving, prices consistent and standards intact. That reliability became our strength and showed the value of having one partner that owns the process.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

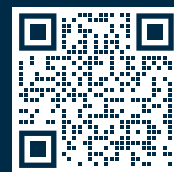
Tariffs and uncertainty were tough. Instead of waiting for "normal," we adapted – expanding U.S. warehousing, stocking more inventory and giving customers real-time visibility into what we had. It made us faster and more resilient, so our customers could keep their projects on track. Now we're ready for whatever comes next.

nextida·GC



A specific collagen peptides composition:
targeting post-meal glucose spikes while
boosting GLP-1 secretion, naturally.

 **SupplySide®**
Global
Booth #6443



nextida.com
rousselet.com
collagen@rousselet.com

Rousselet
| by Darling Ingredients



Company: Rousselot by Darling Ingredients
Contact: Florencia Moreno Torres-McLavery
Title: Global Marketing Manager
Website: nextida.rousselot.com/nextida-gc/
SSG Booth #: 6443

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

People mostly associate collagen with joint support and beauty supplements, but collagen peptides are extremely versatile. Collagen is the most abundant protein in the body, and different compositions yield a diverse range of benefits.

We are thrilled to showcase a breakthrough in collagen peptide technology – Nextida GC®, which targets post-meal glucose spikes. Nextida GC has been shown in a scientific study to potentially support normal glucose levels by increasing GLP-1 and GIP. This supports healthy insulin response, sends satiety signals to the brain and reduces gastric motility.

In a placebo-controlled crossover clinical study of 16 healthy individuals, Nextida GC yielded statistically significant benefits regarding GLP-1 when taken at 10 grams 30 minutes before a meal. Even lower dosage levels of 5 grams yielded a statistically significant increase in GLP-1, showing great promise for study subgroups.

Overall, this innovative collagen ingredient lowered post-meal glucose spikes by an average of 42%. Nextida GC provides substantiation for structure/function claims to help reduce post-meal blood sugar spikes and to help support healthy postprandial blood glucose levels.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

GLP-1 agonists and products to promote normal glucose levels continue to make waves in the market. According to a consumer survey commissioned by Rousselot in 2025, 32% of U.S. consumers who use or are interested in using GLP-1 agonists noted supporting healthy blood glucose metabolism as a motivating factor. Of this group, 71% said

they would be “very interested” in a supplement that supports GLP-1 production. Weight management and appetite control likewise remain high-demand categories. At Rousselot, we are using our expertise in collagen peptides to offer clinically studied ingredients to directly and indirectly support these need states.

Consumers are gaining awareness about the rollercoaster effects of glucose spikes, which initially include lifted mood and energy. The resulting sugar crash may result in fatigue, low mood, increased cravings and overeating. Nextida GC can help consumers step off the glucose rollercoaster, empowering them with the tools to meet their goals naturally.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Rousselot has been at the forefront of collagen and gelatin solutions for over 130 years. This year, our booth will showcase the latest breakthroughs in a range of innovative beverages featuring Nextida GC, such as:

- Pumpkin spice iced coffee
- Vegas mocktail with cucumber, lime and mint
- Cosmopolitan mocktail

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Responding to the emerging trend on GLP-1; Rousselot has developed Nextida GC which has been observed to boost natural GLP-1 production while lowering post-meal glucose spikes. It is a great option for healthy consumers looking to start a GLP-1 journey, promote healthy glucose levels, or support normal metabolic wellness.

owner of Health First Innovation, will draw from 35 years of experience in the flavor industry to help brands deliver on the science without breaking the bank or losing wellness positioning.

Precision ingredient strategies that help enhance, mask, block, replace and more will be part of the conversation, along with factors such as villainized ingredients (MSG, sodium) and unique market segmentation (GLP-1 users). Attendees will learn how to deliver bold flavor profiles – along with craveable taste and perceived indulgence – when high function and form are also nonnegotiable.

The dietary supplement/food and beverage pipeline: Bridging the gap with science-backed ingredients

10:30-11:00 a.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY SCOTT MILLER

The line between supplements and functional foods continues to blur as consumers look beyond pills for their tailored wellness solutions. This session investigates how science-backed ingredients are creating new opportunities for cross-category formulations that meet and, in some cases, exceed consumer demand.

Our panel brings together complementary experts to help you navigate this shifting landscape: Devon Gholam, Ph.D., VP of science and innovation at Step Change Innovations, and a recognized thought leader in functional ingredients; award-winning CPG entrepreneur BJ McCaslin, co-founder of Holy! Water; and marketing compliance expert Asa Waldstein, principal at Apex Compliance.

Gain practical approaches for overcoming formulation challenges, ensuring regulatory compliance and positioning science-backed ingredients across categories. You might be in supplements looking to expand into foods and beverages, or maybe you're a food manufacturer seeking functional benefits – either way, this session will provide essential insight you can use to capitalize on this popular convergence of wellness trends.

This session is underwritten by AAK and FrieslandCampina Ingredients North America.

Where science meets nature: The challenge of synthetic biology

10:30-11 a.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY HANK SCHULTZ

From precision fermentation to synthetic botanicals, the dietary supplement industry has long utilized



science to produce ingredients and products. Some, however, (including regulators under the leadership of Robert F. Kennedy Jr.) might argue against using synthetic materials as supplement ingredients, even if they are considered biologically identical. This session will cover the essential questions for those who want to understand the two perspectives in order to make the best decision for their business. Panelists include Christopher Tonzola, VP of commercial at Pharmachem Innovations, and SilicoLife CEO Simão Soares.

Brewed differently: Coffee innovation in a rapid-fire pour

11:15-11:45 a.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY AMANDA WHITE

This session delivers a comprehensive look at the coffee market with three industry visionaries who will transform how you think about your daily brew in just seven minutes each.

Ruby Amegah, F&B innovation consultant at Avant-Innoverse Food & Beverage Consultancy, will focus on sustainability at the farm level and creative upcycling solutions. She'll share insights on how climate change and disease threaten coffee crops and what brands can do to communicate their sustainability values to increasingly conscientious consumers.

Jon Copeland, research manager at MarketPlace, will present the latest trend statistics that have the industry talking; while RenHau Lai, VP of innovation and R&D at Ryze Superfoods, will enhance your knowledge about functional coffee blends. From adaptogens to cognitive enhancers, Lai will explore how coffee's natural benefits can be amplified while maintaining responsible sourcing across the complex supply chain.



Whether you're curious about compostable packaging, pour-over pods or how polyphenols might enhance your morning ritual, this session promises to leave you with ideas percolating long after the last slide. Don't miss this exciting glimpse into coffee's future!

Unlocking the power of plant peptides for human health

11:15-11:45 a.m., Innovation Stage – Booth #5014, Bayside D, Level 1

There's a fundamental disconnect in the wellness industry: Consumers are demanding sophisticated, targeted health solutions, yet the ingredient toolkit available to brands remains frustratingly limited and outdated. What if food and supplement brands could leverage artificial intelligence (AI) to unlock and discover the power of plant peptides to elevate their next product launch and truly meet consumer demands in areas like muscle and sleep health? Find out from Nora Khaldi, Ph.D., why plant peptides remain an untapped resource for human health, and how she's unlocking their benefits for companies and consumers worldwide.

This session is sponsored by Nuritas.

Don't snooze on sleep: Innovations in sleep supplementation

11:15 a.m.-Noon, Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY CASSIE SMITH

Take a break from the show floor and learn about sleep. Hear some eye-opening (see what we did there?) revelations about melatonin overuse and discover the exciting alternatives that are making waves. We'll also tackle the midnight mysteries of perimenopause and menopause sleep disruptions – because women deserve better than counting sheep all night.

Craving clinical credibility? We've got you covered with a no-nonsense breakdown of trial methodologies that'll supercharge your claims. (Yes, we'll spill the tea on that corn leaf extract everyone's buzzing about!)

This isn't just another snooze-worthy presentation – it's your golden ticket to formulation fame in a category that refuses to rest. Moderated by Cassie Smith, senior editorial content director at SupplySide, panelists include Jennifer Greer, senior director of medical education at Thorne; Colleen Madden, VP of innovation at CK Ingredients; and Marc Moulin, director of clinical services at KGK Science Inc.

Bring your burning questions, your wildest formulation dreams and maybe a coffee (you'll need it to keep up). Let's revolutionize the sleep space together!

Flavor shouldn't need a passport: Unlocking taste from around the globe

Noon-12:30 p.m. Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY SCOTT MILLER

Many U.S. consumers are craving global experiences – meals that transport them across continents with every bite. This session will reveal how food and beverage brands are importing international flavors into mainstream markets.

Our panel features three distinct perspectives on global flavor development: Dara Rosenfeld, founder of Globetrotter Granola, who transformed her world travels into spice-forward granola blends; Sophia Pollack, senior technical sales and applications manager at Sovereign Flavors, and a French-trained chef and food scientist; and Jonathan Dornell, Ph.D., principal consultant at Crafty Consulting LLC, who applies his biochemistry background to flavor development.

Sourcing authentic ingredients, formulating complex flavor profiles that remain true to their origins and navigating the evolving U.S. palate are just a few of the topics on the table. Whatever global flavors you want in your product line, this session will provide a roadmap for creating taste experiences that resonate with today's most adventurous consumers.

Too supplement to be pharma, too pharma to be food

Noon-12:45 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

Supplements, pharmaceuticals and functional foods are in a full-blown relationship – and it's getting messy. As brands blur lines across categories and take space in wellness, performance and even disease-adjacent benefits, the question of "who gets to play with what ingredient" is heating up. Drug preclusion rules are being tested, pharma collabs are popping up and regulatory gray zones are getting grayer. This session will spotlight real-world examples – ingredients like NAC (N-acetylcysteine), NMN (nicotinamide mononucleotide) and CBD (cannabidiol) – and how regulatory red flags, pharma filings or shifting FDA interpretations have thrown a wrench into the mix.

Moderated by Rick Polito, editor-in-chief of NB.J, speakers include Kevin Bell, partner and co-chair of the intellectual property (IP) group at Arnall Golden Gregory LLP; Megan Olsen, SVP and general counsel at Council for Responsible Nutrition (CRN); and Jennifer Cooper, president of Enova Science.

This session is underwritten by Acme-Hardesty.

Lunch Brief – The creatine market shift: Fueling product innovation beyond performance

Noon-1 p.m., South Pacific Ballroom A, Lower Level
BY KAREN RATERMAN

Creatine is stepping into the wellness spotlight by redefining what vitality means in a range of new products addressing areas such as cognitive health, women's wellness, cellular energy and longevity. This session brings together experts from across the field to decode the research and discuss creatine's wellness benefits beyond sports performance. The dynamic discussion will be moderated by Pamela Peeke, M.D., founder and CEO of The Peeke Performance Center for Healthy Living. The panel of leading scientists and category experts includes Richard Kreider, Ph.D., professor and director at the Exercise and Sports Nutrition Lab at Texas A&M University; Susan Kleiner, Ph.D., RD, owner of High Performance Nutrition; Darren Candow, Ph.D., professor and director of the Aging Muscle and Bone Health Laboratory, director of research for the Athlete Health and Performance Initiative, faculty of kinesiology and health studies at the University of Regina, Canada; Jeffrey Stout, Ph.D., Pegasus Professor and director at the School of Kinesiology and Rehabilitation Sciences and at the School of Kinesiology and Physical Therapy at the University of Central Florida.

You won't want to miss learning why creatine might be the most underrated molecule in the market and how its benefits are reshaping the conversation around whole-body well-being. This brief is an invite-only event, so secure your spot by reaching out to tashima.jusu@alzchem.com.

This session is sponsored by Creavitalis.

Lunch Brief – Navigating wellness across a lifetime: From omega-3 solutions to stage-specific body chemistry

Noon-1 p.m., South Pacific Ballroom B, Lower Level

This two-fold learning opportunity explores the role of nutraceutical interventions across life stages and phases, along with the potential of omega-3s to aid global wellness. Jing Xuan Kang, principal investigator and director of the Laboratory for Lipid Medicine and Technology at Massachusetts General Hospital, will explore new scientific and technological advances to create scalable omega-3 solutions and a roadmap for global integration.

And Cepham's father-daughter duo – founder Anand Swaroop, Ph.D., FACN, and Ananya Swaroop, Ph.D., clinical scientist – will share perspective on



gender-specific biochemical changes across life stages, highlighting vital opportunities for industry. They'll explain how hormonal and metabolic chemistry shifts throughout life create unique health vulnerabilities and market opportunities. This brief is an invite-only event. Contact zhouning@ccpitchem.org.cn for more information.

This session is sponsored by Bonerge.

Outsourced, overwhelmed or on point? Finding your manufacturing fit

12:15-12:45 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY SONJA THOMPSON

This focused 30-minute session brings together industry experts Matt Suggs, co-founder and chief business officer of PartnerSlate, and Ronald Puvak, executive director of the Contract Packaging Association, to deliver tangible takeaways on how to best navigate your manufacturing strategy.

When and why should you make manufacturing transitions? Suggs will share co-manufacturer readiness assessment tools that help brands evaluate their current situation objectively, as well as key indicators that signal it's time to consider new manufacturing approaches.

How and what should you consider when it comes to various manufacturing options? Puvak will outline contract negotiation best practices, risk mitigation strategies and industry standards that brands should expect when entering manufacturing partnerships.

Together, these experts will provide a comprehensive framework for making informed manufacturing decisions that align with your brand's growth trajectory, operational capabilities and market positioning – helping you avoid common pitfalls while maximizing opportunities in today's competitive supplement landscape.

This session is underwritten by In the Mix.

Herbs & Botanicals Community Meet-Up **12:30-1:30 p.m., Networking Pub – Booth #212,** **Shoreline, Level 2**

BY KAREN RATERMAN

Connecting with another herbalist is like “meeting an old friend you didn’t know you had.” That’s how industry pioneer Peggy Brevoort, founder and former CEO of East Earth Herb, described the early days of the herbal industry, before the formation of groups like the American Botanical Council (ABC), American Herbal Products Association (AHPA) and American Herbal Pharmacopoeia (AHP). Community was important then, Brevoort added in the August 2022 HerbalGram article about the 40th anniversary of AHPA, because “we didn’t have a legal category [for herbs, per se] and most people thought we were quacks and crazies.”

If you long for that kind of connection or reconnection with fellow plant people, head to the Networking Pub for this community meetup organized in partnership with ABC, AHP and AHPA. Share your expertise and passion for plants and make lasting connections both personally and for your business.

Fortified, not just fluff: Why this strategy still slaps

12:45-1:15 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY HEATHER CARTER

While not as flashy as novel ingredients or trendy flavors, fortification remains the backbone of successful food formulation in today’s health-conscious marketplace. This illuminating session reframes nutrient enrichment as a strategic competitive advantage that helps brands secure coveted shelf space and build lasting consumer trust.

Moderated by Heather Carter, SupplySide Food & Beverage Journal’s associate editor, the panel features two fortification pioneers: Judi Jones, national sales manager at NutriFusion, who brings extensive expertise in whole-food-derived nutrient blends that enhance nutritional profiles without compromising taste or texture; and Jessica Cusovich, technical innovation manager at Riverside Natural Foods, whose background in developing commercially successful fortified products provides practical insights on market-ready applications.

Attendees will discover next-generation fortification approaches beyond basic vitamin addition – from magnesium-enhanced beverages to fiber-enriched snacks and strategically layered

functional nutrients in everyday formats. The discussion will cover emerging fortification trends, evidence-based efficacy data, consumer preference insights, and critical FDA compliance considerations that impact labeling and marketing claims.

This session transforms the perception of fortification from a technical necessity to a powerful tool, equipping product developers and marketers with timely strategies to meet consumer demands for nutritionally optimized foods while navigating regulatory requirements.

Ugly leftovers, big ideas: Building next-gen ingredients from what’s left behind

12:45-1:15 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY AMANDA WHITE

Beyond the sustainability buzzword, upcycling ingredients involves complex challenges and remarkable creativity. This roundtable discussion brings together four pioneers who are transforming “waste” into valuable nutrition.

Maya Ashkenzai, founder and CEO of Maolac, will reveal how her company’s AI platform identifies bio-identical proteins in bovine colostrum that mirror breastmilk components, creating premium protein blends from previously underutilized resources. Amanda Jepson, president of Biova, will discuss navigating regulatory hurdles with egg membrane ingredients and how processing variations unlock different applications despite inconsistent raw materials.

Mauro Trevisani, general manager for North America and division manager of taste modulation solutions at HealthTech Bio Actives (HTBA), brings decades of experience extracting valuable flavonoids from discarded oranges; and Upcycled Foods’ CEO Dan Kurzrock’s insights on scaling these resources from concept to commercial viability will be particularly valuable for brands looking to enter this space.

Together, they’ll tackle the questions that matter: What makes certain byproducts worth rescuing? How do you overcome formulation challenges with inconsistent inputs? And critically, how do these ingredients perform in real products when it comes to taste, texture and shelf life?

Join us for this candid conversation where transformative ideas about colostrum, eggshells, fruit pulp and byproducts demonstrate how today’s “leftovers” are becoming tomorrow’s premium ingredients.



Skunny BioScience
Innovation Changes Lives

What's hot about Megafullife® 98nTG fish oil?

*Innovation: **MEGAFULLIFE**® 98nTG fish oil - The 4th generation
high absorption omega-3 EPA DHA*

- ✓ 100% Natural Form
- ✓ Higher Safety / Stability
- ✓ Better Taste
- ✓ Higher Bioavailability

nTG / TRIGLYCERIDE
TG ≥ 98%

 **SupplySide**®
Global

BOOTH#:4531



Skuny BioScience
Innovation Changes Lives

Company: Skuny BioScience Co., Ltd.

Contact: Ellen Gou

Title: Overseas sales director

Website: skuny.com/en/

SSG Booth #: 4531

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

The 98nTG fish oil series possesses the potential to be a game-changer. Since fish oil products first appeared on shelves as natural 1812TG formulations, the industry has evolved to increase EPA/DHA concentration – first with second-generation ethyl ester (EE) fish oil to reduce dosage while enhancing efficacy, then progressing to third-generation re-esterified triglyceride (rTG) fish oil through re-esterification processes that realign with consumers' demand for natural products.

However, both second- and third-generation fish oil are produced using ethanol and chemical processing methods. In contrast, Skuny Bioscience's breakthrough fourth-generation 98nTG natural fish oil is manufactured without ethanol or chemical solvents. Leveraging proprietary technology, we deliver nTG fish oil with an identical structure to its natural form – providing consumers with a safer, more stable and higher bioavailability product.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

As an omega-3 specialist with 20 years of manufacturing expertise, Skuny Bioscience has established comprehensive production lines for fish oil, algal oil and plant-based omega-3 oil. Skuny Bioscience has always selected high-quality Peruvian fish oil for its brand. In 2023, the reduction in Peru's fish oil quota prompted Skuny Bioscience to optimize its production and layout.

- 1) Fish oil – Delivering premium fish oil including our 4th-generation 98nTG formula to empower brands.
- 2) Algal oil – Introducing proprietary EPA+DHA algal oil solutions with patented technology, expanding brand options.
- 3) Build four technological platforms – MSET®, SOB/SET®, BtBLife®, and VCFI-BRT™ systems. Optimizing concentration purification, quality enhancement and performance optimization. Driving production efficiency to deliver cost-effective solutions.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

At Booth #4531, you will find:

- **Expert team:** Our specialists will be available to discuss

product-specific data, including bioavailability metrics and carbon footprint analysis, addressing your unique interests in real time.

- **Product samples:** Explore and taste our fish oil, algal oil and plant-based omega-3 samples and finished products.
- **Innovation showcase:** Discover the latest industry advancements, including Sn-2 DHA and PL-DHA – next-generation ingredients shaping the future of omega-3.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

In recent years, the pandemic has heightened consumer awareness of natural health products, driving steady growth in the fish oil market. As evidenced by GOED and other authoritative data sources, demand for concentrated fish oil continues to rise – demonstrating consumers' persistent pursuit of more effective, premium-quality, and naturally derived products.

This unwavering consumer demand for excellence has been the driving force behind our continuous product innovation and industry-leading advancements.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

In the past two years, our most significant challenge was scaling up mass production of the revolutionary 98nTG fish oil series. While we had invested over a decade in nTG research – conducting extensive stability tests and bioavailability studies – we encountered unexpected hurdles during commercialization in late 2024. Initial production batches showed unsatisfactory yields, delaying our scale-up timeline. Through exceptional cross-departmental collaboration between R&D and production teams, plus implementation of our proprietary vertical continuous-flow production system, we successfully resolved these challenges. This breakthrough enabled Skuny Bioscience to achieve an annual production capacity of 8,000 tons for our premium fish oil series.

This experience not only demonstrated our technical team's profound expertise but also showcased world-class problem-solving capabilities and teamwork – core competencies that continue to drive our innovation leadership in the omega-3 industry.

You knew us as



You'll love us as



Vibrant
Ingredients

**Innovation Looks
Different Here.**

Come taste it for yourself.
SupplySide Global
Booth #4781



We're Vibrant. And So Is What's Possible.

We've always been passionate about helping the world eat and drink better. Now, with our expanded portfolio, industry-leading technologies, and deep expertise, we've united under one bold name: **Vibrant Ingredients.**

Our mission is simple: transform the future of food and beverage, naturally. From functional wellness to flavor breakthroughs, we deliver ingredients that inspire, perform, and connect with consumers on every level.

The name is new. The possibilities are limitless.

- **Natural Flavors**
- **Cold Brew Coffee Extracts**
- **Tea Extracts & Essences**
- **Botanicals, Fruits & Vegetables**
- **Functional Nutrition**
- **Food Protection & Preservation**
- **Foodservice Beverages**

Vibrant is who we are, what we do, and how we do it.



Company: Vibrant Ingredients

Contact: Jillian Hermanowicz

Title: Vice President, Corporate Marketing & Communications

Website: vibrantingredients.com

SSG Booth #: 4781

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

We are much more than an ingredient supplier. Vibrant brings a systems approach to ingredient solutions to deliver exceptional flavor and functional performance. With vertically integrated capabilities, U.S.-based manufacturing, and a proven track record of innovation and execution, we help our customers accelerate to market without compromising on quality, taste, or safety. We are creating new products for our customers that delight their customers and broaden categories.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

Consumers are now demanding natural, clean label products more than ever and as brands reduce sugar, sodium and other enhancers, they often lose elements that contribute to flavor balance and body. Natural flavors serve as the bridge between clean label and craveable, filling sensory gaps, rounding out profiles, and bringing balance to products to create satisfying experiences that keep consumers coming back.

We help brands formulate products with natural extracts and flavors that are recognizable, functional and craveable. Everything we do is grounded in flavor centricity, where creating and highlighting complex, innovative and memorable flavors is the central focus. It's the anchor for trial, it drives repeat purchases, it defines a brand's identity, and most importantly, it fuels innovation. It's a smart way to deliver a cleaner label without sacrificing taste.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

We were Florida Food Products. Now we are Vibrant! Because our offering is vast, our booth experience will be as well. All of our experiences deliver on clean label and great taste.

We will have four stations set up to discuss consumers' need

states – relax, hydrate, focus, and energize. We will listen to the ideas of attendees and help define the vision with our expertise, innovation, trend data, and marketing analysis and identify the natural ingredients to make it real.

We will highlight our product portfolio:

- **Natural flavors**
- **Botanicals, fruits, and vegetables**
- **Cold brew coffee extracts**
- **Functional nutrition**
- **Tea extracts and essences**
- **Food protection and preservation**

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

Our company's mission has always been to develop delicious, clean label, natural ingredient solutions. The marketplace has caught up to our offering. Today's consumers are more knowledgeable about ingredients and are seeking out specific functional, clean-label ingredients. Our customer and technical teams focus on greater collaboration to deliver exceptional taste experiences and functional performance to the market with speed and precision.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

Our company was founded in 1954, and we pioneered the natural ingredient business. In the last few years, the industry has grown and gotten more competitive. As a U.S.-based manufacturer, we are now competing with larger players and a wider definition of natural product attributes. As we faced this challenge, we came to truly appreciate the value of our heritage and the expertise and passion of our team that enables us to deliver a solutions-based approach to product development. Vibrant represents who we are now as a company – quality people who act with integrity to create quality products.



A Step Above Flavor: *Taste*

The indulgent, creamy chocolate baked into a mid-day snack bar. The crisp citrus of a refreshing, seasonal prebiotic soda. The surprising delight of an adaptogen candy. All without the distraction of functional ingredients.

Get good taste, from start to finish.

- Dedicated flavor lab
- Trend forecasting
- Smile-defining flavors
- Sustainable extracts
- Masking & modulation



Company: Virginia Dare Flavors & Extracts

Contact: Philip Caputo

Title: Marketing & Consumer Insights Manager

Website: virginiadare.com

SSG Booth #: 3457

SupplySide Global: **What's hot** digital issue Q&A

What's the one game-changing insight about your business that you wish the industry understood better?

There's a misconception that function can outweigh flavor. The truth is, *appealing* flavor makes function viable. A product with cutting-edge ingredients or meaningful benefits still has to taste great to earn repeat purchase, and that's where many brands often fall short. Especially as formulations get more complex with sugar reduction, plant-based inputs and natural ingredients, consumer-desired flavor profiles have to be part of the strategy from the very beginning.

As you look ahead to the next five years, what emerging market trends, supply chain hurdles and/or sustainability priorities are shaping your strategy?

The push for natural ingredients, recognizable certifications and full supply chain transparency is only getting stronger. Consumers want to know what they're putting in their bodies, and they want the story behind those ingredients to align with their values.

That being said, clean labels don't exist in a vacuum, and creating one that's successful is about more than natural, sustainable or locally sourced ingredients. It's about ensuring those ingredients work in the real world of formulation, scale and compliance. We're already helping brands navigate these strategies so they can meet the moment with flavors that are both responsible and irresistible.

What makes your booth at SupplySide Global a must-visit destination? What unforgettable experiences, insights or innovations can attendees expect?

Our booth will highlight trending products from our three **innovative product** platforms: Taste Foundations™, Taste Improvement™, and Taste Collaboration™. These platforms focus on delivering preferred taste through clean-label extracts and custom flavor profiles created for products that offer health benefits without compromising on the sensory experience. Attendees can enjoy samples of various Virginia Dare flavors and extracts in the form of a gut-healthy sparkling RTD tea, a gummy fortified with four different functional mushrooms, a creatine chew and more.

Reflecting on the past year or two, what transformative shift has propelled your company forward in the natural products industry?

In our rapidly growing and competitive functional products market, taste is just as important, if not more important, than nutrition. With so many emerging options gaining popularity, consumers simply won't accept dull or off tastes to achieve their nutrition goals. They're still looking for something satisfying.

Taste modulation, flavor masking and characterizing flavors help brands overcome the challenges of functional ingredients like mushroom extracts, clear whey and magnesium, to name a few. Virginia Dare's custom flavor solutions suppress bitterness, balance saltiness, restore the impact and taste of reduced sugar products, and mask negative taste or off-flavors – this expert fine-tuning is what separates ordinary products from the exceptional and memorable sensory experiences that consumers crave.

We are full-service partners with brands in crafting original, one-of-a-kind flavor experiences. Every day, our product development experts and creative flavorists work with formulators to pick the right flavors to complement functional ingredients in their applications.

What has been the most formidable challenge your company has conquered in the past year or two, and how has it shaped your resilience?

One of our biggest challenges has been navigating a rapidly changing market while continuing to innovate. We've accelerated our innovation pipeline to address evolving formulation challenges and meet shifting consumer expectations for taste, function and clean labels. At the same time, we've adapted to market dynamics – from raw material shortages and price volatility to an increasingly complex regulatory environment. Internally, we've streamlined processes and refocused priorities to better serve our employees, customers and end consumers. These experiences have strengthened our resilience, sharpened our agility, and reinforced our ability to deliver creative, high-quality solutions under any circumstances.

Collagen peptides are so hot right now

1-1:30 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY DUFFY HAYES

The remarkable rise of collagen peptides extends far beyond traditional beauty applications. While their efficacy in nutricosmetics is well-established with robust clinical validation and strong consumer adoption – Glanbia Nutritionals reports that a full 6% of U.S. consumers recently have incorporated collagen into their regimens – these versatile bioactive compounds are now revolutionizing multiple wellness categories.

This forward-thinking session will investigate the expanding horizons of collagen peptide applications across sports performance, recovery optimization, stress management, mood enhancement and comprehensive healthy aging solutions.

The session agenda includes a presentation from Gelita's Head of Global Marketing and Innovation for Beauty Lara Niemann, who will highlight emerging research and market applications in the athletic performance sector. A follow-up discussion with Elijah Magrane, director of product development and quality with leading brand NativePath, will illuminate collagen's untapped potential beyond conventional beauty applications, examining its significant contributions to general nutrition, longevity science and skeletal integrity – opening strategic pathways for new products and consumer engagement.

Trendspotting: The supplement trends guided tour that cuts through the noise

1-2 p.m., Tour Desk – next to Bayside Foyer Information Desk

BY JEN KIEFFER

Why wander the vast Expo Hall when you can get straight to the discoveries that matter? Join NBJ Content and Insights Director Bill Giebler for an exclusive one-hour guided journey through the most groundbreaking developments in the supplement space. Registered participants should gather a few minutes early at the Tour Desk (across from the Bayside Food Court) to gain privileged access to visionary companies revolutionizing the supplement landscape through cutting-edge ingredients, services and market strategies. Experience firsthand what's driving consumer demand and shaping future formulations. This curated showcase features exclusive stops at



industry pioneers AIDP Inc., ASPURUS Shatavari, CJ BIO, Marinova Pty Ltd, Novonesis, and Phynova Group Ltd.

Then cap off your tour at the SupplySide Networking Pub from 2-2:45 p.m. Connect with fellow industry professionals, engage directly with the trendsetting exhibitors you've just discovered and discuss potential collaborations over complimentary drinks.

This session offers insight into an industry where transparency is paramount, as brands self-navigate doing what's right for pets and staying on the right side of regulators.

No delays, disruptions: Achieving operational readiness for food and beverage brands

1:30-2 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

Don't let your new facility launch become a recipe for disaster! In this session, Cassie Smith, senior editorial content director at SupplySide, will chat with Ken VonderHaar, director of client engagement at CRB. They'll serve up fresh insights from hundreds of industry leaders on operational readiness – a crucial step that should be baked into the process from the start. Based on real-world data, VonderHaar will share practical frameworks to help you avoid those "we should have thought of that sooner" moments that lead to delays, budget overruns and production headaches. Learn how to seamlessly transition from construction to operation, optimize your commissioning process and hit your targets without the usual growing pains. Come hungry to learn and leave with a full menu of strategies for operational success.

Functional or forbidden? Navigating the gray area of pet treats with health benefits

1:30-2 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY AMANDA WHITE

Beyond simple indulgences, today's pet treats increasingly promise health benefits, but this category comes with regulatory complexity. This candid conversation brings together pet nutrition experts to explore the challenging space where pet nutrition meets wellness claims.

Our expert panel will examine the current regulations surrounding functional pet treats targeting specific health concerns like anxiety, joint health and digestive wellness. Technically no "dietary supplement" category is strictly monitored for animals (as opposed to feed or drugs), thus creating significant challenges for brands operating in this area.

Todd Harrison, partner at Venable LLP, will unpack the legal realities; for instance, products with active ingredients risk classification as unapproved drugs, yet enforcement varies dramatically across states. He'll discuss why only 17 states follow the Association of American Feed Control Officials' (AAFCO) guidelines and how this patchwork approach can create confusion for manufacturers and consumers alike. Mike Uckele, CEO of Uckele Health & Nutrition Inc., and Bill Bookout, president and founder of the National Animal Supplement Council (NASC), will explore the regulatory gray area of pet treat labeling.

Together, our experts will address pressing questions: Should there be a dedicated regulatory category for functional pet products? How can brands balance creativity with compliance? And what strategies minimize risk while still delivering products pet owners increasingly demand?

Smarter, faster, cleaner: How AI is reshaping supplement innovation

1:45-2:15 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY REBECCA BURNS

"Artificial intelligence" isn't just a buzzword – it's reshaping the supplement industry in ways we never imagined. Join us for this forward-thinking session as we explore how AI-powered predictive modeling is revolutionizing product development, from optimizing bioavailability to forecasting efficacy and streamlining formulation decisions. Learn how leading companies are leveraging AI to unlock the full potential of complex compounds like terpenes,

peptides and fungi, paving the way for smarter, faster and cleaner innovation.

Gain insights from industry trailblazers Susan Trapp, CEO and co-founder of Terpedia; Pelin Thorogood, co-founder and executive chair of Radicle Science; and Nora Khaldi, Ph.D., CEO and founder of Nuritas, as they share their expertise on how AI is driving the future of wellness. Whether you're looking to shorten R&D cycles or bring precise, data-driven solutions to market, this session will provide viable strategies to integrate AI into your roadmap.

Be part of the conversation shaping the next frontier of supplement science. This is your chance to see how technology is transforming wellness!

This session is underwritten by In the Mix.

Supplement Trends Mixer

2-2:45 p.m., Networking Pub – Booth #212, Shoreline, Level 2

BY ELIZABETH SMITH

Make your way to the SupplySide Networking Pub and keep the supplement buzz going. Whether you participated in the supplement show-floor tour or simply want to network, this is your opportunity to connect with the gifted minds behind today's most talked-about supplement trends. This exciting addition to this year's event offers the perfect setting to continue meaningful industry conversations in a relaxed, engaging atmosphere.

Conveniently located within the Expo Hall, the Networking Pub features comfortable seating areas designed to foster connection and collaborative discussions. Sip, socialize and dive deeper into the ideas shaping the future of health and wellness, all while forming valuable relationships that extend beyond the show floor. Industry leaders and fellow attendees gather here to exchange insights, share experiences and explore potential partnerships. Don't miss the chance to transform casual conversations into business possibilities.

Built, not raised: The rise of cultivated, plant-based and printed proteins

2:15-2:45 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY SCOTT MILLER

The protein revolution is here, there and everywhere, transforming how we conceptualize, produce and consume one of our most essential nutrients. This forward-thinking session dives into the rapidly evolving world of alternative proteins, which have begun offering unprecedented opportunities for

sustainability and ethical sourcing.

Join industry pioneers Paul Shapiro, CEO of The Better Meat Co. and bestselling author of “Clean Meat,” and Jasmin Hume, Ph.D., founder and CEO of Shiru, an AI-driven protein discovery platform that was named a Time Best Invention of 2024. These visionaries will unpack the complex challenges and breakthrough solutions redefining the alternative protein landscape.

What does it take to scale alternative meats from concept to commercial reality? Find out in this session, which will also explore the emerging legislative frameworks adapting to regulate these novel food technologies. Whether your focus is on boosting sustainability, solving the texture and nutrition puzzle, or navigating compliance hurdles, this session will deliver practical know-how about how alternative proteins are shaping the future of food.

Ingredient Idol: Unveiling the next breakthrough ingredients for food and beverage innovation

2:15-3:30 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY AUDARSHIA TOWNSEND

Celebrating its second year at SupplySide, the food-and-beverage-focused version of Ingredient Idol will immerse R&D and marketing professionals in a high-stakes competition, spotlighting emerging ingredients with potential to revolutionize the food and beverage landscape. Witness a curated selection of finalists present their novel food or beverage ingredients in rapid-fire pitches, highlighting the unique attributes, scientific backing and market viability of each to a panel of experts. Through the judges’ insightful questions, comments and evaluations, you’ll gain a deeper understanding of the critical factors driving ingredient development (and have a few laughs while you’re there).

Our esteemed judges are Sam Kressler, principal at Stir Innovation; Nadia Kemal, managing partner at Topi Ventures; Daniel Scharff, founder and CEO of Startup CPG; and last year’s winner Paul Petersen, global alternatives protein leader at ICL Food Specialties.

Quality control, adulteration and counterfeits: Oh, Amazon!

2:30-3 p.m., Supplement Solutions Stage – Booth #957, Shoreline, Level 2

BY CASSIE SMITH

Is your brand vulnerable on Amazon? Join us for



an important 30-minute session that tackles the dark side of e-commerce success. While Amazon offers unprecedented market reach, it’s also become a breeding ground for counterfeits, adulteration and mislabeling that can devastate your brand’s reputation – as well as the industry’s as a whole.

Dive into the murky waters of quality control with industry experts – Amanda Storjohann, director of product formulation at Niagen Bioscience; Katie Banaszewski, senior director of quality at NOW Foods; and Michael Levin, founder of Health Business Strategies LLC – who will decode Amazon’s policies and reveal practical strategies to protect your products. We’ll explore the blurred lines of responsibility between platforms and brands, examine what’s working (and what’s not) in the fight against bad actors, and discuss the growing movement for standardized third-party testing.

Whether you’re already selling on Amazon or considering the platform, this candid, no-holds-barred conversation delivers pragmatic takeaways you can implement immediately. Bring your toughest questions for our interactive Q&A and leave with a battle plan to safeguard your brand in the e-commerce jungle.

Ultra-processed, unapologetic: Turning UPFs into functional power plays

3-3:30 p.m., Future of Food & Beverage Stage – Booth #2409, Bayside F, Level 1

BY DUFFY HAYES

Ultra-processed foods (UPFs) have become a lightning rod for criticism, associated with everything from metabolic disorders to societal decline, but this session will go beyond the controversy and discuss some practical industry

implications and actions. Speakers will illuminate the current reality: UPFs are an established part of our food landscape and the true challenge isn't avoiding the classification – it's transforming it.

Session participants will examine why consumers struggle to define UPFs and how forward-thinking brands can leverage this ambiguity through strategic messaging that addresses concerns head-on, and with meaningful certifications that build consumer trust.

Megan Westgate, founder and CEO of The Non-GMO Project, the Food Integrity Collective and the Non-UPF Verified program, will present some of the industry initiatives making waves. Weslee Glenn, VP of innovation at Ayana Bio, will sit for a discussion about appropriate industry responses to UPF concerns.

In short, consumers may not fully grasp what constitutes a UPF – but when products deliver on taste and functionality, perfection isn't necessarily the standard.

Probiotic comedy show: Laughter is the best supplement

4-4:30 p.m., Innovation Stage – Booth #5014, Bayside D, Level 1

BY SANDY ALMENDAREZ

Puppets! Singing and dancing! Laughter! You will definitely be sorry if you miss our much-anticipated and never duplicated, “Probiotic comedy show: Laughter is the best supplement,” closing out the Innovation Stage on the final day of SupplySide Global. The one and only attorney-by-day, probiotic-comic-by night Ivan Wasserman, managing partner at Amin Wasserman Gurnani, will once again be joined by Stanley T. Probiotic, chief executive puppet, and friends (this year, many friends) to end your Expo Hall experience on an upbeat and silly note. In addition to gut-busting jokes about colony forming units (CFUs) and microbiome statuses, we will also be celebrating the success of the Women In Nutraceuticals (WIN) nonprofit that promotes gender parity in the supplement industry. This is the best show in Vegas – and we can't promise you'll get a seat if you show up late.



What's Up With Supps SupplySide Carnival Closer

7-11 p.m., Swingers Golf Las Vegas at Mandalay Bay

Mingle with industry pros while practicing your putt! Join What's Up With Supps for the official closing party of SupplySide Global at Swingers Golf Las Vegas – where networking meets wild mini golf, gourmet bites and carnival-style games in an over-the-top, unforgettable atmosphere.

Every ticket supports the Williams-Franklin Foundation, helping students at historically black colleges and universities thrive with scholarships and career opportunities. Don't miss the fun, connections and impact!

In partnership with What's Up With Supps. Separate registration required. Purchase tickets from What's Up With Supps or get more information (yes, there will be a costume contest!) through [this link](#).

Product Development Theater: Science and technical know-how to create winning products

BY FRAN SCHOENWETTER

Stop by both locations of the Product Development Theater (Booth #8011 and #8076) in the Expo Hall to learn about the newest ingredients and gain the intel needed to power your next product. These exhibitor-presented education sessions are devoted to ingredient- and service-specific science, applications and formulation technologies – all designed to help you kick-start your process and stay ahead of market demand.

Product Development Theater, Booth #8011, Bayside B, Level 1

11 a.m.-2:50 p.m.

11-11:20 a.m. Kerry – Supporting women's health across life stages

11:30-11:50 a.m. Balchem

12-12:20 p.m. Select Custom Solutions –

Colostrum uncovered: From specification to application

12:30-12:50 p.m. Jiangsu Yichao Health

Technology – Redefining sports nutrition: High-potency soft chews for active lifestyles

1-1:20 p.m. Bonerge – Health trends in the oral health supplement industry

1:30-1:50 p.m. TopGum – TopGum masterclass:

The art and science of gummies

2-2:20 p.m. Maypro – Astaxanthin evolved:

Stronger, cleaner and smarter

2:30-2:50 p.m. Bioriginal

Product Development Theater, Booth #8076, Bayside B, Level 1

11a.m.-2:50 p.m.

11-11:20 a.m. PLT Health Solutions

12-12:20 p.m. Wecare Probiotics – Microbiome-driven weight management: Probiotic strategies and clinical outcomes

12:30-12:50 p.m. Rousselot – Nextida GC: A natural approach to GLP-1 innovation