

What's hot 2024

Top trends, insights
and innovations
powering this year's
**SupplySide West and
Food ingredients
North America**



SupplySide[®]
WEST

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**KSM-66
Ashwagandha**[®]

WORLD'S BEST ASHWAGANDHA



Fi North America

OCT. 28-31, 2024 | EXPO HALL OCT. 30 & 31 | MANDALAY BAY, LAS VEGAS

What's hot at SupplySide West

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A SPECIAL ALL-DIGITAL ISSUE

October 2024

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SUPLYSIDE EDITORS' CHOICES

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North America

Show dates:
Oct. 28-31, 2024

Expo Hall:
Oct. 30 & 31, 2024

Mandalay Bay,
Las Vegas

**Thank you to our
title sponsor**



**KSM-66
Ashwagandha**

WORLD'S BEST ASHWAGANDHA

Booth #4852

Ixoreal Biomed's clinically proven and award-winning "KSM-66 Ashwagandha" is the highest-concentration, full-spectrum, "root-only" extract of ashwagandha. With a presence in more than 2,600+ products from major supplement companies across the globe, it is the bestselling ashwagandha on the world market today.

Via 32 clinical studies, KSM-66 Ashwagandha has been clinically proven to help reduce stress and anxiety; and enhance memory, sleep quality, endurance, immunity, strength, sexual function in both men and women, and testosterone in men. Being the only ashwagandha maker to own the entire supply chain, KSM-66 Ashwagandha holds the highest number of quality certifications (43) of any botanical ingredient on the market.

**Learn more
here:**



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SupplySide — Building a better world together

Within this annual “What’s hot” guide to SupplySide West & Food ingredients North America, you will find all the details about what is happening at the show, from the extensive content programming to the vibrant Expo Hall to the many networking events. Our content experts will guide you through the process of planning your visit and maximizing your return on your time. It is a crucial tool to help you get what you want and need.

Right now, though, I’d like to take a step back from the “what” and think about the “why.” Why do we do this? Why do you do this? Why are we all gathering in Las Vegas? For me, the answer to that question always comes back to one of our core company values and our mission: respectively, to “Build a better world” and to create “More health for more people.”

Of course, we are all running businesses, creating products, complying with regulations, ensuring product safety and quality, solving supply chain challenges, growing our careers, identifying consumer needs, marketing, selling and so much more. But again, why?

I believe that our community is driven by a bigger mission than the individual components that make up what we do. You and the other 20,000 talented people who will gather in Las Vegas are there to do great things. You and your mission (and every other person’s mission) ... that is what is truly “hot.”

Each time you bring a healthy product to market, each time you improve a piece of the supply chain, each time you solve a formulation challenge, each time you ensure that a product is safe, each time you help a person (sometimes called a “consumer”) make their life and the lives of those they love better/healthier/happier ... you are building a better world. You are bringing more health to more people.

Our role is to be your partner along that journey, and provide you with the information, resources and connections to bring your vision to life. That is why we do what we do.

As you make your plans, schedule your meetings and delve into all the details that will make your time at the show successful, please remember how important your work and your presence is. Remember why you do this and the impact it has on so many people. And then multiply that impact by the 20,000 colleagues joining you at the show, and then multiply that by the many thousands of colleagues at our companies around the world who will be empowered by your efforts, and then multiply that by the millions (billions?) of people who will be better/healthier/happier as a result.

You are the star of the show. Thank you for the opportunity to play our part. We’ll see you in Vegas! ■



Jon Benninger

VP health and nutrition

<https://www.linkedin.com/in/jonbenninger/>





Company: ABITEC Corporation
Contact: John Tillotson
Title: Technical Business Director
Website: www.abiteccorp.com
SSW Booth #: 4637

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

ABITEC is a custom manufacturer of highly functional lipids designed for a multitude of applications in the nutraceutical and nutritional health markets, including products for cognition support, weight management, sports performance and pet health, along with the solubilization of nutritional ingredients and ingredients for functional foods and beverages. ABITEC's lipid products are manufactured in a c-GMP, FDA-audited manufacturing facility located in the U.S. in Janesville, Wisconsin.

2. How is your business investing in the future?

ABITEC is investing in lipid customization, including facility expansions for new reactors providing greater manufacturing agility, corporate acquisitions that are providing for enhanced lipid design capabilities, and the expansion of business units to provide c-GMP scalable quantities of individually customized lipids for the pharmaceutical and nutraceutical industries.

3. What's one thing you wish more people in the industry knew about your business?

ABITEC has capabilities to support unique lipid customizations and provide agile manufacturing for our customers, as well as the overall customer experience with ABITEC.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can expect information from ABITEC technical experts on how ABITEC's functional lipids can support their nutraceutical and nutritional formulations now and in the future.

Spotlight on sustainability

As part of the Associated British Foods Ingredients Group, ABITEC observes a variety of activities focused on sustainability. Learn more about ABITEC's focus on sustainability here: abiteccorp.com/en/about-us/sustainability/

ABITEC

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OCT. 28 - OCT. 31, 2024
Mandalay Bay, Las Vegas

ABITEC manufactures functional lipids for a multitude of nutraceutical and nutritional applications:



Cognition



Weight Management



Sports Performance



Pet Nutrition



Functional Food &
Beverage



Emulsification/
Solubilization

CAPTEX[®]
Medium Chain Triglycerides

NUTRI SPERSE[®]
Powdered Lipids

CAPMUL[®] & **CAPROL**[®]
Emulsifiers & Solubilizers

Visit us at Booth #4637 and see how ABITEC ingredients can work in your formulations!


ABITEC
AN ABF INGREDIENTS COMPANY



Company: ADM
Contact: John Powers
Title: Director of Marketing
Website: adm.com
SSW Booth #: 4664

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

ADM is a full-solution partner to help problem solve and define a market-winning approach with our customers – from leading marketing insights and navigating the regulatory landscape to providing product development and commercialization guidance. We support manufacturers in bridging the gaps between taste, texture and nutrition through our extensive plant-based ingredient library and systems, coupled with our formulation expertise and technologies. As a full-solution partner, we help our customers address challenges in an ever-evolving market through our technical advisor approach, ultimately supporting the development of innovative, consumer-preferred protein offerings. Our soy and pea proteins stand out in the alternative protein space, as they help refine the sensory experience and nutritional value of plant-based products.

2. How is your business investing in the future?

At ADM, we continually invest in solutions, capabilities, and technologies to provide outstanding value to our customers and ultimately, consumers. Our recently opened state-of-the-art Protein Solutions Center in Decatur, Ill. exemplifies our commitment to future technology by enabling unique innovation of next-gen alternative protein solutions to meet customer needs and drive global business value. This investment accelerates our texture, flavor and performance optimization for new and existing protein ingredients. It also connects our entire value chain, from farmers to concepts, in one location. We have enhanced our capabilities in science, engineering and processing application know-how to ensure development of consumer-preferred products which will allow us to achieve growth together.

3. What's one thing you wish more people in the industry knew about your business?

ADM invests in research to better understand consumer preferences and address continuous demand for customer innovation. Most recently, we conducted custom consumer research on the new and exciting hybrid product category. We wanted to better understand the consumer needs and motivations regarding plant + dairy products and plant + meat products. Due to the challenging regulatory environment surrounding hybrid products, we have become proactively involved in advocating for labeling initiatives. We also provide exceptional product development know-how and trusted technical support to accelerate speed to market.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We would like them to learn about ADM's breadth of solutions, innovations, and technical expertise to show how we can help companies bring great-tasting nutrition to life. They should stop by the ADM booth to try our Fusion Protein Shake – a delicious, nutritional hybrid drink featuring 30 grams of protein from both plant and animal-based sources. This tasty, smooth protein shake is just 200 calories and the perfect way to help fuel your day. 50% of the dairy, 100% of the taste!

Spotlight on sustainability

At ADM, we define sustainable agriculture as good stewardship of the natural systems and resources that farmers rely on for crop production. The objective of our sustainability efforts is to help our supply chain meet society's commodity needs without compromising our future ability to produce. We offer or participate in various sustainability programs around the world. If you are interested in learning more, please visit us at the ADM booth.



The Best of Both Worlds

Plant + Dairy Solutions

With growing recognition of nutrition's impact on our health and wellness, consumers are more eager than ever to incorporate additional protein into their diets. Discover how blended plant + dairy solutions deliver the diversity consumers desire.







Learn More at
adm.com/dairy

Schedule











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SCHEDULE

Monday, Oct. 28

7am-5pm	Registration and badge pickup	Click here to view all registration hours and locations.	★	 FENCHEM Ingredient Technology	
8am-5pm	NSF training – 21 CFR 111 dietary supplement GMP overview (part 1)	South Pacific Ballroom A	*		💰
8am-5pm	NSF training – Vendor qualification and audit training	South Pacific Ballroom B	*		💰
8am-4pm	NSF training – Dietary supplement claims substantiation	South Pacific Ballroom C	*		💰
2-4pm	Education session – Healthy aging: The biology, chemistry and technology of adding quantity and quality years	Islander Ballroom E			💰
2-4pm	Education session – Conquer food and beverage science challenges: From fortification to food safety	Islander Ballroom C			💰
2-4pm	Education session – Ingredient claims and legal flames: An interactive workshop to dodge regulatory heat	South Pacific Ballroom F			💰
2-4pm	Education session – Active nutrition category updates: The regulatory, market and scientific landscape of products and ingredients	Islander Ballroom H	▲	 GELITA Improving Quality of Life  Givaudan Human by nature	💰
2:30-4pm	Professional development workshop – Building the right team: How to make your next hire the most impactful	South Pacific Ballroom D			💰

Tuesday, Oct. 29

7am-8pm	Registration and badge pickup	Click here to view all registration hours and locations.	★	 FENCHEM Ingredient Technology	
8am-5pm	Taylor & Francis Bookstore	Booth #7800	○	 Taylor & Francis	
8am-5pm	NSF training – 21 CFR 111 dietary supplement GMP overview (part 2)	South Pacific Ballroom A	*		💰
8am-5pm	NSF training – ISO 22716 GMPs for cosmetic and personal care professionals	South Pacific Ballroom B	*		💰
8am-4pm	NSF training – Dietary supplement label compliance	South Pacific Ballroom C	*		💰
9am-5pm	Zen Den	Tradewinds E	★	 Lycored	
9-10:30am	Professional development workshop – The power of effective communication: Build your leadership communication toolkit	South Pacific Ballroom D			💰
9-11am	Education session – Women's health: The trends, clinical studies and ingredients helping women thrive	South Pacific Ballroom F	▲	 BIOGROWING  iff HEALTH SCIENCES	💰
9-11am	Education session – Supplements 101: An exploration of dietary supplement foundations	Islander Ballroom H	○	 WIN WOMEN IN NUTRACEUTICALS  CASEY INGREDIENTS	💰

Schedule









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SCHEDULE

Tuesday, Oct. 29

9-11am	Education session – Microbiome market madness: Opportunities, innovations and insights	Islander Ballroom E	▲		💰
			○		
9-11am	Education session – The science behind functional beverages: Innovate and differentiate next-gen drinks	Islander Ballroom C			💰
1-3:45pm	Knowledge and networking session – Pulse check: Uncovering supplement consumer insights and trends	Islander Ballroom E	▲		💰
1-3:45pm	Knowledge and networking session – Formulating with functional ingredients: How to make health taste good	South Pacific Ballroom F			💰
1-3:45pm	Knowledge and networking session – After 30 years of DSHEA, the question is: What now?	Islander Ballroom H			💰
1-3:45pm	Knowledge and networking session – Functional mushrooms: Sources, standards, species and science	Islander Ballroom C			💰
4-5:30pm	#WINtogether Gender Equity Networking Reception	Bayside Foyer	○		
5-7pm	First-Time Attendee Reception	Border Grill at Mandalay Bay			💰

Wednesday, Oct. 30

7am-6pm	Baggage check	Bayside F Foyer Shark Reef Foyer			
7am-5:30pm	Registration and badge pickup	Click here to view all registration hours and locations.	★		
7:30-8:30am	Wellness Yoga	Level 2, Mandalay Bay Foyer			
8am-5:30pm	Taylor & Francis Bookstore	Booth #7800	○		
9am-5:30pm	Zen Den	Tradewinds E	★		
9-10am	Learning power-hour session – AI-powered precision: Revolutionizing supplement supply chain and formulation	Islander Ballroom H			
9-10am	Learning power-hour session – Unleashing the untapped potential of pet supplements	South Pacific Ballroom F	▲		
9-10am	Learning power-hour session – Unwrapping sustainability: Mastering eco-friendly packaging	Islander Ballroom C			
9-10am	Learning power-hour session – Food and beverage trends: Demystifying the science	Islander Ballroom E	▲		
9-10am	Breakfast brief – Maximizing magnesium for optimal absorption in tablets, capsules and gummies	South Pacific A	★		
9-10am	Breakfast brief – Oxidative stress reduction using novel polyphenolic compounds to improve health and well-being	South Pacific B	★		
9-10am	Breakfast brief – Next-gen nutraceutical rock star ingredients for key growth categories: Abdominal fat, athletic performance, sexual health and sleep	South Pacific C	★		



Company: Akay Bioactives

Contact: Trisha Sugarek MacDonald, Ph.D.

Title: Market Development Manager

Website: akaybioactives.com

SSW Booth #: 4243

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

At Akay Bioactives, we are passionate about unlocking the health potential of nature's botanical treasures through a unique approach that blends ancient wisdom with cutting-edge scientific innovation. We believe our purpose is to harness nature's potential to enhance human health by sustainably transforming natural resources into clinically substantiated bioactives.

Our advanced technologies and decades of accumulated wisdom allow us to rigorously extract, purify and enhance botanical ingredients. Many are optimized for bioavailability or undergo taste and odor masking to ensure maximum health benefits and customer satisfaction. Specifically, FenuMat®, our patented, self-emulsifying hydrogel technology, enhances bioactive nutrient absorption through a clean-label, whole-food approach using soluble prebiotic fiber from fenugreek, without synthetic additives.

Our commitment to sustainability and ethical sourcing ensures our plant-based ingredients are potent and efficacious. We seek out regions where climate, soil, and traditional knowledge converge to cultivate the finest herbs and spices, ensuring they are deeply rooted in cultural heritage.

With over 30 years of innovation, 50+ ingredients, four manufacturing facilities, 30+ patents, and 70+ published scientific papers, we provide clinically substantiated ingredients that meet the growing demand for natural, effective health solutions.

2. How is your business investing in the future?

At Akay Bioactives, we are investing in the future through continuous research, strategic partnerships, and expanding our portfolio of clinically substantiated ingredients. Our collaboration with universities, hospitals and researchers ensures high-quality clinical trials that substantiate the efficacy and reliability of our products, empowering clients to offer the best solutions to their customers.

Sustainability is integral to our operations. Since 2007, we have promoted soil and water conservation, responsible labor practices, integrated pest management, and biodiversity conservation across various regions. This ensures we cultivate the finest herbs and spices while caring for the environment and the people involved.

Additionally, we invest in digital solutions like the Trace Share app, enabling real-time recording of farming activities which fosters accountability and traceability. This empowers our farmers with the tools to cultivate high-quality ingredients while preserving ecosystems.

In our commitment to environmental stewardship, we pledged to plant one million trees in 2010 and have planted 285,815 trees to date, significantly contributing to climate change mitigation and biodiversity preservation.

3. What's one thing you wish more people in the industry knew about your business?

We wish more people in the industry knew about Akay Bioactives' commitment to being an exceptional partner. Our extensive offerings, backed by high-quality scientific research, and our dedication to sustainability set us apart. With our vertically integrated approach and agile partnership model, we empower our partners to accelerate and enhance innovation, supporting in-demand health claims and driving new consumer trends. Our unique combination of rigorous scientific backing, sustainable practices, and collaborative flexibility ensures we can help improve health outcomes and meet the evolving needs of the nutraceutical industry.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to our booth can expect a comprehensive showcase of our clinically substantiated ingredients, many of which feature our innovative FenuMat technology. We will showcase various prototypes, including gummies, decadent chocolates, and free-flowing high-density agglomerated granules suitable for tablets and capsules. Attendees will learn about our latest research findings and discover how our plant-based solutions can enhance product formulations. Our team of experts will be on hand to discuss potential collaborations, answer questions and provide insights into the future of nutraceuticals. Additionally, visitors are welcome to stop by and sample our newest product prototypes, providing a glimpse into the transformative potential of Akay Bioactives' offerings. They won't be disappointed!



Unlock nature
through science.

Marquee ingredients supported by proprietary clinical research and the latest human health studies. Designed for targeted health claims and outcome-driven solutions.



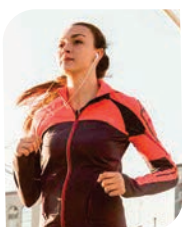
CurQfen®

Patented curcumin complex with FenuMat® technology. Clinically substantiated to support brain, liver, joint, and heart health.



ThymoDream™

Patented black cumin extract, crafted with proprietary cold-press technology. Clinically substantiated for sleep, stress and immunity support.



Capsifen®

Proprietary capsaicinoid complex with FenuMat® technology. Clinically substantiated for healthy weight management and enhanced performance.



FenuSmart®

Patented fenugreek seed extract with unique bioactive composition. Clinically substantiated for comprehensive women's health throughout menopause.

Discover our revolutionary ingredients and explore the opportunities.

SCHEDULE A MEETING WITH US.



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Meet us at **BOOTH #4243**

CLEAN LABEL | VEGAN | NON-GMO | KOSHER | HALAL

www.akaybioactives.com

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



Company: Arjuna Natural
Contact: Bennito Russo
Title: Head of Sales – West Coast
Website: arjunanatural.com
SSW Booth #: 4236

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

At Arjuna, we pride ourselves on our responsiveness to our customers feedback and our ability to pivot and swiftly implement new ideas; ensuring that we continuously meet and exceed expectations. Our unwavering commitment to quality, safety, and innovation drives us to develop ingredients that cater to a broad range of benefits such as supporting healthy aging, lifestyle improvements, and women's health.

2. How is your business investing in the future?

Arjuna is investing in the future by harnessing green energy initiatives, including a fully solar-powered facility to reduce our carbon footprint. We prioritize women's health, addressing a critical market gap with targeted innovations. Our commitment to clinical research drives the development of cutting-edge ingredients, ensuring our products are both effective and scientifically validated.

3. What's one thing you wish more people in the industry knew about your business?

Arjuna values strong partnerships with our customers; we have the ability to customize our ingredients to product specification needs. Additionally, we enjoy working with brands to further our science through partnered clinical research. Arjuna strives to work with brands to develop new and exciting products across multiple sales channels.

Our continued focus is innovative clinical research. We want to include female-exclusive studies that allow us to meet the market demands for women-focused claims and ingredients. Arjuna is the first Indian botanical manufacturer to support sustainable agriculture practices. Arjuna has practiced regenerative farming traditions for decades.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can expect to see new ingredient prototypes such as Ginger Mojito Mocktail stick packs, ashwagandha dissolvable strips, fun giveaways and exciting details on upcoming Shoden clinical studies that focus on women's health.

We also hope to see you at the What's Up With Supps party; we are co-sponsoring the event!

Empowering Women

New Women Focused Clinical

SHODEN[®]

Stop by booth #4236 to find out about new science!



469-586-5220
arjunanatural.com
mail.usa@arjunanatural.com



Schedule

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SCHEDULE

Wednesday, Oct. 30

9-10am	Breakfast brief – The microbiome-allergy connection: Transforming immune responses with biotics	South Pacific D	★	
10am-5:30pm	Expo Hall	Expo Hall		
10am-5:30pm	Discover the "8S" of KSM-66 Ashwagandha – A first-time experience at SupplySide West!	Booth #4852	★	
10am-5:30pm	SupplySide Garden	6500 Aisle	★	
10am-5:30pm	Sustainability Zone	6500 Aisle		
10am-5:30pm	Tasting Bar	Booth #1216		
★				
10am-5:30pm	New Products Zone	Bayside Foyer	★	
★				
10am-5:30pm	IPA Pre-, Pro- and Post- Biotics Center	Booth #5655	○	
			★	
10am-5:30pm	GOED Omega-3 Resource Center	Booth #3555	○	
			★	
10am-5:30pm	National Animal Supplement Council (NASC) Animal Supplements Resource Center	Booth #5811	○	
10am-5:30pm	Headshot Lounge	Bayside Foyer	★	
10am-5:30pm	Expo Putt Putt	Lobby B		
10am-5:30pm	Bark Park	Lobby A		
10am-5:30pm	Co-Packer Pavilion	Lobby F		
★				
10am-5:30pm	New Exhibitor Zone	Hall B		
10am-5:30pm	Build a Better World	D-F Corridor		
10-11:30am	Booth reception – Cargill and Epicor	Booth #4455	★	
10:30-11am	SupplySide Stage – First look: An exclusive preview of SupplySide West & Food ingredients North America 2024	Booth #5764		


 The logo for aspurūs features the brand name in a green, lowercase, serif font. A small 'TM' trademark symbol is positioned to the upper right of the 's'.

Company: aspurus by Waleria

Contact: Komal Baldwa

Title: Founder & CEO

Website: www.aspurushatavari.com

SSW Booth #: 6859

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Ingredients for Women!

Science for Women!

By the Women!

We are a women's first company, delivering scientifically validated & clinically studied ingredients to improve every stage of women's health. Our proprietary ingredient, aspurūs, offers substantiated benefits in the most complained menopausal symptoms including hot flashes, night sweats, fatigue, and sleeplessness etc indicating a tangible enhancement in overall menopausal well-being.

aspurūs is a full-spectrum Shatavari (Asparagus racemosus Willd) root extract-based ingredient standardized to not less than **5% Shatavarins** (main phytoactive constituent). Shatavari is an ayurvedic herb known as the "Queen of herbs" and is recommended for every stage of a woman's life.

2. How is your business investing in the future?

As we look to the future, we are actively listening to our customers, integrating clean labels, lower dosages, and improved claim alternatives into our products. Women's health is an evolving and increasingly recognized market category. While these health concerns have always existed, companies now address them more openly. To stay ahead of this trend, we've been conducting extensive research into the full spectrum of women's issues, from menarche to post-menopause. Each stage of a woman's life presents unique challenges, and we are committed to providing tailored solutions that meet those specific needs.

3. What's one thing you wish more people in the industry knew about your business?

We are an ingredients research company that bridges the gap between traditional Ayurveda and modern science. Our

focus is - continuously innovating science and technology-based natural and holistic solutions to meet the evolving market trends and demands in the women's health segment.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

When you visit our booth at SupplySide West, we'll showcase our peer-reviewed clinical studies, along with upcoming research initiatives targeting broader women's health issues. You'll have the opportunity to explore various prototypes and delivery systems of our unique extract, including samples of gummies, chocolates, granules, powders, and cookies, each designed to make a tangible difference.

We're eager to engage in collaborative discussions about the symptoms women face during peri, pre, and post-menopausal stages and explore how we can work together on new product development.

Beyond our innovative products, you'll also learn about our founder's unwavering dedication and passion for improving the lives of women.

Spotlight on sustainability

Our company is deeply committed to sustainability, not just in the traditional sense of environmental impact, but also in fostering social equity. A significant part of our efforts is dedicated to supporting underprivileged women in rural India as they navigate the challenges of menopause. To achieve this, we donate a percentage of our sales to initiatives that raise awareness about menopause and provide practical solutions for these women. By doing so, we aim to empower and uplift these communities, ensuring that our impact goes beyond products and profits, touching lives in meaningful ways.

aspurū̄s[®]
Standardized Shatavri

MENOPAUSE RELIEF.

Ayurveda knew it Long before
SHATAVARI

New
Published
Science

BOOTH #6859

www.aspurushatavari.com
info@waleriahealthtech.com



Schedule

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SCHEDULE

Wednesday, Oct. 30

10:30-11am	Fi North America Theater – Explore the frontiers of flavor and texture in baking	Booth #1250	
11am-3:50pm	Supplier Presentation Theater	Booth #3077	
★			
11am-3:50pm	Supplier Presentation Theater	Booth #3683	
★			
11am-Noon	Guided tour – Path to Sustainability: A guided tour exploring sustainable solutions in food and beverage	Info Desk, Bayside Foyer	
11am-Noon	SupplySide Networking Hub – Speed Networking	Booth #4614	
11:15-11:45am	Fi North America Theater – Beyond flavor: Unlocking the functional power of global ingredients	Booth #1250	
11:15am-12:30pm	SupplySide Stage – Supply chain sustainability stories: Sustainability in practice	Booth #5764	
Noon-12:30pm	Fi North America Theater – Social media success: TikTok’s impact on food and beverage	Booth #1250	
Noon-1pm	Lunch brief – The future of folate: Fueling innovation in dietary supplements	South Pacific A	★
Noon-1pm	Lunch brief – What’s coming next in supplements and how to get a head start	South Pacific B	★
Noon-1pm	Lunch brief – Kaneka Ubiquinol and mitochondria: Partners for health in surprising ways	South Pacific C	★
Noon-1pm	Lunch brief – Targeting glucose spikes with collagen peptides: New scientific and market research	South Pacific D	★
12:30-1:15pm	SupplySide Networking Hub – Accelerating Newcomers in the Industry	Booth #4614	○
12:45-2pm	Fi North America Theater – Inside Organic: The new consumer’s influence on the organic supply chain	Booth #1250	★
12:45-1:15pm	SupplySide Stage – Addressing health inequity: Opportunity for innovation	Booth #5764	
1-2:30pm	Booth reception – Soft Gel Technologies	Booth #3257	★
1:30-2pm	SupplySide Stage – The real news about fake science: How a flood of fraudulent research is threatening ingredient innovation in the AI age	Booth #5764	
1:45-2:30pm	SupplySide Networking Hub – Functional Beverage Mixer	Booth #4614	
2-3pm	Guided tour – Women’s Wellness Walk: A guided expo tour through women’s health innovations	Info Desk, Bayside Foyer	

Schedule

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Wednesday, Oct. 30

SCHEDULE

2-4pm	Booth reception – Virginia Dare	Booth #2257	★	
2:15-2:45pm	SupplySide Stage – Maximizing impact: Connecting the dots between consumer insights, consumer targets and product strategy	Booth #5764	★	
2:30-4:30pm	Booth reception – BioGrowing	Booth #3529	★	
2:30-4:30pm	Booth reception – WeCare	Booth #6643	★	
2:30-3pm	Fi North America Theater – Swiping right on co-manufacturing: Finding your perfect partner	Booth #1250		
3-3:30pm	SupplySide Stage – Immune health formulation alert: Clinical immune enhancement and cellular health activity from a natural anthocyanin-fucoidan nano complex (AFNC)	Booth #5764	★	
3-3:45pm	SupplySide Networking Hub – Sustainable Packaging Social	Booth #4614		
3-4:30pm	Booth reception – MTC	Booth #3151	★	
3-4:30pm	Booth reception – Venable	Bayside C Lobby, MR6	★	
3-5pm	Booth reception – Vitajoy	Booth #5236-1	★	
3:15-3:45pm	Fi North America Theater – Bioengineered ingredients: The science supports full disclosure	Booth #1250		
3:30-5pm	Booth reception – Merieux NutriSciences	Booth #2873	★	
3:30-5pm	Booth reception – Novonesis	Booth #4673	★	
3:30-5pm	Booth reception – Rousselot	Booth #5641	★	
3:45-5pm	SupplySide Stage – Ingredient Idol 2024: Supplements	Booth #5764		
4-4:30pm	Fi North America Theater – Emerge: Mastering innovation in an unpredictable food landscape	Booth #1250		
4-5:30pm	Booth reception – Kaneka	Booth #2865	★	
4:30-5:30pm	SupplySide Networking Hub – Celebrating 30 years of DSHEA	Booth #4614		
4:45-5:30pm	Fi North America Theater – FoodSide chat: Formulating nostalgic flavors and food offerings for a healthier, sustainable future	Booth #1250		
5:30-7:30pm	LGBTQ+ Allies Networking Reception	South Pacific Ballroom F	○	
5:30-7:30pm	Diwali Celebration	South Pacific Ballroom E		



Company: BioCell Technology LLC

Contact: Douglas Jones

Title: Global Sales and Marketing

Website: www.biocelltechnology.com

SSW Booth #: 2957

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

BioCell Technology is introducing BioCell Collagen ERP (extra refined palatable). This unique ingredient is especially designed for the supplement consumer that prefers the ease of taking supplements in a non-pill format like gummies, chewables, lozenges and lollipops.

BioCell Collagen ERP is a fine white to off-white powder that goes through an extra refining process to remove bitter tones and aftertaste.

2. How is your business investing in the future?

At the 2024 Expo West State of the Industry talk, the experts at New Hope said the U.S. supplement market would grow by \$13 billion between 2024 and 2026. Additionally, according to the 2024 Nutrition Business Journal (NBJ) Condition Specific Report, at 18.6% for 2023, collagen growth in the women's general health category is among the biggest growth numbers in any condition-specific single ingredient. And estimated supplement growth potential in the women's general health and hair, skin and nails categories is poised for 5-7% increases from 2024 to 2026.

Non-pill formats like gummies, chewables, effervescent, powders, lollipops and shots are all expected to see growth in 2024 and beyond, according to the 2024 NBJ Supplement Business Report.

BioCell Collagen ERP is the latest collagen ingredient from BioCell Technology and is positioned to address all these future market conditions. We have invested in almost two decades of clinical trials and research and development activities. BioCell Technology pioneered the applications of hydrolyzed collagen type II, chondroitin sulfate and hyaluronic acid matrix compositions, and was awarded several patents for its invention.

3. What's one thing you wish more people in the industry knew about your business?

BioCell Collagen ERP provides the same naturally occurring matrix of hydrolyzed collagen type II peptides, chondroitin sulfate and hyaluronic acid as original BioCell Collagen. BioCell's unique matrix is not a blend of individual ingredients.

The synergy of biomolecules found in BioCell's unique matrix plays a major role in its efficacy. Various studies – including seven human clinical trials – support the safety, efficacy and bioavailability of BioCell Collagen. Multiple human clinical studies have been conducted on the ingredient, demonstrating that 2 grams daily is effective for joint health (*J Agric Food Chem.* 2012;60[16]:4096-4101), while 1 gram daily is effective for skin benefits (*Clin Interv Aging.* 2012;7:267-273). The outcomes of these studies were presented in scientific conferences and also published in scientific journals.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Please stop by the BioCell Collagen Booth #2957 to taste a sample of BioCell Collagen ERP, learn more about the benefits and discuss the clinical study results.

The statements about this product have not been evaluated by the United States Food and Drug Administration (FDA). This product is not intended to diagnose, treat, cure or prevent any disease.



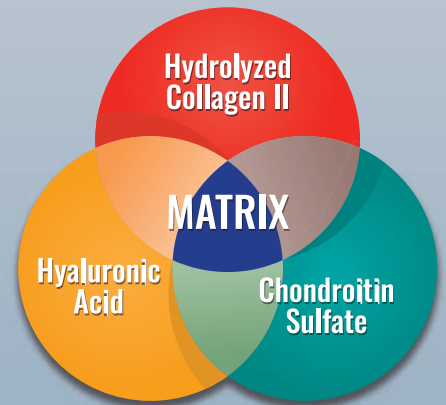
**NOT ALL
COLLAGENS
ARE ALIKE!™**

**Introducing
BioCell Collagen® ERP
(Extra Refined Palatable)**




Especially designed for sensory delivery formats like **Gummy, Soft Chews, Lozenges and Lollipops!**

Manufactured for sensory delivery forms like Gummy, Soft Chews, Lozenges and Lollipops! ERP stands for “Extra Refined Palatable” for the consumer that prefers the ease of taking supplements in a Non-Pill format.



**UNIQUE SYNERGISTIC
INGREDIENT**

 **STOP BY FOR SAMPLES
BOOTH #2957**

info@biocelltechnology.com

| www.biocelltechnology.com



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Schedule

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SCHEDULE

Thursday, Oct. 31

7am-6pm	Baggage check	Bayside F Foyer Shark Reef Foyer		
7:30-8:30am	Wellness Yoga	Level 2, Mandalay Bay Foyer		
8am-5pm	Taylor & Francis Bookstore	Booth #7800	○	 Taylor & Francis
8am-5pm	Registration and badge pickup	Click here to view all registration hours and locations.	★	 FENCHEM Ingredient Technology
9-10am	Breakfast brief – Weight management probiotics support: A new sustainable stress-free approach	South Pacific A	★	 linpharma BIOACTIVES
8:30-10am	Breakfast brief – Mental wellness approaches redefined: The intersection of traditional botanical practices with modern science	South Pacific B	★	 natural REMEDIES
9-10am	Breakfast brief – Harnessing the power of Akkermansia: A new frontier in biotics	South Pacific C	★	 vidya COMMITTED TO NATURE
9am-5pm	Zen Den	Tradewinds E	★	 Lycored
9-10am	Learning power-hour session – Good clinical trial design: Inclusivity as axiom	Islander Ballroom E		
9-10am	Learning power-hour session – Supplement delivery systems: Where technology and demographics have a party	South Pacific Ballroom F	▲	 FrieslandCampina Ingredients THE INSIDE MATTERS  GELITA Improving Quality of Life  vitux patent holder of the ConCordix® technology
9-10am	Learning power-hour session – Personalized nutrition: Crack the food code of nutrigenomics	Islander Ballroom H		
9-10am	Learning power-hour session – Navigating the sustainability minefield: Challenges and solutions for natural products	Islander Ballroom C		
10am-5pm	Expo Hall	Expo Hall		
10am-5pm	Discover the “8S” of KSM-66 Ashwagandha – A first-time experience at SupplySide West!	Booth #4852	★	 KSM-66 Ashwagandha WORLD'S BEST ASHWAGANDHA
10am-5pm	SpookySide West	Expo Hall		 SpookySide WEST
10am-5pm	SupplySide Garden	6500 Aisle	★	 AMIN WASSERMAN GURNANI
10am-5pm	Sustainability Zone	6500 Aisle		
10am-5pm	Tasting Bar	Booth #1216		





Company: Biohm Technologies

Contact: Sam Schatz

Title: CEO

Website: biohmtechnologies.com

SSW Booth #: 6615

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Our unique value proposition lies in our pioneering research into the microbiome, emphasizing the often-overlooked importance of fungi alongside bacteria. What's more, we're able to leverage our extensive dataset of bacterial and fungal populations in the gut to develop targeted microbiome-based products, a departure from the industry's predominant focus on bacteria alone.

Our flagship product, Mycohsa™, is the first data-powered probiotic blend clinically proven to break down digestive biofilms and support optimal levels of both bacteria and yeasts for gut health. Backed by four published human clinical trials and numerous in vitro studies, this probiotic blend represents a groundbreaking approach to microbiome balance. And building on this area of development, we have designed a postbiotic blend demonstrating immune-supporting properties in preclinical trials.

In addition to our data-driven ingredient technologies, we offer brands our gut test kits, powered by Biohm Technologies, for private label. These kits provide comprehensive analysis of both fungal and bacterial species in the gut, delivering easy-to-understand reports and actionable recommendations for diet, supplementation and lifestyle modifications.

2. How is your business investing in the future?

We're committed to continuously investing in our data-driven discovery platform, which we call Symbiont™. This cutting-edge technology is used to identify and select optimal ingredients for microbiome-based products. To further enhance Symbiont's capabilities, the company has recently partnered with Virginia Tech to incorporate artificial intelligence (AI) capabilities, which has already yielded profound predictive capabilities. Incorporating AI will fuel our mission to revolutionize ingredient discovery and formulation capabilities for microbiome-focused dietary supplement product developers.

3. What's one thing you wish more people in the industry knew about your business?

Biohm's microbiome dataset is one of the largest in the world. We've collected more than 18,000 gut microbiome samples over the course of five years that uniquely combine bacterial and fungal sequencing on nearly 20,000 taxa with more than 50 metadata points. Further, our scientific approach to ingredient and formulation discovery with the Symbiont platform is supported by a peer-reviewed publication in a major scientific journal, Gastroenterology. We're actively using this unique data and our Symbiont approach to accelerate and advance new discoveries in the microbiome space.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

As a first-time exhibitor, we're looking forward to formally introducing Biohm Technologies to the natural products industry. Our team of experts will be on hand to discuss our clinically backed ingredients, innovative test kits and groundbreaking research. We're honored to have Mahmoud Ghannoum, Ph.D., the visionary founder of Biohm, join us. Ghannoum, a world-renowned expert who coined the term "mycobiome," has dedicated his career to understanding the critical role of fungi in human health. His groundbreaking research is the foundation upon which Biohm Technologies is built. With one of the largest collections of fungal strains outside the CDC, Ghannoum is an unparalleled authority in the field.



Meet the pioneers at the forefront of microbiome innovation

Data-driven. Fungi-focused.

Prioritizing the critical relationship of **bacterial and fungal** communities in the gut, with **data-driven** biotic ingredients and consumer gut testing solutions.

Biohm[®]
TECHNOLOGIES

biohmtechnologies.com




















































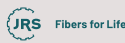







VISIT US AT **SUPPLYSIDE WEST, BOOTH 6615**

Schedule

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Thursday, Oct. 31

SCHEDULE

10am-5pm	New Products Zone	Bayside Foyer	★	
★	         			
	          			
	           			
10am-5pm	IPA Pre-, Pro- and Post- Biotics Center	Booth #5655	○	
			★	
10am-5pm	GOED Omega-3 Resource Center	Booth #3555	○	
			★	
10am-5pm	National Animal Supplement Council (NASC) Animal Supplements Resource Center	Booth #5811	○	
10am-5pm	Headshot Lounge	Bayside Foyer	★	
10am-5pm	Expo Putt Putt	Lobby B		
10am-5pm	Bark Park	Lobby A		
10am-5pm	Co-Packer Pavilion	Lobby F		
★	      			
10am-5pm	New Exhibitor Zone	Hall B		
10am-5pm	Build a Better World	D-F Corridor		
10-11:30am	Booth reception – Cargill and Epicor	Booth #4455	★	
10:30-11am	Fi North America Theater – Supercharge your food and beverage supply chain: Automation for efficiency, safety and growth	Booth #1250		
10:30-11am	SupplySide Stage – Formulating for kids: What supplement brands need to know	Booth #5764	▲	
11am-1:50pm	Supplier Presentation Theater	Booth #3077	★	     
11am-2:20pm	Supplier Presentation Theater	Booth #3683	★	   
11am-Noon	Guided tour – Women's Wellness Walk: A guided expo tour through women's health innovations	Info Desk, Bayside Foyer		
11am-Noon	SupplySide Networking Hub – Speed Networking	Booth #4614		

Schedule

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Thursday, Oct. 31

11:15am-Noon	Fi North America Theater – Plant power unleashed: Enzymes and biotech unlock tastier, healthier plant-based foods	Booth #1250	
11:15-11:45am	SupplySide Stage – Adulteration in the food, supplement, cosmetic and OTC drug supply chain: Issues, concerns and an ROI-based solution	Booth #5764	
Noon-12:45pm	SupplySide Stage – Seeding innovation: An exclusive book reading with author Robyn O'Brien	Booth #5764	
Noon-1pm	Lunch brief – Revolutionizing bioavailability: The LiposoMax delivery technology advantage	South Pacific A	★ 
12:15-1pm	Fi North America Theater – Ingredient Idol: Food and beverage edition	Booth #1250	
12:30-1:15pm	SupplySide Networking Hub – Supplement Delivery Forms Meetup	Booth #4614	
1:15-1:45pm	Fi North America Theater – The precision fermentation master class	Booth #1250	
1:15-2:15pm	SupplySide Stage – Cosmetics and nutricosmetics: Compliance strategies, popular ingredients and market data	Booth #5764	
2-2:30pm	Fi North America Theater – Upcycle your way to innovation: Mastering functionality with advanced techniques	Booth #1250	
2-3pm	SupplySide Networking Hub – Vitamin Angels 30th Anniversary Celebration	Booth #4614	○ 
2-3pm	Guided tour – Path to Sustainability: A guided tour exploring sustainable solutions in food and beverage	Info Desk, Bayside Foyer	
2:30-3pm	SupplySide Stage – Failing forward: Lessons learned in the lab	Booth #5764	
2:45-3:15pm	Fi North America Theater – Failing forward: Lessons learned in the lab	Booth #1250	
3-5pm	SupplySide Networking Hub – Open networking hours	Booth #4614	
3:15-4pm	SupplySide Stage – Thin people, fat opportunity: How Ozempic could shape the supplement industry	Booth #5764	
3:30-4:15pm	Fi North America Theater – Craft the future of food: Unleashing the power of sensory science	Booth #1250	
4:15-4:45pm	SupplySide Stage – Probiotic comedy show: Laughter is the best supplement	Booth #5764	○ 
4:30-5pm	Fi North America Theater – Oils: A comparative course	Booth #1250	
7pm-Midnight	What's Up With SUPPS: Celebrity Icons Party	House of Blues at the Mandalay Bay	○  💰

SCHEDULE



Company: Bionap USA Inc.

Contact: Tyler Ris

Title: Vice President of Sales North America

Website: bionap.com

SSW Booth #: 5329

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Bionap's value proposition is Mediterranean sourcing, sustainability and scientific support. Bionap's botanicals are 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. From the initial selection of raw materials to the final extracts, Bionap strictly controls the whole production process to ensure the highest manufacturing standards. The safety and effectiveness of Bionap ingredients are supported by continuous scientific research and clinical trials that have been published in international scientific journals.

2. How is your business investing in the future?

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

- Recently introduced **ODILIA™ Prickly Pear Prebiotic** is an upcycled, low-dose prebiotic produced with zero waste.
- Award-winning **MOROSIL™ Sicilian Blood Orange** obtained from a unique cultivar of the Moro red orange with supporting clinical studies for weight management.
- **RED ORANGE COMPLEX™** combines three varieties of Sicilian blood oranges to provide "beauty from within" and healthy aging benefits. Bionap's vision for the future is to spread the principles of the Mediterranean tradition to improve people's health and well-being.

3. What's one thing you wish more people in the industry knew about your business?

Bionap has an **unwavering commitment to science and sustainability.** At Bionap, we're focused on "circular economy" principles where we reuse and/or upcycle ingredients in a sustainable, environmentally friendly way.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors will be transported to the Mediterranean where traditions of health, support and care for the land and ingredients permeate through everything Bionap does.

Spotlight on sustainability

Sustainability is a central element of Bionap's vision of the future. Its sustainability strategy is focused in three areas:

- 1) **Environmental** regeneration of natural resources – Improve production processes and supply chain traceability to control emissions and waste thereby mitigating climate change, enhancing a "circular economy" and protecting biodiversity.
- 2) **Social** respect and support for communities – Enhance the communities in which we operate through promoting equality and diversity through training and education; improving and maintaining comfortable work environments; and increasing investment in scientific studies to support safe, effective ingredients benefiting human health and wellness.
- 3) **Governance** broadening the business horizons for our stakeholders – Bionap's culture of science and innovation provides the foundation for financial success, creating shared economic value for its stakeholders.

BIONAP

BIOACTIVE NATURAL PRODUCTS

COME TO VISIT US
AT **BOOTH #5329**

SupplySide[®]
WEST

NEW INGREDIENT



ODILIA™

NATURAL SUPPORT FOR GUT
AND OVERALL HEALTH



Company: Bright Pharma Caps Inc.

Contact: Patrik Barr

Title: Sales Director

Website: brightpharmacaps.com

SSW Booth #: 6849

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Bright Pharma Caps supplies the world's first and only USDA Organic certified, National Organic Program organic unfilled capsules. We also supply snap-enteric Gastric Acid Resistant capsules, pH-sensitive capsules and the most effective delayed delivery capsules.

2. How is your business investing in the future?

We will continue to invest in our ability to offer unique and functional delivery solutions to the industry – not only research and development of unique products, but also unique manufacturing solutions that will only make our products better. We are committed to using renewable resources, such as renewable energy and agriculturally sustainable ingredients.

3. What's one thing you wish more people in the industry knew about your business?

We wish the industry knew how hard it has been for us to bring USDA Organic certified capsules to the marketplace. We spent over 15 years developing these capsules. To develop the

capsules, we first had to develop the ingredients that make the capsules possible. It took not only time and money, but most importantly, it took conviction and endurance to go this far.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

They can expect to talk to an owner and the director of sales for the company responsible for the organic-certified capsules. And we can let them know that we are company that can elevate their products to a higher ground.

Spotlight on sustainability

We have been reducing our carbon footprint by investing more than \$6 million to upgrade our energy supply. We have built our own wastewater treatment plant to recycle our water and have completely phased out coal in our manufacturing facility. We are also using more agricultural products as our ingredients instead of chemically synthetic materials.

JC-Caps[®]

World of Innovative Capsules

**You don't put
your most
valuable things
in just
anything**

**Get your USDA full Organic
Certification with our
Bright - Poly NOP Organic
Pullulan capsules, World's first &
only NOP certified pullulan capsules.**



**GAR enteric capsules - great actives'
ride delivered to where they work
most effectively:**

- intestine release**
- pH sensitive**
- protection from harsh stomach acid**
- snap & enteric**



Visit us @ SSW booth #6849



Bright Pharma Caps



www.brightpharmacaps.com

SupplySide reimagines brand identity, elevating purpose in events and publications

The shift creates two separate distinctive event experiences from macro discovery to holistic connection, while aligning publications to tap into the global community of SupplySide.



Informa Markets' SupplySide portfolio, the premier platform for the health and nutrition sourcing, formulation, processing and supplier industry, today announces official new identities of its business-to-business trade events and publications. Unified under the SupplySide business group, the refocused brands will encompass new purpose and intent across the renowned supplier events and publications as **SupplySide Global, SupplySide Connect New Jersey, SupplySide Supplement Journal** and **SupplySide Food & Beverage Journal**.

SupplySide Global will be the new annual tentpole Las Vegas showcase, gathering thousands of suppliers, manufacturers, developers and business leaders across the globe. Formerly referred to as SupplySide West, the update will come to life at the completion of this year's show in October 2024. SupplySide Global will underscore the event's positioning as a global meeting point for the sector, distinguished by discoverability and unlimited access to essential resources and companies driving the industry forward.

The commencement of **SupplySide Connect New Jersey** (previously SupplySide East) will represent the intimate forum for conversations to engage, deepen relationships and make connections that spark insights furthering the health and nutrition industry. As an additional annual touchpoint, SupplySide Connect provides access and focus as a parallel

to SupplySide Global's discovery and exploration based in-person platform, both still providing the introduction of the latest products, innovations, services, research and regulatory changes propelling wellness year-round.

"The evolution of SupplySide reflects our deliberate commitment to continually elevate our support for the industry with purpose and intention. This highly thought-out shift delivers beyond the needs of the market to support the continued growth in each sector, from sourcing and packaging to increasing education resources and delivering insights. The new brand identities will connect our global audiences, manufacturers, developers, suppliers and partners on a more cohesive and strategic level both at our events and through our publications. Our mission is to further bolster SupplySide as the uniting source of truth, access and education across the health and wellness sector." **Danica Cullins, EVP of health and nutrition at Informa Markets.**

SupplySide Supplement Journal will serve as the redefined Natural Products Insider, the dedicated source connecting ingredient buyers with suppliers in the health and nutrition marketplace. With a refocus on official accredited research and science-backed data, SupplySide Supplement Journal will continue to deliver the most up-to-date news and dietary supplement trends and products contributing



EVENT PHOTOGRAPHY BY BRYAN BEASLEY PHOTOGRAPHY

SupplySide® **Supplement Journal**

to the estimated \$159 billion industry. The newly named **SupplySide Food & Beverage Journal** (formerly known as Food & Beverage Insider) will also continue to focus on leading brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products, while connecting ingredient suppliers with food and beverage executives with increased credibility and authority. With a renewed focus on the industry, the SupplySide Journals will offer unparalleled insights on ingredients, formulation, supply chain and regulatory developments that drive product innovation.

“The newly imagined SupplySide Supplement Journal and SupplySide Food & Beverage Journal remain the leading authorities for essential news and insights within the supplements as well as the food and beverage consumer packaged goods (CPG) industries respectively, now with increased depth

SupplySide® **Food & Beverage Journal**

on the scientific forefront. These award-winning publications will continue to deliver cutting-edge information that shapes the future of the health and wellness landscape, informing diverse and thorough coverage that reflects the pulse of the entire industry, while also providing actionable takeaways from the latest research creating real results.” **Sandy Almendarez, VP of content at SupplySide.**

Onsite previews at upcoming SupplySide West 2024 will showcase new design elements of SupplySide events and publications, including logos and colors. SupplySide trade shows will continue to integrate new brand elements through 2025.

Registration is still open for SupplySide West, Oct. 28-31 at the Mandalay Bay Convention Center in Las Vegas.

Register to attend at supplisideshow.com.

For more information about SupplySide, please visit supplisidenetwork.com. ■



Company: Colorcon
Contact: Casey Lang
Title: Marketing Communications Manager
Website: Colorcon.com
SSW Booth #: 4081

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Colorcon is dedicated to helping customers create exceptional pharmaceutical and nutraceutical products by providing hands-on support at every stage of the development process. We leverage our own innovative excipients in the core formulation, as well as advanced film coatings and comprehensive packaging solutions to meet customer specifications. The Colorcon team is deeply involved in each step, from optimizing the core to ensuring the ideal finish and packaging to protect products from moisture and more. With unmatched expertise in technical, quality and regulatory compliance, Colorcon works hard to ensure projects are managed with the utmost care and precision, delivering custom solutions that reflect our commitment to excellence.

2. How is your business investing in the future?

Colorcon is expanding our product portfolio through new product launches, including our Nutracore™ portfolio of label friendly excipients, and by establishing new partnerships in the controlled release sector. Additionally, we continue integrating the 2023 acquisition of our functional packaging business, which offers packaging solutions for controlled atmosphere protection. We remain committed to investing in areas that support our customers around the world with robust product development and new manufacturing facilities to address the evolving needs of the nutraceutical market.

3. What's one thing you wish more people in the industry knew about your business?

While our company is renowned in the industry for our film coatings, we also provide a comprehensive selection of excipients suitable for various dosage forms including softgels, capsules, tablets and gummies. Additionally, we offer a complete range of functional packaging solutions designed to safeguard our customers' products.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We encourage visitors to the Colorcon booth to explore new product development and more. The Colorcon team can provide insights into market trends, customer needs and challenges, and expedite the creation of innovative, high-quality products that appeal to consumers. We will showcase a comprehensive selection of offerings, including aesthetic and functional coatings, functional packaging solutions, and details about our exciting new partnerships.

Spotlight on sustainability

Colorcon is committed to the responsible management of natural resources and environmental preservation for the benefit of both present and future generations. In line with the Science-Based Targets initiative (SBTi), we have committed to reducing our greenhouse gas emissions. By 2030, our goal is to achieve 90% renewable energy usage and to reduce Scope 1 and 2 greenhouse gas emissions by 50% relative to 2021 levels. As global citizens, we conduct our operations with respect for the countries and communities in which we operate. For more information, please visit the sustainability section of colorcon.com.



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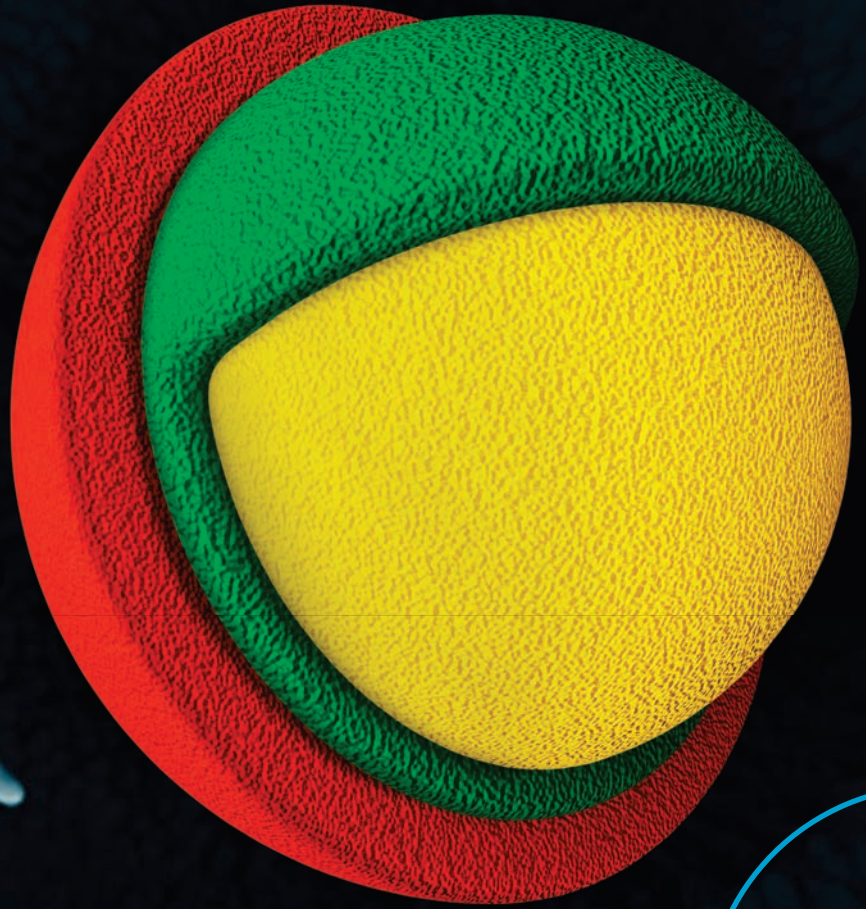


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SupplySide West 2024

Booth #4465

Growing, learning, leading, laughing

by **Sandy Almendarez**, VP of content, SupplySide



I never thought I'd be so excited to be on my way to the last SupplySide with "West" in its name. That's because it's not an ending; it's an acceleration into SupplySide's next chapter. Think of it as the child "Joey," who grows to start a professional career as "Joseph." (But please, don't expect me to start going by "Sandra" anytime soon.)

If you haven't heard the news, check it out [here](#), where we explain how the "big show" in Las Vegas will be known as SupplySide Global starting in 2025. We are renaming the show (oh! And our media brands) to more accurately describe the international and comprehensive scope.

But for a good portion of people who come to SupplySide West and Food ingredient North America, no maturing is happening because it's all new! Recent internal data has shown that about 40% of our event attendees are coming for the first time.

Attending this show is a rite of passage for the supplement, food and beverage industries. But no need for it to be overwhelming and rudderless (like it was for me when I was new 15 years ago). This year, we will make the event experience welcoming for newcomers and "experienced"-comers.

'Welcome to the show' session

One of those ways we're making everyone feel right at home is the first session on the SupplySide Stage (Booth #5764) on the opening day of the Expo Hall. This session, [First look: An exclusive preview of SupplySide West & Food ingredients North America 2024](#), on Wednesday, Oct. 30, from 10:30-11 a.m., will give you the lay of the land, highlight main attractions of the event and help you set your bearings for a fantastic week. Plus, you'll get to hear from [Laura Feroce](#), our senior event marketing manager, who is making her onstage debut after six years of work behind the scenes.

More health for more people

I've long been a believer that those who have power and a voice should use it to improve the world, and I cannot deny the power of SupplySide or the supplement industry to build a better world. In fact, "Build a better world" is a core value of SupplySide's business — and so is "Cultivate inclusion and belonging." To help achieve that end, I'm looking forward to a discussion on the SupplySide Stage, [Addressing health inequity: Opportunity for innovation](#), taking place Wednesday, Oct.

30, from 12:45-1:15 p.m. This session features Sherry Frey, VP total wellness at NielsenIQ; Marvin Barton, chief merchandising officer at WellWithAll; Chioma Ikonte, Ph.D., president and CEO of El Roi Nutrition LLC; and one of our favorite moderators, Heather Granato, president of Nutrachievement. Together, they will uncover how the supplement industry can expand its reach to new markets while also providing health-enhancing products for consumers of different ethnicities and socioeconomic levels or other factors.

The kids' nutrition conundrum

It's apt that we're talking about children's nutrition on Halloween — the day when millions of children (OK, and adults) will get more than their fair share of nutrient-poor calories. But the parents and their partners in kids' nutrition (aka, supplement brands) can help close the gaps the rest of the year so that one night of indulgence isn't too risky (at least that is what I'll tell myself as I clean up the piles of Twix, Reese's, Jolly Ranchers and Pixie Sticks left in the kitchen from my 6- and 9-year-olds). To help brands serve people like my kids and me, during [Formulating for kids: What supplement brands need to know](#), we'll hear from registered dietitian Maryann Walsh, president of Walsh Nutrition Consulting; Jeanne Conry, MD, Ph.D., board member at The Forum; and Will Cowling, commercial manager from FMCG Gurus. No doubt they will acknowledge how difficult it is to please kids' Halloween (and everyday) taste desires with parents' nutritional aspirations. Thank goodness for gummies and other fun delivery forms, am I right? The session is Thursday, Oct. 31, from 10:30-11 a.m. on the SupplySide Stage.

This session is underwritten by FrieslandCampina Ingredients.

Learnings for leaders

I have a few unshakeable beliefs about business leadership.

1. Putting people first is putting the business first.
2. Communication is critical to create team trust.
3. No leader is ever done learning.

Thus, on Tuesday, Oct. 29 from 9-10:30 a.m., you'll find me in South Pacific Ballroom D sharpening my leadership skills during our professional development workshop with Sadie Scheffer, CEO of Hire Like A Badass. In [The power of effective communication](#):

[Build your leadership communication toolkit](#), attendees will learn how to identify problems, achieve alignment on goals and deliverables, and create positive (and lasting) change in their organizations. Separate registration is required.

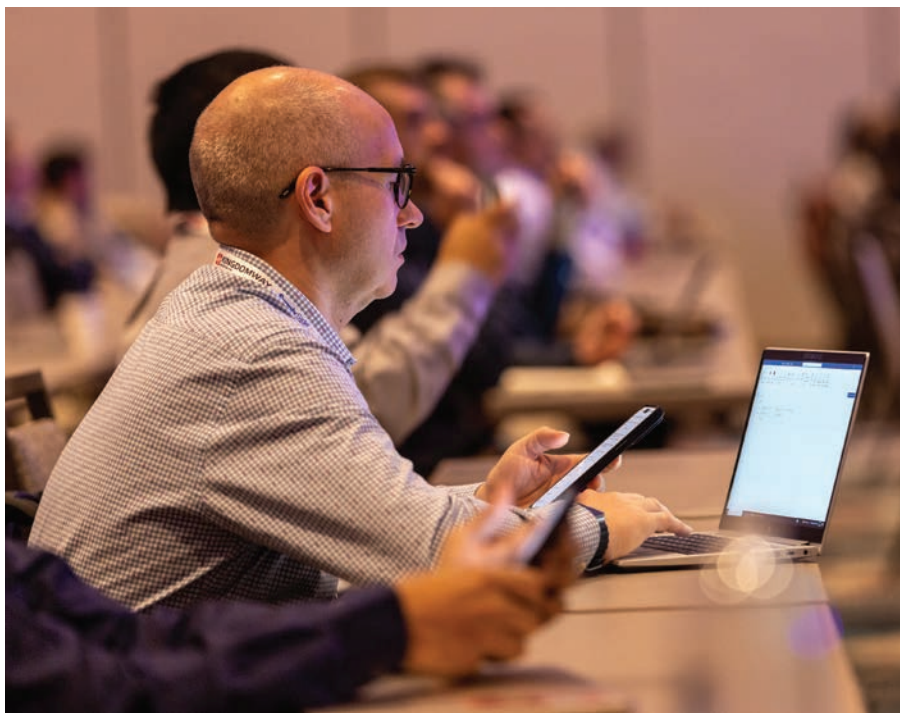
Strategic insight for supplement manufacturers

The goal of innovation is to deliver unique consumer experiences – and in a hypercompetitive category like dietary supplements, standing out on the shelf and delivering those experiences is paramount. In [Maximizing impact: Connecting the dots between consumer insights, consumer targets and product strategy](#), market leaders from Givaudan will walk you through a journey of consumer segmentation, how to better understand your targets, and how to find the right solutions that may help you hit the mark sooner. Come and glean on Wednesday, Oct. 30, from 2:15-2:45 p.m. at the SupplySide Stage.

This session is sponsored by Givaudan Flavors Corp.

Immune health stalwart

Immune health needs have pivoted post-pandemic. No longer are formulators looking to quell acute care needs – they are looking to create products that support healthy immune responses for daily care and maintain a strong,



active immune system in balance. On Wednesday, Oct. 30, from 3-3:30 p.m. at the SupplySide Stage, you're invited to [Immune health formulation alert: Clinical immune enhancement and cellular health activity from a natural anthocyanin-fucoidan nano complex](#). You'll learn how AFNC has demonstrated significant immune-enhancing effects in clinical settings, boosting its bona fides for formulations geared toward maintaining healthy immune function.

This session is sponsored by CellMed Inc.

Humor below the belt

As we're just about to close the book on the last "West," the SupplySide Stage transforms into a petri dish of punchlines at the silliest session of the show. [Probiotic comedy show: Laughter is the best supplement](#) will be full of gut-busting jokes, side-splitting songs and even probiotic puppetry. Join the hilarious Ivan Wasserman (who, by day, juggles complex legal issues at Amin Wasserman Gurnani LLP) and Stanley T. Probiotic, his trusty "chief executive puppet" sidekick. Plus, industry experts Michael Bush from GrowthWays Partners and Heather Granato of Nutrachievement will unleash their inner cut-ups for a spectacle about digestion, cultural quirks and the state of the supplement industry. Presented in partnership with IPA, don't miss this crowd favorite, Thursday, Oct. 31, from 4:15-4:45 p.m. at the SupplySide Stage. ■



Company: Epax Norway AS
Contact: Sarah Christianslund
Title: Product Marketing Manager
Website: epax.com
SSW Booth #: 5825

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

With a long history and an unflinching focus on excellence, Epax® offers safe, effective and high-quality omega-3 and other marine ingredients. Everything we do is based on our brand philosophy: purity, quality, innovation.

With a history that stretches back to 1838, our customers can be confident in our deep understanding of the industry and our capability to meet their requirements. We have pharma-compliant quality systems in place – not just for our pharmaceutical range but for all products and throughout our entire supply chain.

2. How is your business investing in the future?

Epax has been a leader in the omega-3 industry for many years, and while we continue to build on this expertise, we're also creating new opportunities from marine ingredients in a category called Epax® NovusLipid. This year, we're launching EPAX® Omega 3-9-11, a full-spectrum oil offering a unique combination of omega fatty acids.

EPAX Omega 3-9-11 is rich in omega-3 EPA and DHA which are long-chain polyunsaturated fatty acids (LCPUFAs) known for their benefits in areas such as heart and brain health. However, unlike other omega-3 products, it combines them with the less familiar long-chain monounsaturated fatty acids (LCMUFA)s omegas 9 and 11, which are increasingly being recognized for their potential in skin and metabolic health.

Epax plans to continue investing in and developing the Epax NovusLipid category, offering a variety of products containing important long-chain fatty acids and newly discovered very long-chain fatty acids. This includes new Epax-patented ingredients with benefits in areas such as eye, reproductive, metabolic and cardiovascular health.

3. What's one thing you wish more people in the industry knew about your business?

Epax is an excellent workplace! Our approximately 80 employees boast an average tenure of just over 12 years.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

In addition to exploring our standard product range of premium quality, highly concentrated EPA and DHA oils, we hope visitors will stop by to learn more about our newly launched omega 3, 9 and 11 product, EPAX Omega 3-9-11, the clinical studies we have performed, and the studies in the pipeline for these exciting fatty acids.

Spotlight on sustainability

Epax takes its responsibilities seriously. For us, caring about healthy oceans, strong communities and fair working practices is personal – and we hold ourselves accountable. As an example, our carbon dioxide emissions fell by 13.3% between 2021 and 2022, and by 9% between 2022 and 2023. Both figures are significantly higher than the 4.2% annual reduction required to limit global warming to 1.5°C.¹ Epax now aims to achieve absolute reductions every year until 2030. In 2023, more than 95% of the energy used by Epax came from clean hydroelectric power (up from 17% in 2020), with a figure of 100% targeted by the end of 2024. Furthermore, we've succeeded in reaching a circularity of 97%. This compares to a circularity of 7.2% average for the global economy.²

These milestones and others are highlighted in Epax's second annual environmental, social and governance (ESG) report, which you can find on our website at epax.com.

1: Science Based Targets initiative (<https://sciencebasedtargets.org/companies-taking-action>)

2: Circle Economy (<https://www.circularity-gap.world/2024>)



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It's not easy being green

by **Karen Butler**, senior managing editor,
SupplySide Journals



Anyone who's done more than dabble in sustainability will tell you the same thing – it may not be easy, but it feels good to prioritize better stewardship of the planet and its resources. As a side benefit, interest in sustainability continues to rise across demographics, with many consumers and businesses outwardly expressing their appreciation through brand loyalty (read: dollars spent) and social media love.

SupplySide is working toward its own sustainability goals, which is no easy feat for an organization (or events) of our size. You can click the following link to see the breadth of our [sustainability efforts](#) at SupplySide West and Food ingredients North America, and I'll highlight some of my favorites here.

The total package

As the global push for environmental stewardship continues, understanding how to implement sustainable packaging solutions has become crucial for brands looking to lead in the health and nutrition space – both in nutraceuticals and food and beverage. [Unwrapping sustainability: Mastering eco-friendly packaging](#) will guide you through the latest in eco-friendly materials while busting myths and exposing misleading practices like greenwashing. Wednesday, Oct. 30, from 9-10 a.m. in Islander Ballroom C, you'll hear a firsthand case study on implementation from Maria Cebrian, founder of young supplement brand Terraseed. Roger Merritt from Orora Packaging Solutions will also share insights on balancing functionality (and cost) with sustainability, navigating consumer expectations and leveraging green packaging as a competitive advantage.

Whether you're a startup or an established brand, this session will equip you with the strategies and knowledge to make packaging a pillar of your sustainability efforts.

A package deal

Regardless of whether you're able to attend the Wednesday morning packaging session, you're invited to rub elbows with the session's speakers as we continue the conversation at our first-ever [Sustainable Packaging Social](#), taking place Wednesday, Oct. 30, from 3-3:45 p.m. at the SupplySide Networking Hub (Booth #4614). Open to all show participants, this networking session is designed to facilitate connections among those interested in sustainable packaging – no matter where you're at in the journey. There are no agendas, pitches or presentations ... just a mix of folks with a focus on learning, sharing and growing greener together.

Get in the zone

The [Sustainability Zone](#) is a brand-new feature in the 6500 Aisle of the Expo Hall. Open during show floor hours (Wednesday, Oct. 30, from 10 a.m.-5:30 p.m. and Thursday, Oct. 31, from 10 a.m.-5 p.m.), this interactive display showcases the sustainability efforts of SupplySide, as well as a host of companies blazing a green trail.

Focus on solutions

Amid the Sustainability Zone, a handful of eco-friendly champions will be highlighted in another brand-new show feature, the Sustainable Packaging Solutions Showcase. Celebrating those who've made strides in material innovation and sustainable packaging design, the attraction features over a dozen unique sustainable packaging solutions from both suppliers and finished

Amid the Sustainability Zone, a handful of eco-friendly champions will be highlighted in another brand-new show feature, the Sustainable Packaging Solutions Showcase.

product manufacturers in the industry. Come see the latest innovations that caught our eye from Berlin Packaging, Condensa S.A., HEIS, Malpack, Mantrose-Haeuser Co. Inc., Phoenix, RTCO Pak Inc., Sanner of America, SmartLabel by Consumer Brands Association, Strength Genesis, Terraseed and Ultisana Supplements.

Walk the talk

The fresh (and sustainability-focused) opportunities keep on coming! Join us for [Path to Sustainability: A](#)



guided tour exploring sustainable solutions in food and beverage, a curated exploration led by seasoned industry veteran “the Medicine Hunter,” Chris Kilham. He’ll guide the participants to a handful of exhibitor booths where sustainable ingredients and practices shine. The same excursion is offered Wednesday, Oct. 30, from 11 a.m.-noon, or Thursday, Oct. 31, from 2-3 p.m., and each outing is limited to the first 20 people who arrive at the Info Desk in the Bayside Foyer, so get a move on!

Reduce your footprint for a chance to win

From footsteps to carbon footprints ... SupplySide is partnering with AQ Green TeC to help show participants measure, reduce and offset greenhouse gas emissions (GHG) related to their travel impact of attending the Vegas event. Click the link below for step-by-step instructions, as well as carbon-reduction tips and suggestions. Everyone who takes part will be entered into a drawing (held in early November) for a pair of Bose noise-cancelling headphones.

New to supplements? We got you covered!

Being “green” isn’t always about the environment. In fact, for those who are new to the industry – or who find themselves in a new position – being called green could lead to mild insecurity. But never fear, SupplySide West is here ... with the only education session that’s labeled 101 content at the show this

year. Tuesday, Oct. 29, from 9-11 a.m. in Islander Ballroom H, Supplements 101: An exploration of dietary supplement foundations is your fast pass to get up to speed on industry basics. Anastasia Jones from Olly, Lauren Clardy of NutriMarket Business, NJB’s Erika Craft and Lisa Thomas with Nuherbs will share their wealth of industry knowledge, ranging topics such as formulation, quality assurance (QA), regulatory, emerging ingredients, the latest market data/trends and the impact of technology on product development. Sonja Thompson of SupplySide Fresh will also be on hand to share more about the program we designed to help accelerate learning in the natural products industry. Best of all, attendees will have the opportunity to ask questions of our all-star panel, just in case there’s anything we didn’t already cover. This session promises to lay the groundwork for success in the dynamic world of dietary supplements.

This session is underwritten by Casey Ingredients.

Get a head start on finding what’s new

Debuting in Hall B of the show floor this year, the New Exhibitor Zone sold out almost immediately! Stop by during Expo Hall hours Wednesday and Thursday to explore innovative ingredients and cutting-edge solutions brought to you by 78 first-time exhibiting companies. You’ll encounter offerings never before seen at SupplySide West. ■



Company: Euromed SA
Contact: Andrea Zangara
Title: Head of Scientific Marketing and Medical Affairs
Website: www.euromedgroup.com
SSW Booth #: 2837

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Euromed brings over 50 years of expertise in botanical research, extraction technologies and evidence-based therapeutics. Our long-standing commitment to high standards of analytical, chemical and pharmaceutical quality ensures that we provide trusted botanical solutions. As the global nutraceutical market grows, our products offer proven efficacy backed by robust research, meeting the demand for reliable botanicals to support health.

2. How is your business investing in the future?

At Euromed, we make significant investments in research as the foundation of our innovation and product development efforts. We conduct thorough assessments of the sustainability and scalability of raw materials to ensure their suitability for future demands. Prior to transitioning to industrial-scale production, each new ingredient is subjected to comprehensive testing in pilot plants to optimize its composition and efficacy. We adhere to good manufacturing practices (GMP) and place a strong emphasis on investing in scientific validation, including clinical studies. Our PhytoProof® quality control process, which incorporates a variety of laboratory tests such as HPTLC, HPLC, and GC analyses, ensures that each batch is pure, potent and free from contaminants.

Furthermore, our dedication to investing additional resources in sustainability influences our sourcing practices, prioritizing natural, ethical and organic materials. We focus on locally sourced ingredients, particularly those linked to the Mediterranean diet, to create innovative products with unique health benefits. This approach has a dual benefit: It reduces our environmental impact and supports local economies and shortens our supply chain. Our Murcia production plant in southern Spain features eco-friendly technologies, including the Pure-Hydro Process®, a water-based extraction method that delivers pure, bioavailable natural ingredients.

3. What's one thing you wish more people in the industry knew about your business?

Our branded ingredients are supported by published efficacy studies, which demonstrate not only their efficacy but also the proprietary nature of our extraction methods and compositions. Euromed's significant contributions to herbal medicine have been recognized with the American Botanical Council's Varro E. Tyler Award for Commercial Investment in Phytomedical Research, reflecting our unwavering commitment to clinical research and innovation.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors will have the opportunity to discover the results of recent clinical trials of our Mediterranean diet-inspired botanical extracts. These extracts have been shown to benefit skin health, weight management, cardiovascular wellness, immunity, joint and muscle health, and the microbiome. Our portfolio includes premium extracts such as milk thistle and saw palmetto, as well as our Earth Harmony Organic Extracts®, which are certified organic botanicals that reflect our commitment to quality and sustainability.

Spotlight on sustainability

At Euromed, we are committed to a circular economy, repurposing production by-products for sustainable uses. For instance, we utilize milk thistle by-products for biogas and animal feed, while saw palmetto biomass supports biowaste dyes in the textile industry (EarthColors® by Archroma®). Additionally, we power all our operations with renewable energy, and our sustainability efforts were recognized in 2023 with the EcoVadis Platinum Medal.

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F&B trends, personalized nutrition take center stage

by **Heather Carter**, associate editor,
SupplySide Food & Beverage Journal



Who doesn't love to learn about the latest food and beverage trends? It's one of the things I thoroughly enjoy about SupplySide West, the annual gathering that brings together tens of thousands of global professionals in the natural product, supplement, and food and beverage industries. This year, we're tackling trends from a different perspective – the SupplySide angle, as I like to call it – where we'll be exploring the scientific factors driving innovation, not just the end results. But that's not all. We're getting personal with all of our educational offerings in 2024, delving into critical topics like personalized nutrition, the bustling food and beverage supply chain and much more. We're also offering an array of prizes and local discounts (all at the wave of your magic show badge) to make your time in Las Vegas that much more enjoyable. Read on to learn more.

Arrive early, get a chance to win \$500

Registration and badge pickup is sponsored by Fenchem this year. If you pick up your show badge early (as in, the days leading up to the Expo Hall opening), SupplySide will automatically enter you into the drawing for a chance to win a \$500 Amazon gift card. All you have to do is head to one of these designated registration or badge pickup areas on Oct. 28 or 29:

Shark Reef Foyer: Monday, 7 a.m.-5 p.m. / Tuesday, 7 a.m.-6 p.m. (Tuesday hours are badge pickup only)

Bayside F Foyer: Monday, 7 a.m.-5 p.m. / Tuesday, 7 a.m.-6 p.m.

Lower Level/Islander Registration Desk: Monday, 7 a.m.-3 p.m. / Tuesday, 7 a.m.-3 p.m. (Tuesday hours are onsite registration only)

Event Center Lobby: Tuesday, 7 a.m.-6 p.m.

Lower Level/South Pacific Registration Desk: Tuesday, 7 a.m.-3 p.m. (Badge pickup only)

Mandalay Bay, Delano, Luxor Front Desks: Tuesday, noon-8 p.m. (Badge pickup only)

On Oct. 30, one attendee will be selected as the lucky winner and notified via email by show management.

SupplySide West badge: The golden ticket

We all know Las Vegas can be pricy, so we've sweetened the deal of attending this year's event with some local discounts to popular attractions, restaurants and more. The new "show your badge and save" program, VEGAS

UNLOCKED, was recently introduced by the Las Vegas Convention and Visitors Authority (LVCVA). It offers exclusive discounts on dining, entertainment, attractions, tours and more for SupplySide West attendees and exhibitors. [Sign up here](#) to receive instant access (via email – no app to download) to the one-of-a-kind program. Select "SupplySide West" from the event drop-down list and explore all of the savings.

We all know Las Vegas can be pricy, so we've sweetened the deal of attending this year's event with some local discounts to popular attractions, restaurants and more.

The science behind food and beverage trends

Everyone loves a good list of top trends, but this learning power-hour session on Wednesday, Oct. 30, from 9-10 a.m. in Islander Ballroom E, goes far beyond surface level to address the intricacies of product innovation. In Food and beverage trends: Demystifying the science, we'll take an in-depth look at some of the latest developments in plant proteins and how they're being utilized to create alt-meat and -dairy products. Experts will also touch on advancements in sustainable packaging, ethical sourcing and minimizing food waste. By attending this session,



you'll get a better idea of how to successfully develop a product that not only tastes good, but is functional and more environmentally friendly. Speakers include Sarah Fitzgerald, culinologist III at culiNEX; Julie Johnson, president of HealthFocus International; Maryann Walsh, president of Walsh Nutrition Consulting; and Daniel Scharff, founder and CEO of Startup CPG.

This session is underwritten by Casey Ingredients.

Flavors, textures shaping baked goods, confections

Cakes, cookies and breads, oh my! Baked goods are plentiful, and companies have caught on, prompting the development of unique and exciting options for every type of consumer. During [Explore the frontiers of flavor and texture in baking](#), two industry experts will discuss the world of novel textures and flavors in baking and confectionery. Learn more about what consumers seek in baked goods and how product developers are catering to those demands. Kelly Connelly, owner of Little Food Lab, and Elizabeth Glenn, senior sensory scientist at Land O'Lakes, will touch on all aspects of development, from the hydrocolloids that transform texture to the modern flavoring techniques and inclusions that craft innovative options. The session takes place at the Fi North America Theater (Booth #1250), on Wednesday, Oct. 30, from 10:30-11 a.m.

Let's get personal

Like fingerprints, nutrition is unique to every individual. Over the last two decades, personalized nutrition has become increasingly important, and it continues to flourish with artificial intelligence (AI) and wearables. In this learning power-hour session, [Personalized nutrition: Crack the food code of nutrigenomics](#), learn more about the ways cutting-edge technology is shaping the future of personalized nutrition. We'll also explore

how social media plays a role in influencing trends and how the industry is adapting to meet the needs of modern-day consumers. Speakers include Kantha Shelke, founder and principal of Corvus Blue; Andy Dratt, chief commercial officer of Imbibe; and Alan Roberts, VP of product at Blueprint. The session takes place on Thursday, Oct. 31, from 9-10 a.m., in Islander Ballroom H.

Creating an effective supply chain

A successful supply chain can help reduce costs while improving efficiency and customer satisfaction. That's why it's critical to ensure your business has the right tools and measures in place. In this Fi North America Theater session, [Supercharge your food and beverage supply chain: Automation for efficiency, safety and growth](#), experts will explain how data automation is key to achieving success in the food and beverage industry. Discover different technologies available to streamline processes while also minimizing waste, and explore real-time solutions to optimize production, enhance food safety and ensure the highest-quality ingredients are obtained. Speakers include Jordan Weitz, co-founder of Keychain, and Skylar Greer, director of account solutions for food and beverage at Kenco. The session takes place on Thursday, Oct. 31, from 10:30-11 a.m. ■



Company: Finzelberg GmbH & Co. KG

Contact: Olaf Weitz

Title: Head of Marketing & Business Development

Website: <https://finzelberg.com/en/>

SSW Booth #: 2565

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Finzelberg protects and promotes health the natural way. Since 1875, we have stood for unique expertise worldwide in safe and effective plant extracts. We are an established player in the pharmaceutical and dietary supplement markets and deliver the power of more than 80 different botanicals to our customers.

We are part of a fourth-generation family business, the nature network, which is based in Germany and stands for highest-quality, safe and effective botanical extracts, efficient production processes, and long-term partnerships with our customers and other stakeholders.

The nature network is a unique network of companies all sharing the same passion for botanicals. Within the group, we connect all our competencies – starting from cultivation in the fields, procurement, analysis and processing of medicinal plants ranging to a wider marketing and licensing expertise – to pave the way for botanical solutions into new products, applications and industries.

2. How is your business investing in the future?

We are continuously investing in our manufacturing capabilities, sustainability program, ingredient pipeline, and people to support our customers and their position in the growing markets.

For example, one new extraction facility went online and provides additional capacity for our growing range and pipeline of evidence-based branded ingredients. It is also essential to reach our ambitious climate targets. Therefore, we also invest in a biomass heating plant, which is our biggest project to date for the self-generation of heat from renewable energies.

Internationally, we have strengthened our presence by opening a new office in Kuala Lumpur, Malaysia, to better serve the Asian markets.

3. What's one thing you wish more people in the industry knew about your business?

Foresighted thinking and sustainable action are principles that have guided Finzelberg since its founding by Hermann Finzelberg in 1875 to the present day.

As experts in botanical efficacy, our passion is to apply our knowledge about the beneficial effects of plants, decades of experience,

and leading market position in many areas to develop innovative plant extracts. Our company is distinguished by its unique spectrum of scientific, legal and technical expertise and consultancy services. And all of this is backed up by the strong power of the nature network.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We will showcase our range of clinically studied ingredients including newly launched MENTALIFY®, addressing kid's hyperactivity, and 360GUT®, supporting a healthy microbiome.

We are constantly investing in our range of innovative botanical ingredients and helping our customers respond to growing consumer demand for effective, plant-based products. Our portfolio is based on the latest scientific findings, clinical studies into efficacy and insights into consumer needs. It caters to manifold indication areas, including cough and cold, sports and active nutrition, cognition and mental health or women's and men's health.

At the show, we team up with our sister company, MartinBauer, who will unveil new functional beverage concepts that promote healthy hydration and natural energy. These beverages feature botanicals like butterfly pea flower and green tea, which deliver functional benefits while also infusing each drink with vibrant colors and rich flavors, achieving an ideal balance between efficacy and sensory appeal.

We invite all visitors to taste our latest botanical product concepts tailored to drive innovation in functional foods and dietary supplements.

Spotlight on sustainability

Finzelberg has set itself the goal of becoming climate-neutral by 2025 – along its entire supply chain. With our award-winning sustainability program Go Zero, we are pioneers in our sector. By 2023 we had already reduced our CO2e emissions by more than 19% in Scopes 1, 2 and 3 (compared to the base year 2020). We achieved this by switching to renewable energy sources and introducing a range of innovative energy efficiency measures. If you would like to learn more about our sustainability commitment, please visit: [Finzelberg-sustainability-magazine.pdf](#)

Visit us and our
sister company
MartinBauer at
Booth #2565



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Company: Gencor
Contact: Maggie McNamara
Title: Vice President of Marketing
Website: <https://www.gencorpacific.com/>
SSW Booth #: 4129

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Merging our pharma and scientific background with a deep appreciation of ayurvedic practices, Gencor continues to advance how natural products are used to attain optimal health and wellness. Our ingredients are always clinically studied and shown to be effective in gold-standard human clinical trials. We meticulously assess our unique brands, considering intellectual property, clinical support, sustainable sourcing techniques, safety, and stringent quality control measures.

We are experts in producing one-of-a-kind brands for men and women. For example, our branded palmitoylethanolamide (PEA) ingredient, Levagen[®]+, now has 13 published gold-standard human clinical studies to promote health and well-being, with more research currently in development.

2. How is your business investing in the future?

We've always been dedicated to our planet's well-being. We practice sustainability throughout all our operations, from sustainable growing conditions to harvesting and shipping. We also partner with like-minded counterparts to ensure traceability, conservation and eco-friendly practices. Sustainability is the starting point of our science. It's at the center of our process and our products.

For example, our latest partnered ingredient, LANDKIND[®] Pure Salidroside, by Gnosis, revolutionizes rhodiola bioactive. LANDKIND Pure Salidroside bypasses the need to harvest the endangered rhodiola species due to its groundbreaking fermentation process. This revolutionary process allows for the use of nature's blueprint to engineer pure bioactive compounds replicating those identical to what is found in nature, without ever harvesting more than a single plant. Salidroside is the most studied bioactive of rhodiola and is the first and only bioactive with clinical data demonstrating its ability to support performance. Stop by our booth to learn more about this sustainable, pure, and convenient ingredient for sports nutrition.

3. What's one thing you wish more people in the industry knew about your business?

We are experts in producing unique brands that have been subjected to extensive clinical studies, particularly for healthy aging and sports nutrition. We invest so much capital in research because we measure success on empirical verification of the effectiveness of our ingredients. We pride ourselves on leading the women's health category from young adults to aging females. We are revolutionizing the women's sports and active nutrition category by conducting one of the first studies on a female-only population for exercise performance and body composition with our branded fenugreek ingredient, Libifem[®].

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We will share the latest clinical data on Levagen+ for female health, introduce our newest partnered ingredient, LANDKIND Pure Salidroside, and share our portfolio of award-winning healthy aging ingredients, extracts, and partnered delivery technologies. In addition, Dr. Amanda Rao, founder and director of RDC Global & RDC Clinical, a clinical research organization specializing in nutraceuticals and integrative and complementary medicines, will be a panelist at the "Women's Health: Ladies Be" educational session on October 29 from 9-11 a.m. PT. We will also be participating in the WholeFoods Magazine Spin the Wheel Extravaganza and have a great give away of our own.



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Ignite the spark of innovation at this year's show

by **Duffy Hayes**, managing editor,
SupplySide Journals



THIS is the time of year I get juiced up about ... returning to Las Vegas and all the tremendous energy surrounding the health and wellness innovation industry's premier event, SupplySide West. Like everything in life, lots of changes are afoot with the show and the supporting branding, but it's still the same, essential gathering for anyone passionate about dietary supplements and functional food and beverage ingredients.

Groundbreaking advancements, endless networking opportunities, compelling education that gets you in touch with all the critical industry trends – these are core experiences you can expect at the show this and every year, plus much more. Here are some specifics to look out for:

Microbiome science: The new wellness frontier

As science illuminates the microbiome's impact on everything from skin clarity to mental sharpness, a world of opportunity opens for those who can harness its power. From probiotics to postbiotics, the biotics bonanza is in full swing. But it's not just about the bugs. Enzymes and botanicals are also stepping into the spotlight, offering fresh avenues for microbiome-friendly formulations.

Get ready to explore the cutting-edge science, market trends and patent-protected innovations that are set to revolutionize the wellness industry. An education session dedicated to this sector's potential – [Microbiome market madness: Opportunities, innovations and insights](#) – is set for Tuesday, Oct. 29, from 9-11 a.m. in Islander Ballroom E.

The session is presented in partnership with the International Probiotics Association, and IPA's George Paraskevacos, Jessica Younes and Sandra Saville are part of the presentation program. Other pros joining in include Noah Voreades, managing director at GenBiome; Ralf Jäger, managing member at Increnovo LLC; Bradley Saville, a professor at the University of Toronto; and Tabitha Daley, senior brand manager at The Vitamin Shoppe.

If the microbiome is one of your favorite communities, don't miss this session!

This session is underwritten by Biohm Health.

Navigating the dark web of fake AI studies

In a world where AI (artificial intelligence) can generate anything from art to essays, a sinister issue has emerged: fake studies infiltrating legitimate journals. Join us for [The real news about fake science: How a flood of fraudulent research is threatening ingredient](#)

[innovation in the AI age](#), where we'll confront this growing threat head-on.

Led by Rick Polito, editor-in-chief at Nutrition Business Journal, alongside other esteemed experts, this session will dive into the alarming rise of AI-generated fraudulent papers. These bogus studies aren't just misleading – they're compromising the integrity of scientific research and deceiving supplement companies.

Together on Wednesday, Oct. 30, from noon-12:30 p.m. at the SupplySide Stage (Booth #5764), we'll explore the implications of this deception and arm you with strategies to spot and counteract fake studies. Don't miss out on this crucial discussion that aims to safeguard the authenticity of scientific research. After all, no one likes a faker, especially when it comes to science.

Inclusive clinical trials: Potential key to supplement success

Consumers crave proof. Can your supplement deliver? As demand for scientific backing soars, the supplement industry faces a new challenge: proving claims hold true for everyone. Our expert panel will dive deep into the art and science of inclusive clinical trials. Learn how to break down barriers, build robust research and create products that truly resonate with your target audience.

A learning power-hour session titled [Good clinical trial design: Inclusivity as axiom](#) is scheduled for Thursday, Oct. 31, from 9-10 a.m. in Islander Ballroom E. The "Herbal Pharmacist" David Foreman will present, along with Erin Lewis, Ph.D., scientific director of nutritional sciences from KGK Science Inc.; Douglas Kalman, Ph.D., RD, clinical associate professor at Nova Southeastern



the industry, and a great place for those connections to initiate and flourish is at the IPA Pre-, Pro- and Post- Biotics Center.

In this unique show feature, the International Probiotics Association hosts its own meeting and expo space within the greater Expo Hall. Located at Booth #5655, the focused roundup showcases the latest information about the probiotics, postbiotics, prebiotics and synbiotics market, all in one convenient location. The biotics attraction boasts a wide range, including the human, infant and companion animal supplement market segments. The Center's visitors will get the added advantage of connecting science and strategy around the development of finished products driving the global business economy. Sponsored by Novonesis, participants include Bioprox Healthcare, Blis Technologies Ltd., Eurofins, Facotek Inc., GLAC Biotech Co. Ltd., IPA, Kyowa Hakko, Solnul, THT (Techno High Technology), and VitaQuest International LLC.

University; Susan Hewlings, Ph.D., RD, VP of research affairs at Radicle Science; and Barry Skillington, chief commercial officer at Atlantia Clinical Trials.

Nutricosmetics take the stage

Ready to unlock the secrets to navigating the evolving beauty landscape? Join us as we dive headfirst into the aftermath of the new MoCRA (Modernization of Cosmetics Regulation Act) regulatory environment and explore the booming world of nutricosmetics. We'll dissect those latest regulations, arm you with the tools to thrive and unveil the science behind ingestible beauty.

The session Cosmetics and nutricosmetics: Compliance strategies, popular ingredients and market data will be held on the SupplySide Stage on Thursday, Oct. 31, from 1:15-2:15 p.m. The speakers include Najla Guthrie, CEO of KGK Science Inc.; SafetyCall International's Rick Kingston; and Auclair Walters, CEO of Poofy Organics.

Connect, learn and grow at the IPA Pre-, Pro- and Post- Biotics Center

SupplySide West connects health and nutrition professionals to buyers and suppliers from throughout

Unleash your innovation quotient in the New Products Zone

To get a sneak peek into the future of product development, the New Products Zone is your launchpad. Discover groundbreaking ingredients and astonishing finished products while you walk through this unique space within the Bayside Foyer.

Sponsored by Innova Market Insights, participating companies, as of press time, include: Acadian Seaplants Ltd., AceBiome, Akay Bioactives, Alpine Natural Nutrients Inc., Arjuna Natural LLC, Arla Foods Ingredients, Berkem, Biobor Health Food Inc., BioCell Technology LLC, dsm-firmenich, Duas Rodas, ECA HealthCare Inc., EffePharm Ltd., Epax Norway AS, FMCG Korea Co. Ltd., Freeman Nutra Group LLC, Fruit d'Or Nutraceuticals, Gelita USA, Hainan Zhongxin Chemical Co. Ltd., Mibelle AG Biochemistry, Microphyt Inc., Molecules Biolabs Pvt. Ltd., Natural Alternatives International/CarnoSyn Brands, Nisarga Biotech Pvt. Ltd., Nutralliance Inc., PLT Health Solutions Inc., Rawga, Relsus Pte Ltd., Rousselot Inc., Skyherb Nutritionals Inc., SuanNutra USA – Monteloeder, Symrise, Unibio Lab Co. Ltd., Verdure Sciences, Vitux/ConCordix, and Xtractiva Lifescience Pvt. Ltd. ■



Company: Gnosis by Lesaffre
Contact: Julie Lemahieu
Title: Markets & Solutions Director
Website: gnosisbylesaffre.com
SSW Booth #: 4365

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Gnosis by Lesaffre, the human nutrition and health care business unit of Lesaffre, harnesses the power of microorganisms and biotransformation processes such as fermentation to create nutritional actives, probiotics, and nutritional and functional yeasts that benefit human health and well-being. We draw upon our focused R&D capabilities, rigorous quality and regulatory standards, and extensive clinical validation procedures to develop effective solutions for the nutraceutical, pharmaceutical, and food and beverage markets.

2. How is your business investing in the future?

We believe promoting human well-being is inseparable from preserving our environment, a principle that begins with our production techniques. We focus on creating ethically sourced raw materials and active ingredients, meeting the needs of brand owners striving to appeal to more environmentally conscious consumers.

3. What's one thing you wish more people in the industry knew about your business?

Fermentation is a sustainable alternative to traditional production processes, and our parent company, Lesaffre, has 170 years of fermentation expertise. For decades, Gnosis has been developing and commercializing active ingredients obtained from the fermentation of yeasts and bacteria, defining a footprint of sustainability. While most of our competitors focus on probiotic bacteria for digestive issues and women's health, we are one of the only companies offering two different strains of probiotic yeast targeting each area.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We are highlighting two of our unique probiotic yeasts – ibSium® and Quatreflora™, each derived from our patented and proprietary strain (registered *Saccharomyces cerevisiae* CNCM I-3856) – as well as our flagship ingredient: Adonat® Premium SAME.

- ibSium® is the evidence-based yeast strain for digestive discomfort, with clinically proven efficacy on intestinal discomfort, including:
 - Abdominal comfort: 63% of volunteers experienced a significant improvement in abdominal discomfort.¹
 - Bloating relief: 14.6% reduction in bloating severity with ibSium® compared to placebo.²
 - Constipation, diarrhea reduction: normalization of stool

consistency observed within 4 weeks and stool consistency classified as "normal" over the second month.³

- Enhanced quality of life: lower food avoidance, better body image, lower dysphoria, less interference with daily activities.

In addition, ibSium® offers high stability (18 months at ambient temperatures) and ease of formulation (rod shape and powder format).

- Quatreflora™ is a probiotic yeast unlike anything on the market for supporting women's intimate health. It has been clinically shown to:
 - Protect the vaginal epithelium by forming a barrier.⁴
 - Supports vaginal microflora balance.⁵
 - Maintains a healthy female microbiome and protects vaginal microbiota against harmful pathogens.⁶
 - Protects intimate microbiota against factors leading to Vaginal Dysbiosis.⁷

Quatreflora™ is ideal for oral-use dietary supplements, encouraging easier administration for better compliance. This also means it can exert an early antipathogenic action in the intestine, thus providing complementary support for intestinal and intimate health.

- Adonat® Premium SAME (S-Adenosyl-Methionine) is the only registered SAME brand in the market. An in-depth comparative quality-based evaluation of various SAME ingredients confirms the premium quality profile. From young adults to the elderly, Adonat® can support cognitive and mood health, joint and liver health, and contribute to longevity and health span.

Spotlight on sustainability

Our latest ingredient offering, LANDKIND® Pure Salidroside, is just one example. It is crafted by fermentation to protect the native rhodiola botanical species.

Rhodiola rosea takes over 20 years to mature, so the increasing demand became the main threat of overharvesting. Rhodiola species were added to the CITES list of endangered species to ensure sustainable harvest and trade.

Our innovative fermentation process creates the key bioactive salidroside, bypassing the need to harvest rhodiola, complying with CITES.

¹ <https://pubmed.ncbi.nlm.nih.gov/25488056/>

² <https://pubmed.ncbi.nlm.nih.gov/27403301/>

³ <https://pubmed.ncbi.nlm.nih.gov/31807856/>

⁴ <https://pubmed.ncbi.nlm.nih.gov/27435998/>

⁵ <https://pubmed.ncbi.nlm.nih.gov/29380641/>

⁶ <https://www.jsicedcentral.com/public/assets/articles/obstetrics-5-1112.pdf>

⁷ <https://pubmed.ncbi.nlm.nih.gov/29683763/>



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Visit us at Booth #4365

and discover how Adonat[®] Premium SAMe, a **vital methylating agent**, can elevate your nutritional supplement formulations.



Making a trade show 'sing'

by **Jen Kieffer**, copy editor, content marketing

Music is a huge part of my daily life, and a few times a year I sing and dance my way across the stage in musical theatre productions. Music and singing are magic to me! So when I say we want to *make this show sing*, I mean that we want to bring the magic. Your show experience must hit all the right notes. It must strike just the right chord, giving you courage to amplify your own voice in our industry and riff on all the inspiring ideas you gather while you're there. The rhythm of a trade show can get monotonous if you're not careful. By carefully orchestrating an ensemble of different experiences, we hope your show days have a pleasant harmony and a relaxing yet exhilarating lilt. Find your SupplySide groove with these marvelous show features:



Bone-chilling good time: **SpookySide West**

What could be more frightfully fun than Halloween at SupplySide West? Get out your favorite work-appropriate costume and join in all the SpookySide West festivities on Thursday, Oct. 31, from 10 a.m.-5 p.m. in the Expo Hall and lobby areas. Our DJ will be spinning every hit from "Thriller" to "Monster Mash" and the spine-tingling decor will set the mood. Three food and beverage stations will haunt the show floor where you can score freshly boo-ed coffee and pumpkin spice lattes in the morning and boo-zy cocktails and deliciously ghoulish snacks in the afternoon and evening. Submit your costumed photos (of you, your pets, your kids – we want 'em all) to the social media wall for everyone to enjoy. And of course, make a take-home trick-or-treat bag full of candy to give your family and friends, or eat it yourself ... We won't judge.

Connect through the mobile app

This show is 100% about people making connections – download the show's mobile app, sponsored by dsm-firmenich, to help facilitate those connections. Matchmaking is new in the app this year! Log in, see who else is attending, send them a connection request, share messages and schedule onsite meetings with ease. Also new is a scavenger hunt! Watch yourself climb the leaderboard as you visit exhibitor booths and show features, scanning a QR code as you go, and secure the chance to win a \$500 Visa gift card. Build your own event plan by marking your fave exhibitors and sessions in the app, and view full exhibitor lists, the show floor plan and the education schedule.

Inspiration to stir the soul to action

New this year, Build a Better World is a hallway walk like no other. Take a stroll down the Bayside D-F corridor and discover a series of displays highlighting the passionate work of our nonprofit charitable organization partners. Learn how you can get involved through volunteering, donations or advocacy, and embrace the opportunity to be part of something greater than yourself. Be inspired during Expo Hall hours, Wednesday, Oct. 30, from 10 a.m.-5:30 p.m. and Thursday, Oct. 31, from 10 a.m.-5 p.m.

Mini golf, anyone?

Indulge that inner child and challenge yourself to putt for dollars at Expo Putt Putt. At just four holes, it's the perfect length for a quick Expo Hall break. Get a coveted SupplySide golf ball souvenir and a chance to unlock the door to a \$1,000 prize! Finally score that elusive hole-in-one in Bayside Lobby B during show floor hours Wednesday and Thursday.

This show is 100% about people making connections – download the show's mobile app to help facilitate those connections.

Light up the night and celebrate Diwali-style

We're all going to let our lights shine bright on Wednesday, Oct. 30, from 5:30-7:30 p.m. in South Pacific Ballroom E, at the Diwali Celebration. This festival of lights is one of the most anticipated and widely celebrated festivals in India and across many

parts of the world. Savor the flavors of authentic Indian cuisine, get creative with candle painting, make some noise at the bangle bracelet station, be delighted by Bollywood dance performances and perhaps even take home a henna tattoo.

Rest, relax and recharge

When your energy levels take a nosedive, there's a special place you can go to get a break. Head to the [Zen Den](#) at Tradewinds E and unwind in a calming environment of gentle sounds, soothing aromas and soft lighting. Sponsored by Lycored, the Zen Den will leave visitors reenergized and ready to reconnect with the world. Open to all participants Tuesday, Oct. 29, from 9 a.m.-5 p.m.; Wednesday, Oct. 30, from 9 a.m.-5:30 p.m.; and Thursday, Oct. 31, from 9 a.m.-5 p.m.

Treasure trove of research

The [Taylor & Francis Bookstore](#) is filled with a wide range of published research about compounds and their mechanisms of action in the natural products industry. (Apparently, the Informa-owned company literally wrote the book[s] on all kinds of research!) Open in Booth #7800 on Tuesday, Oct. 29, from 8 a.m.-5 p.m.; Wednesday, Oct. 30, from 8 a.m.-5:30 p.m.; and Thursday, Oct. 31, from 8 a.m.-5 p.m.

Puppy snuggles — need we say more?

Petting a dog is good for the soul (and the blood pressure, research says), which means snuggling a puppy can darn near fix anything that ails you. Grab your spot at the [Bark Park](#) in Bayside Lobby A from 10 a.m.-noon and 2-4 p.m. on both Wednesday and Thursday, and soak in the joy of the cuddliest bunch of show participants we've ever had. All of the puppies are up for adoption, so go ahead and fall in love! Note: During breaks between designated playtime hours, the puppies will be resting and recharging their batteries — it's hard work being that adorable.

Interactive ingredient experience

Sign up for one of the limited slots to go through the KSM-66 Experience Center at Booth #4852. The journey will awaken your senses to see, smell, touch, taste and hear the story of KSM-66 Ashwagandha through an "8S" platform, ranging Supply chain and Science to Sensory and a final Surprise. You'll leave with a deeper

understanding of the powerful herb, as well as exclusive gifts and goodies. [Click here](#) to register.

Go Pack Go!

It'd be fun for yours truly (a Wisconsin girl) if the Green Bay Packers were going to be at SupplySide West, but alas ... it's not THOSE Packers. However, the co-packers who ARE going to be at the [Co-Packer Pavilion](#) are still top-notch talent in their non-football fields! Accessible Wednesday and Thursday during show floor hours, this dedicated space in Lobby F is where you can connect directly with industry-leading co-manufacturers to talk about your projects and production needs. Take advantage of this in-person opportunity to fill your co-packer roster! Sponsoring exhibitors are Bake Works, HTT Packaging & Design, Kool Express, Louisiana Pepper Exchange, PartnerSlate, Solida Labs, Triple Sticks, and World Wide Gourmet Foods.

Rock the vote — SupplySide style

At this year's [Tasting Bar](#) at Booth #1216, cast your vote for favorite palate-pleaser after you've sampled the skillfully created functional food, beverage and supplement prototypes from these fine candidates: Bart Food & Pharma Solutions, Biobor Health, Funtrition, Greenvit, HealthTech BioActives, INGIA Bio, NURA USA, PLT Health Solutions, Skyherb Nutritionals, TopGum Industries, Verdure Sciences, and Vitux/ConCordix. One winner will be crowned "best-tasting product" on day two of the expo at the Tasting Bar awards announcement ceremony. Open to all participants during Expo Hall hours on Wednesday and Thursday.

Wanna meet (and be!) a celebrity?

Elvis impersonators aren't the only wannabe-celebs walking the Las Vegas Strip. Get into costume and close out your show experience in style at the [What's Up With SUPPS: Celebrity Icons Party](#) — a networking event on Thursday, Oct. 31, from 7 p.m.-midnight that benefits Vitamin Angels. Informa Markets is a proud media partner of What's Up With SUPPS, which has planned another epic industry celebration with music, refreshments, entertainment and a whole bunch of friends (some you may know and others you can meet). Taking place at the House of Blues at Mandalay Bay, these social soirees tend to sell out, so grab your tickets now for the most iconic SUPPS event ever! [Separate registration required.](#) ■

Looking to past and future of DSHEA

by **Josh Long**, associate editorial director,
SupplySide Supplement Journal



SupplySide West 2024 provides a milestone opportunity for the industry to reflect on the Dietary Supplement Health and Education Act of 1994 (DSHEA), dissecting the industry's accomplishments and failures over the last three decades, while also looking to the future.

Key questions that still linger include:

- How can the industry improve through self-regulation?
- How should the U.S. Food and Drug Administration adapt its policies and enforcement practices amid a rapidly changing and complex marketplace?
- What is the proper balance in the law to promote innovation while ensuring regulators have the right tools to crack down on bad actors and protect consumers?

DSHEA: 30 years

This brings me to an education session on DSHEA, which then-President Bill Clinton signed into law on Oct. 25, 1994. On Oct. 29, 2024, from 1-3:45 p.m. in Islander Ballroom H, representatives of industry trade associations will explore After 30 years of DSHEA, the question is: What now?

Jon Benninger, VP of health and nutrition with Informa Markets, will moderate this session. Of note, FDA's Cara Welch, Ph.D., – director of the Office of Dietary Supplement Programs – will join the panel and present on FDA trends, including DSHEA modernization.

We're transforming the last hour of the session into an interactive happy hour, featuring opportunities for speaker Q&A and networking with other professionals who are working to make our industry better. I look forward to seeing you there.

Botanical adulteration

While DSHEA has been a resounding success, based on the industry's extraordinary growth over the last 30 years, we can't have a serious conversation about the law without acknowledging challenges that have faced the industry – including botanical adulteration.

The American Botanical Council (ABC) and others are spearheading efforts to tackle this vexing issue. On Thursday, Oct. 31, from 11:15-11:45 a.m. at the SupplySide Stage (Booth #5764), Benninger will take the stage again to moderate Adulteration in the food, supplement, cosmetic and OTC drug supply chain: Issues, concerns and an ROI-based solution. You'll learn about the Botanical Adulterants Prevention Program (BAPP) and its "Standard Operating Procedure (SOP) for the Disposal/Destruction of Irreparably Defective Articles," or as some have described it, "Burn it; don't return it." This session will explore the SOP and hear from a leading brand and a contract manufacturer about their implementation and utilization of this important industry resource.

Ingredient claims

Another challenge – and tremendous opportunity – for industry is around ingredient marketing claims. Particularly, how can brands make effective claims that fuel consumer demand while avoiding government warning letters and lawsuits? On Monday, Oct. 28, from 2-4 p.m. in South Pacific Ballroom F, consultant Asa Waldstein will moderate an interactive panel composed of regulatory-focused lawyers and experts from contract research organizations. Ingredient claims and legal flames: An interactive workshop to dodge regulatory heat will dissect the U.S. regulations, laws and guidance that govern ingredient claims, as well as applicable court cases. In addition, the CROs will discuss the process and investment required to research the health benefits of an ingredient and/or product formulation. The audience will apply these learnings in live polling, and then discuss and debate the results.

NSF training courses

If you'd like to take a deeper dive into ingredient claims, consider joining a training produced by NSF, an independent organization that develops public health standards to protect consumer products, the environment, food and water. Each year at SupplySide West, NSF hosts several training courses. The roster for 2024 is:

Dietary supplement claims substantiation: Oct. 28 from 8 a.m.-4 p.m. in South Pacific Ballroom C.

Vendor qualification and audit training: Oct. 28 from 8 a.m.-5 p.m. in South Pacific Ballroom B.

21 CFR 111 dietary supplement GMP overview (2 days): Oct. 28-29 from 8 a.m.-5 p.m. in South Pacific Ballroom A.

Dietary supplement label compliance: Oct. 29 from 8 a.m.-4 p.m. in South Pacific Ballroom C. ■



Company: GNT USA

Contact: Alice Lee

Title: Technical Marketing Manager

Website: exberry.com

SSW Booth #: 2065

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

GNT is a pioneer in plant-based coloring solutions for food and drink, offering a diverse range of over 400 EXBERRY® colors derived from non-GMO fruit, vegetables, plants, seeds and algae. Our family-owned structure enables us to make strategic investments that ensure the long-term sustainability and reliability of our supplies. We're committed to ambitious sustainability goals and have built a robust supply chain with long-term stockholding to mitigate industry challenges. Additionally, we provide valued technical and regulatory support, which contributes to the success of both our company and our customers. This comprehensive approach allows us to consistently deliver high-quality products, even amidst global supply chain challenges.

2. How is your business investing in the future?

We opened our facility in Gaston County, North Carolina, in 2021 to enhance our service offering for our North American customers. We began with a warehouse facility to optimize supply-chain efficiency and in 2023 we started production of EXBERRY® colors in the U.S. for the first time. Since then, we've been quickly ramping up production to meet the growing demand for plant-based colors across North America.

3. What's one thing you wish more people in the industry knew about your business?

Our North Carolina site features a state-of-the-art customer experience center where clients have the unique opportunity to collaborate closely with our technical and culinary teams. Whether they're developing a new product or refining a concept, our chefs excel at using color to elevate products and ensure they resonate with the target audience. Moreover, when it comes time to scale up for larger manufacturing, our food scientists are on hand to provide expert support, ensuring a smooth and effective transition.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At our booth, you'll explore the innovative use of plant-based colors in functional protein powders. Driven by the increasing consumer demand for protein-enriched diets, whether in meals or snacks, we've developed a groundbreaking approach to incorporate plant-based colors into savory protein powders. This unique concept enhances health-focused snacking options and offers convenient, flavorful protein boosters for meals.

For instance, visitors can sample a vibrant red protein powder, infused with the complex spices of Ethiopian berbere, perfect for enhancing a variety of dishes – from beans and pasta to cottage cheese and even salty snack toppings.

Our team will be available throughout the show to share expert insights on natural color capabilities for various applications, whether replacing artificial colors or innovating to meet the evolving expectations of today's discerning consumers.

Spotlight on sustainability

Sustainability is a key priority for GNT and we've set 17 targets to help us optimize our environmental and social impacts over the course of the current decade. We're already making huge progress in multiple areas. For instance, we've already cut carbon intensity at our factories worldwide by 22% since 2020, taking us almost halfway to our 50% target for 2030. We've also trained 74% of our contract farmers to a minimum of Farm Sustainability Assessment (FSA) Silver standard. In addition to these goals, we are building an independently verified carbon footprint database for EXBERRY® products to provide full transparency to our customers.

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- ✓ Clean label
- ✓ Non-GMO
- ✓ Halal-certified
- ✓ Kosher-certified
- ✓ Sustainably sourced
- ✓ High-intensity shades

S U S T A I N A B L E

Plant-Based Color Solutions

Through a gentle manufacturing process we transform fruits, vegetables, and plants into vibrant, high-performing color solutions suitable for all food and beverage applications. Based on the straightforward principle of coloring food with food, EXBERRY® concentrates are clean label ingredients safe enough to eat by the spoonful.

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EXBERRY®
BY GNT

Unlock the potential of functional beverages, upcycling, more

by **Scott Miller**, staff writer, SupplySide Food & Beverage Journal



The upcoming SupplySide West show will be my first, and the buzz surrounding the event seems so loud, I might as well have stuck my head in a beehive.

But that's only because SupplySide West has so many buzzworthy experiences to offer. Luckily, I'm moderating several of them, including educational sessions on formulating functional beverages, upcycling leftover ingredients and more. If you're attending, you might get a chance to meet me – or one of our expert speakers from all around the food and beverage industries. Read on for some of the options.

Putting the fun back in 'functional'

Join me Tuesday, Oct. 29, from 9-11 a.m. in Islander Ballroom C for an educational session about the exciting (and booming) world of functional beverages. In [The science behind functional beverages: Innovate and differentiate next-gen drinks](#), you'll discover which cutting-edge ingredients are enhancing gut health, boosting athletic performance, improving sleep and supporting cognitive function. Plus, we'll unravel the science that makes these benefits possible and delve into how these drinks are formulated, making this a perfect opportunity for anyone eager to stay ahead of the curve in the beverage industry.

The next day, Wednesday, Oct. 30, from 1:45-2:30 p.m., all registered show attendees are invited to our [Functional Beverage Mixer](#), being held in the SupplySide Networking Hub (Booth #4614). It will be a great chance to chat directly with me and some of the functional beverage session speakers, which include Jeffrey Dietrich, CEO of Rarebird; John Valiton, co-founder and CEO of Illicit Elixirs; Dalton Honoré, food scientist and founder of Dreamland Koffucha; and Candace Smith-Lee, senior beverage scientist at ofi. This mixer is an informal yet productive way to connect and expand your targeted network.

Emerge at the forefront of the food industry

Travel into the future of food innovation with moderator Duffy Hayes on Wednesday, Oct. 30, from 4-4:30 p.m. at the Fi North America Theater (Booth #1250). [Emerge: Mastering innovation in an unpredictable food landscape](#) will offer a road map for navigating today's dynamic food industry, emphasizing how to stand out when it feels like every idea has been done before. Learn

techniques to maximize efficiency and optimize scarce resources from industry experts Jaime Reeves, EVP of product development and commercialization at Mattson; Eric Huml, founder of ADVANCED and OSM; and Ruby Amegah, VP of food innovation R&D with the Center for Applied Research Innovation at Starbucks Coffee Co.

Enzymes for the win

On Thursday, Oct. 31, from 11:15 a.m.-noon at the Fi North America Theater, experience a transformative session exploring the future of plant-based foods as influenced by enzymatic and biotechnological innovations. [Plant power unleashed: Enzymes and biotech unlock tastier, healthier plant-based foods](#), moderated by Karen Butler, will delve into cutting-edge techniques enhancing the flavor, nutrition and sustainability of plant-based ingredients. We'll showcase how enzymatic innovations are transforming food scientists into culinary alchemists who can turn ordinary plant components into extraordinary, eco-friendly food solutions. The speakers include Prieria Panescu, Ph.D., from the Good Food Institute (GFI); she was recently honored among the World Food Prize Foundation's inaugural 2024 cohort of Top Agri-food Pioneers for her groundbreaking work on alternative proteins.

Fermentation fast pass

The world of precision fermentation is about to get bigger, thanks to the Fi North America Theater. On Thursday, Oct. 31, from 1:15-1:45 p.m., [The precision fermentation master class](#), moderated by Sandy Almendarez, will equip food developers with essential insights into navigating the new but rapidly growing



market for precision fermentation. You'll learn how it differs from biomass production, along with regulatory and safety challenges. Baljit Ghotra from EQUII and Andrew Charrette from KGK Science will present their expert analyses on overcoming these hurdles, including practical strategies for product development and testing. The session will conclude with a Q&A, giving attendees a chance to delve deeper into the steps toward successful creation of sustainable and innovative food products.

Upcycled ingredients transform food waste into treasure

On Thursday, Oct. 31, from 2-2:30 p.m. at the Fi North America Theater, take part in a groundbreaking conversation, Upcycle your way to innovation: Mastering functionality with advanced techniques. This dynamic roundtable discussion will delve into methods like enzymatic deconstruction and fermentation and how they can convert surplus food into valuable ingredients like flours and protein

isolates. Experts Delisa Harper from Funky Mello and Lara Ramdin from Upcycled Foods Inc. will share their knowledge about how to use upcycled ingredients to enhance texture, flavor and nutrition, making food products that are more appealing – and more sustainable. Even better, this session will cover successful strategies for integrating upcycled ingredients into market-ready products.

Failure isn't always a worst-case scenario

The best mistakes are the ones we learn from. Join me at the Fi North America Theater on Thursday, Oct. 31, from 2:45-3:15 p.m. for an enlightening session on the invaluable lessons failure can teach us about the food and beverage industry. Failing forward: Lessons learned in the lab will offer firsthand accounts from innovators like Jill Houk of Culinary Culture, John Kim of Tastelli and Benjamin Kennedy of Fable Libations, all of whom overcame significant challenges in their journeys to create successful products. They'll share their stories, highlighting the trials and triumphs of these development processes

– no PowerPoints, just insightful tales of perseverance and creativity in a competitive marketplace.

"If you can't laugh at yourself, you're doing product development all wrong," Houk said. "Failures are a normal part of the product development process, and not something to fear."

Headshot Lounge

Last but certainly not least, I'd like to highlight a brand-new opportunity we're offering at SupplySide West this year. On Wednesday, Oct. 30, from 10 a.m.-5:30 p.m. and Thursday, Oct. 31, from 10 a.m.-5 p.m., all participants are welcome to stop by the Headshot Lounge in the Bayside Foyer for complimentary professional headshots, sponsored by Somafina. Yes, you read that correctly – it's free! Our expert photographer will be onsite and ready to capture your best angle, ensuring you walk away with a polished, impactful image to help build or elevate your professional persona. After all, you only get one chance to make a lasting impression. ■

helaina

Company: Helaina

Contact: Cassie Lewis

Title: Head of Marketing

Website: www.myhelaina.com

SSW Booth #: 1631

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Helaina is a biotechnology company unlocking human bioactive proteins as a new category of adaptive nutrients. Effera™ is the first available human lactoferrin (a bioactive glycoprotein) ingredient supported by clinical studies. Effera is made from Helaina's unique precision fermentation technology. Using this technology, Helaina has effectively replicated the natural lactoferrin in colostrum and maternal milk ensuring a highly bioavailable and superior ingredient for use in multiple formulation types.

Human lactoferrin is the most abundant protein found in colostrum, which optimizes iron levels aiding in iron utilization and homeostasis. Lactoferrin's unique ability to interact with iron enables it to promote a healthy inflammatory and immune response. In addition, it can foster the growth of beneficial bacteria in the gut, helping to maintain a balanced microbiome. Through its ability to sequester and deliver iron where it is needed most, effera is a perfect fit for growing categories within the health and wellness space, especially women's health and active nutrition.

2. How is your business investing in the future?

Helaina is the first company to create clinically studied human bioactive ingredients for functional food and beverage and dietary supplement applications. The company invests in research, innovation, and product development through its best-in-class team of 35 scientists and 14 Ph.D.s. Helaina has created a unique platform that mimics the proteins that the body naturally produces at a fraction of the time and cost. Helaina creates these glycoproteins by training yeast to reproduce the proteins with identical amino acid sequences, core protein structures and human-like glycol profiles.

3. What's one thing you wish more people in the industry knew about your business?

It is groundbreaking to have a human equivalent lactoferrin option on the market for those consumers seeking an ingredient that aligns closely with the body's natural processes.

Effera human lactoferrin is the first of its kind and is backed by clinical studies. Recent research has demonstrated effera's ability to replicate the natural function of human lactoferrin by its high degree of similarity in terms of protein survival and peptide release during digestion. Additionally, studies have shown effera to be highly similar to human milk lactoferrin, more so than bovine lactoferrin.

Effera human lactoferrin is unique in that it is adaptive in nature, having the innate intelligence to optimize iron levels in the body at any given time and target areas where there is an imbalance. Optimizing iron offers a wide range of advantages for applications targeting overall health and well-being, some of which include:

- Supporting a balanced immune and inflammatory response.
- Supporting oxygen delivery to the muscles.
- Supporting healthy gut function and promoting a beneficial microbiome.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors will learn how effera sets a new standard in ingredient technology as the first human-equivalent lactoferrin with a host of benefits across the sports nutrition, women's health and healthy aging categories. In addition, visitors can experience effera firsthand with samples and learn how Helaina is delivering high-quality, superior and effective ingredients for product innovation.

Helaina will also be sharing the latest research on effera at the show. This recent gold standard [study](#) included over 80 participants who took different doses of effera as well as bovine lactoferrin. The study is the first ever to compare the immune impact of bovine (bLF) versus human lactoferrin (rhLF-effera) and evaluate the alloimmunization potential of effera from *K. phaffii* over a 28-day period. The results confirmed effera's ability to provide a stable immune response without significant changes in antibody levels compared to bLF. It was also shown to be safe and tolerable.



Formulating with Human Lactoferrin

Meet with us at
**SupplySide®
WEST**
Booth #1631

Effera™ is a versatile ingredient that is easily incorporated into multiple formats, while maintaining its integrity.

Capsules

Energy drinks

Tablets

Nutritional bars

Powders

Gummies

Gels



Benefits of Human Lactoferrin



Innate and Adaptive Immune Support

Optimizes Iron Levels and Utilization

Healthy Gut Function for Optimal Nutrient Absorption



98% PURITY



NO TASTE OR ODOR



NON-ALLERGENIC



NON-GMO



VEGAN



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INFORMED



Company: INFORMED

Contact: Zach Bailey

Title: Marketing Executive

Website: wetestyourtrust.com

SSW Booth #:

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

As many as one-in-ten supplements can be contaminated with ingredients and compounds prohibited in sport. INFORMED is a global testing and certification program for sports and nutritional supplements. Supplement products are tested by LGC's world-class anti-doping laboratory for contamination against over 285 banned substances in sport, using ISO 17025 accredited methods.

2. How is your business investing in the future?

INFORMED is investing in the future by giving athletes the ability to be assured the products they're putting into their bodies have undergone a rigorous screening program for banned substances in sport, and that these products are safer for use.

3. What's one thing you wish more people in the industry knew about your business?

What started as Informed Choice and Informed Sport has evolved over the past few years to now include five programs under the INFORMED umbrella:

Informed Sport – To make certain our certified products are safer for athletes and drug-tested personnel, we test every single batch for banned substances before releasing to market.

Informed Choice – Through our retail monitoring and testing program, we help reduce the risk of impurities and banned substances entering these products by testing products monthly.

Informed Protein – Provides athletes and consumers with the assurance that the amount of protein within a product matches what's listed on the label, as well as considering the risk of adulteration or cross-contamination at manufacturing facilities by incorporating a check on the free amino acid content, a targeted screen for common adulterants, and facility audits that provide oversight of manufacturer quality processes.

Informed Ingredient – A global quality assurance program developed to minimize the risk of banned substance contamination with ingredients intended for the inclusion in sports and dietary supplement products.

Informed Manufacturer – A global quality certification for manufacturing facilities developed to help minimize the risk of banned substance contamination within facilities that manufacture and supply sports nutrition products, dietary supplements and their ingredients.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At our booth, we plan to spread the word about the importance of third-party supplement testing, as well as give further insight into the specifics of all five of our programs: Informed Sport, Informed Choice, Informed Protein, Informed Ingredient, and Informed Manufacturer. Along with this, we will also have giveaway items such as hats, shirts, shaker bottles and more!

INFORMED



The leading global certification programs designed to ensure dietary supplements and sports nutrition products are safer for use.

WETESTYOUTRUST.COM

Booth 6505

LGC



Briefs deliver on ingredients, technologies — and a meal!

by **Karen Raterman**, associate director, content marketing

One of the essential aspects of SupplySide for brands and product formulators is staying ahead of the trends and finding that next great ingredient or technology. SupplySide breakfast and lunch briefs are a great resource. They're short, they're sweet, they're focused and there's food (let's face it — keeping up your energy levels is critical!). This year's briefs include market data, new ingredient science, plus updates on formulation advances. You won't want to miss them ... but they do take advance planning. Most are invite-only, so be sure to reserve your space.



Wednesday, Oct. 30

Breakfast brief – Maximizing magnesium for optimal absorption in tablets, capsules and gummies

9-10 a.m., Lower Level, South Pacific Ballroom A
Magnesium is a hot commodity in today's market, emerging as a star ingredient for healthy sleep — not to mention its well-known support of healthy bones and heart. But formulating for optimal absorption takes know-how. If you want to capitalize on the magnesium motherload, don't miss this breakfast brief with Robert Finn, Ph.D., Innophos' R&D director, who will present current in vitro study results showing the higher absorption of Chelamax Magnesium, as well as its functionality in formulations ranging from tablets to gummies. To attend, RSVP to shilo.lusson.us@informa.com.

This session is sponsored by Innophos.

Breakfast brief – Oxidative stress reduction using novel polyphenolic compounds to improve health and well-being

9-10 a.m., Lower Level, South Pacific Ballroom B
Aging like a fine wine may be OK for some, but many people now recognize things can be done to help slow the aging process — like minimizing oxidative stress, which can trigger poor immune function and premature aging. Grab some breakfast and join James Roza, chief science officer at Layn Natural ingredients, for the latest on how a unique polyphenolic preparation, SophoOx, can reduce oxidative stress, support healthy immunity and contribute to a healthy life span. This is an invite-only event, so reach out to shilo.lusson.us@informa.com for your invitation.

This session is sponsored by Layn Natural Ingredients.

Breakfast brief – Next-gen nutraceutical rock star ingredients for key growth categories: Abdominal fat, athletic performance, sexual health and sleep

9-10 a.m., Lower Level, South Pacific Ballroom C
Four holy grail categories in the dietary supplement space are weight management, sports performance, sexual health and sleep. Finding success in these areas requires staying ahead of the curve *and* the competition with a strong product development pipeline. In this invite-only breakfast brief, industry veteran Gene Bruno, MS, MHS, RH(AHG), chief science officer at Nutraland USA, will share data about evidence-based, plant-sourced, clean label and sustainable ingredients at the forefront of these health benefits. Secure your spot by reaching out to sheri.teunissen@nutrallandusa.com.

This session is sponsored by Nutraland USA.

Breakfast brief – The microbiome-allergy connection: Transforming immune responses with biotics

9-10 a.m., Lower Level, South Pacific Ballroom D
Microbiome modulation is one of the most exciting areas in natural product research, especially the connection between microbiome health and allergies. In this exclusive invitation-only panel, Verb Biotics CSO Noah Zimmerman, Ph.D., will lead a discussion with allergy experts Robert McDermott, MD, founder and owner of Allergy Asthma & Immunology of the Rockies; and Neal Jain, MD, president and co-owner, Allergy Intellect; exploring insights and implications of combining vitamin D3 and biotics for immune system support. Contact shilo.lusson.us@informa.com to get your ticket.

This session is sponsored by Verb Biotics.



Wednesday, Oct. 30

Lunch brief – Targeting glucose spikes with collagen peptides: New scientific and market research

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

Smart devices like continuing glucose monitors are making inroads in health, putting real-time information at consumers' fingertips. Brands interested in this space need to raise the bar with personalization, proven efficacy and innovative new ingredients. In this session, gain insights from Mariette Abrahams, Ph.D., founder and CEO of Qina; and Janne Prawitt, Ph.D., scientific director of health and nutrition at Rousselot; on the current market and learn about a new solution, Nextida GC, a specific collagen peptide to reduce postprandial glucose spikes. To attend, reach out now to shilo.lusson.us@informa.com.

This session is sponsored by Rousselot Inc.

Lunch brief – Kaneka Ubiquinol and mitochondria: Partners for health in surprising ways

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

You may already know about the potential health benefits of CoQ10, but we now know that ubiquinol – the reduced form of CoQ10, and a naturally occurring antioxidant in body – is vital for supporting cellular energy production and function. Learn about the deep research into ubiquinol's protective effects from Risa Schulman, Ph.D., president of Tap Root; and Sid Shastri, Kaneka Nutrients' director of research. In this invite-only session, learn how

Kaneka's Ubiquinol supports heart health, preconception health and healthy aging. Secure your spot via shilo.lusson.us@informa.com.

This session is sponsored by Kaneka Nutrients.

Lunch brief – The future of folate: Fueling innovation in dietary supplements

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

Folate is well-known for its support of prenatal and postnatal health, but emerging science suggests its importance goes well beyond that to cognitive function, cardiovascular health and epigenetic well-being. At this exclusive invite-only session, engage with Balchem experts Eric Ciappio, Ph.D., RD, senior nutrition science manager; and Lauren Eisen, senior strategic marketing and business development manager; to understand the market dynamics and learn about a new choline-enriched L-5MTHF, Optifolin+ ingredient, a bioactive form of folate that bypasses the conversion required by traditional folic acid. Reach out to shilo.lusson.us@informa.com for your invite.

This session is sponsored by Balchem Corp.

Lunch brief – What's coming next in supplements and how to get a head start

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

Attention all supplement industry innovators and disruptors! The vitamin, mineral and supplement market has seen its share of macro-level interruptions from Covid-19



Company: Kaneka Nutrients

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

Title: Director of Research

Website: KanekaNutrients.com

SSW Booth #: 2865

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Among Kaneka's core value propositions is our commitment to biochemistry and clinical research for the CoQ10/ubiquinol market, with special emphasis on ubiquinol based on its unique benefits. A core aspect of ubiquinol is its antioxidant capability, a protective mechanism mediated only through this form of CoQ10. In fact, ubiquinol is the only lipid-soluble antioxidant synthesized in the body. Its antioxidant strength can be observed by the fact that it can actually regenerate other spent antioxidants. Furthermore, ubiquinol is concentrated in the inner mitochondrial membrane based on its essential role in energy production through oxidative phosphorylation. Within the context of oxidative phosphorylation, ubiquinol helps neutralize reactive oxygen species (ROS) generated during the electron transport process. In addition, our published research shows greater uptake of supplemental Kaneka Ubiquinol® into the blood than conventional CoQ10 – these are some highlights of the unique benefits of Ubiquinol.

2. How is your business investing in the future?

Since Kaneka's inception in 1949, our continual investment in future research has led to major breakthroughs in the field of CoQ10 and Ubiquinol. In its Nutrients Division, Kaneka has prioritized investment in primary research that has led to new and unique applications for Ubiquinol beyond its role in cardiovascular function. Many of the human clinical trials conducted today, including those funded by the National Institutes of Health, use Kaneka Q10® and Kaneka Ubiquinol®.

In response to evolving global health challenges, our research has shifted to address emerging needs, particularly in healthy aging and preconception health. We remain dedicated to advancing the well-being of our community members through this adaptive approach.

3. What's one thing you wish more people in the industry knew about your business?

We pride ourselves on our deep commitment to the quality of our products and to a high level of scientific inquiry on

them. Only Kaneka has the experience and expertise to inform contract manufacturers about how to produce a stable, finished dose form of Kaneka Ubiquinol. Kaneka Nutrients is a member of the Council for Responsible Nutrition (CRN) which advocates for truth in labeling and product integrity, including preventing commercialization of misbranded forms of CoQ10 such as idebenone – a synthetic short tail analog of CoQ10 that is neither a dietary supplement nor found naturally in biological systems. Kaneka is also a founding member of the International CoQ10 Association, a nonprofit organization dedicated to biochemical and clinical research of CoQ10. Our unparalleled experience and industry activities underscore Kaneka's leadership and dedication to the dietary supplement industry and passion to create new opportunities for Ubiquinol.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We welcome all show attendees to come by Kaneka's Booth 2865. Our knowledgeable team is excited to update you on new published science and product developments, including Q30™ – a microencapsulated Ubiquinol for non-softgel options. Q30 will expand your product development projects to include hardshell caps and stick packs. Our team is also developing an innovative solution to address a long-standing desired format for Ubiquinol. Come and learn about our efforts.

Spotlight on sustainability

One of the ways that Kaneka actively promotes sustainability is with its Green Planet Division. Kaneka Green Planet® is a home-compostable alternative to plastic, produced via a revolutionary bio-fermentation process. Green Planet biodegradable polymer can replace the fossil fuel-based plastic in products such as plates, straws, cups, cutlery, film, pouches, or any other single-use item. When no longer needed, and given the right conditions, products made from Kaneka Green Planet will degrade and return to nature.



Support Overall Wellness, Cell by Cell

An ally in the fight against oxidative stress, Kaneka Ubiquinol® plays a crucial role in:

- ✓ Heart health
- ✓ Preconception health
- ✓ Healthy aging

Ubiquinol neutralizes harmful free radicals through its antioxidant properties, supporting cellular energy production and protecting against cellular damage. Embrace the potential of Kaneka Ubiquinol® in promoting overall health and wellness.

Kaneka Ubiquinol® has been shown to be 2X better absorbed than conventional CoQ10¹

VISIT US AT SUPPLYSIDE WEST, BOOTH #2865

1. Langsjoen PH, Langsjoen AM. Comparison study of plasma coenzyme Q10 levels in healthy subjects supplemented with ubiquinol versus ubiquinone. *Clinical Pharmacol Drug Dev.* 2014;3(1):13-17.

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

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Reach out to us at NutrientsSales@kaneka.com
Visit KanekaNutrients.com





and global supply issues to inflation, so it's always a good idea to keep one eye on the horizon for what may be coming down the pike. To get a clear view, join Pat Vesay, head of marketing and strategy for Catalent Consumer Health, and Brandon Casteel, VP of partnerships at SPINS, for their take on new waves of change in the market, emerging opportunities and some strategies for growth in 2025. Contact shilo.lusson.us@informa.com to reserve a seat.

This session is sponsored by Catalent Consumer Health.

Thursday, Oct. 31

Breakfast brief – Mental wellness approaches redefined: The intersection of traditional botanical practices with modern science

8:30-10 a.m., Lower Level, South Pacific Ballroom B
Stress. It's really getting to people. Beyond just making them anxious, it is even impacting sleep and cognitive function. The good news is that natural products offer potential solutions. Join Deepak Mundkinajeddu, Ph.D., of Natural Remedies, and David Foreman, Pharm.D., president of Herbal Pharmacist, for this invite-only session. They'll be discussing new science and clinical studies on mental wellness, exploring new ingredients, and offering insight into creating innovative formulations based on traditional practices and modern medicine. Contact shilo.lusson.us@informa.com to attend and get a deeper understanding of this important market.

This session is sponsored by Natural Remedies.

Breakfast brief – Harnessing the power of Akkermansia: A new frontier in biotics

9-10 a.m., Lower Level, South Pacific Ballroom C
Microbiome balance is now associated with just about everything except the kitchen sink: It's linked to metabolic health, cognition, and digestive and immune health benefits. But this space is continually evolving. Learn about the newest innovations with *Akkermansia muciniphila*, an emerging star in next-generation probiotics. Grab some breakfast (it is good for gut health) and join this invite-only brief with Vidya Herbs' experts Rishi Trivedi, Ph.D., global commercial director, and Subhendu Nayak, director of probiotic R&D, to keep your formulations ahead of the curve. Contact shilo.lusson.us@informa.com to reserve your spot.

This session is sponsored by Vidya Herbs Inc.

Breakfast brief – Weight management probiotic support: A new sustainable stress-free approach

9-10 a.m., Lower Level, South Pacific Ballroom A
Patented, custom-selected probiotic microbes like JBD 301 have been linked to helping eliminate dietary fat, which can become free fatty acids and glycerides in the small intestine. In this breakfast brief, Linpharma experts Volker Gallichio, MBA, chief business and market development officer; and Annette Zehrer, Ph.D., senior scientist of preclinical and clinical R&D; will explain how these ingredients are fundamentally different from other probiotics and drugs, their supporting clinical science and application potential. But you can only attend with an invitation. Reach out to shilo.lusson.us@informa.com to get your ticket.

This session is sponsored by Linpharma Bioactives.

Lunch brief – Revolutionizing bioavailability: The LiposoMax delivery technology advantage

Noon-1 p.m., Lower Level, South Pacific Ballroom A
Liposomes are big shots when it comes to bioavailability. These delivery technologies are breaking ground in preserving and supporting product efficacy and stability. Join experts from One Innovation Labs in this exclusive lunch brief to hear about LiposoMax, a pioneering, proprietary process merging active compounds with natural phospholipids and lipid metabolites. Pedro Perez, Ph.D., chief science officer of One Innovation Labs; and professor Benjamin Weeks, Ph.D., from Adelphi University; will discuss the benefits of liposomal technology, the advantages of LiposoMax and its diverse applications. Reserve your spot with shilo.lusson.us@informa.com.

This session is sponsored by One Innovation Labs. ■

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A first-time experience at SupplySide West!

Booth #4852

For the first time ever, experience KSM-66 Ashwagandha like never before through our unique **"8S" experience: Sourcing, Supply chain, Science, Safety, Sustainability, Sensory, Social impact and a Surprise** you won't want to miss!

At KSM-66 Ashwagandha Experience Center, at Booth #4852, embark on a journey that will awaken your senses – **see, smell, touch, taste and hear the story of KSM-66 Ashwagandha.**

Our KSM-66 Experience Center offers **limited slots every 15 minutes.** Secure your space to ensure you don't miss this immersive opportunity.

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WORLD'S BEST ASHWAGANDHA

Long live the supps industry

by **Todd Runestad**, content director, SupplySide Supplement Journal

I've been in the health and nutrition industry going on 30 years now, so obviously keeping up with developments in the healthy aging space has served me well. No matter how long or short anyone has been in the supplement world, several topics always keep it fresh: ingredient innovations, delivery technologies and trends. Throw in a networking opp to meet some of the brilliant minds fueling our industry forward, and you've got a recipe for some of my favorite SupplySide West happens. Here are the details:



Do you want to live forever?

Sorry to say, but none of us are getting any younger. Youth is wasted on the young! Since time immemorial, people have tried to find the proverbial fountain of youth. The latest frontier is being brought to you by researchers developing novel bioactives that hold forth new promise for supplement takers who might eke out a few more healthy years.

Healthy aging: The biology, chemistry and technology of adding quantity and quality years is Monday, Oct. 28, from 2-4 p.m. in Islander Ballroom E. I am more than a little pleased to introduce you to my favorite geniuses in the business. These top scientists and industry experts who are leading the charge in the longevity space will take you on a captivating journey through the science of aging and the groundbreaking innovations poised to redefine our golden years.

We'll explore the intricate mechanisms of human cells and reveal how unique ingredients are boosting cognition, memory, skin health, bone and joint health, sleep and more. Whether you're a seasoned pro or a curious newcomer, this session will bring you a fresh perspective on aging, armed with knowledge that could transform the way you approach health and wellness product formulation.

The speaker roster includes Blake Ebersole, president of NaturPro Scientific; Gene Bruno, chief scientific officer at Nutraland USA; Yasmeen Nkrumah-Elie, global director for external research from ChromaDex; and Hariom Yadav, director of USF Center for Microbiome Research, University of South Florida.

Get 'em while they're hot — 2024-25 supplements trends

This is the big one! Every seat filled, people piled on the floor around the perimeter, colleagues standing outside,

wishing they could come in. On Tuesday, Oct. 29, from 1-3:45 p.m. in Islander Ballroom E, we have assembled a top-shelf list of some of the sharpest, smartest, most informed data and insights people in the biz. They will dive deep into the trends — and fads — driving the supplement industry today. Ever wondered why prebiotics and probiotics are all the rage, or how collagen and magnesium are shaping up the market, or which protein source is trending now? We've got the answers!

During Pulse check: Uncovering supplement consumer insights and trends, our expert panel will break down the latest consumer purchasing behaviors, highlighting the hottest trends in women's health, sports

We'll explore the intricate mechanisms of human cells and reveal how unique ingredients are boosting cognition, memory, skin health, bone and joint health, sleep and more.

nutrition, nootropics and beyond. You'll walk away with actionable insights and strategies to turn these trends into profitable opportunities for your brand. And stick around for the in-room happy hour afterwards to chat with our speakers and mingle with fellow trend enthusiasts. Presenters include Bill Giebler (content and insights director) and Erika Craft (market research analyst) both from Nutrition Business Journal; Len Monheit, CEO of Industry Transparency Center; Sarah Burden, VP of sales at Radicle Science; Chris Foltz, retail strategist with Step Change Innovations; and Lynda



Doyle, president and CEO of Avant Nutrition. The buzz will be palpable!

This session is underwritten by Mane Inc.

Reality TV comes to Vegas, baby

A little shameless self-promotion (ahem): My favorite offering of the week is on the SupplySide Stage (Booth #5764), Wednesday, Oct. 30, from 3:45-5 p.m. at the [Ingredient Idol 2024: Supplements](#) contest. This award show reveals the best-in-class new ingredient in each of three trending health categories – this year it’s women’s health, performance and healthy aging. Aspiring companies compete for fame and adulation in front of three judges who will hear the elevator pitch from company representatives, pepper them with questions, then huddle to decide the winner. In addition, a raucous audience will decide the “people’s choice” winner – scientifically determined by which ingredient’s advocates can scream, yell and holler the loudest. Oh, we’re talking fun with a purpose all right. This year’s judges are Diana Morgan, founder and chief fun officer of What’s Up With

SUPPS; David Foreman, president of Herbal Pharmacist; and Douglas Lynch, CEO at MarketWell Nutrition.

Shoot it. Slurp it. Chew it. Swallow!

Remember when you were a kid and vitamins were either tablets, capsules or, if you were lucky, a Flintstones chewable? Crunchcrunchcrunch. Around the turn of the century, all of a sudden gummy bears supplanted Fred and Barney as the preferred way kids would down their supplements.

What followed was lost on everybody at first, but when those kids grew up, they still wanted to take their supps as gummies. And why not, they’re fun!

Lots of new things are still happening on the alternative delivery front, including formulating for gummies with AI (artificial intelligence), liposomes to boost bioavailability, cool new strips and more! Join us on Thursday, Oct. 31, from 9-10 a.m. in South Pacific Ballroom F, for [Supplement delivery systems: Where technology and demographics have a party](#). Here you can get inspired to create, refine and deliver transformative innovative solutions that

will make shoppers positively drool for your supplements. Presenters include Karin Hermoni, owner and independent consultant from Imagine Health; Sebastian Balcombe, founder and CEO of Specnova; and Lauren Clardy, president and founder of NutriMarket Business.

This session is underwritten by FrieslandCampina Ingredients North America Inc., Gelita USA, and Vitux/ConCordix.

Midday gummy break, anyone?

Whether or not you attended the aforementioned preshow confab on delivery formats, consider Thursday’s [Supplement Delivery Forms Meetup](#) as a welcome midday break to visit with colleagues who are interested in the space, along with the added bonus of getting to mix and mingle with the session’s speakers. Meet at the SupplySide Networking Hub (Booth #4614) from 12:30-1:15 p.m. for a great opportunity to talk shop about all the cool new innovations both hitting the market and being developed – and maybe get ideas for your next new product launch! ■



Company: Kyowa Hakko

Contact: Maria Stanieich

Title: Senior Marketing Manager at Kyowa Hakko

Website: <https://kyowa-usa.com/>

SSW Booth #: 3765

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Innovation is at the heart of Kyowa Hakko. We are constantly exploring and investing in new methods and technologies to improve our products and bring greater value to our partners. Leveraging our resources in Japan, we gather the best minds and research from around the world to stay competitive in the international market. We also believe that empowering formulators and consumers with knowledge is essential. We provide valuable insights into the science behind our products, helping our partners make informed decisions about ingredients so they can help meet the needs of their consumers.

2. How is your business investing in the future?

We are deeply committed to furthering research and development, protecting our proprietary science, and continuously working to meet the stringent demands for product claims. Our focus on science ensures that we can consistently deliver innovative and effective solutions that meet customer and consumer expectations.

3. What's one thing you wish more people in the industry knew about your business?

Unlike many ingredients in the industry, our products are backed by extensive scientific research, ensuring they meet the highest standards of efficacy and safety. We've spent years conducting rigorous studies and clinical trials, meticulously documenting our findings to provide a solid foundation of research. This commitment to scientific integrity not only builds credibility and trust among our partners and consumers, but also distinguishes our branded ingredients in the marketplace. Our customers can launch new products with certainty that every ingredient we offer has been thoroughly tested.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We'll be highlighting finished products that feature our branded ingredients, and demonstrating their versatility and market success. Visitors will see firsthand how easy it is to work with our ingredients, thanks to their neutral taste and high solubility. By simplifying the formulation process and eliminating the need for masking agents, our ingredients are ideal for a wide range of beverage, food, and supplement applications.

Spotlight on sustainability

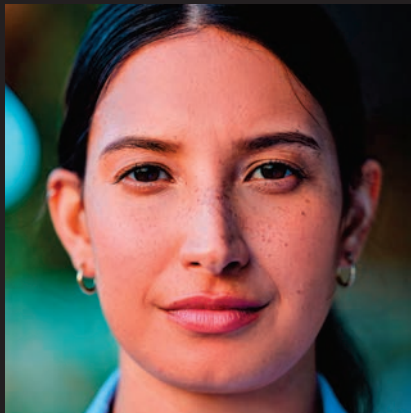
Kyowa Hakko was the first to develop an industrial fermentation process to produce amino acids, and we created Cognizin® using this innovative fermentation process. Kyowa Hakko is committed to addressing environmental and social issues through advanced biochemical technologies, aiming for better health, well-being, and a sustainable society. As part of Kirin Holdings, Kyowa has launched several environmental initiatives to achieve net-zero greenhouse gas emissions by 2050, reduce water consumption and contamination, and preserve biological resources. The Kyowa Hakko Bio Group received a Silver Sustainability Rating from EcoVadis, placing it in the top 25% of assessed companies. This rating reflects Kyowa's efforts in Environment, Labor & Human Rights, Ethics, and Sustainable Procurement. Kyowa remains committed to promoting sustainability and creating both social and corporate value, ensuring trust and peace of mind for consumers.



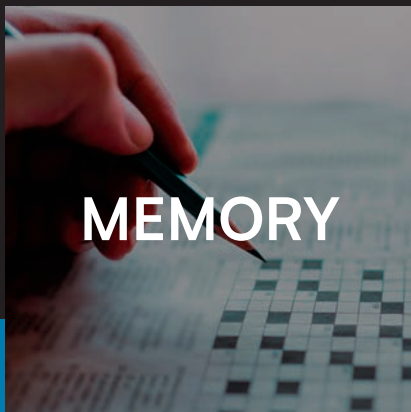
ZONE IN WITH COGNIZIN[®]



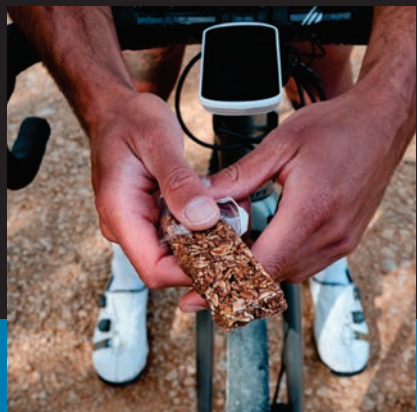
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Community connections span all facets of event

by **Fran Schoenwetter**, director of content marketing, SupplySide



SupplySide West is more than just a trade show; it's a place for community to convene, connect and celebrate. We promote global wellness and diverse communities alike. Two special events – along with two hopping presentation spaces – reinforce why community connections make attending SupplySide uniquely special.

A toast to aiding global public health

On Thursday, Oct. 31, from 2-3 p.m. at the SupplySide Networking Hub (Booth #4614), we're highlighting the heroic work of Vitamin Angels. This life-changing nonprofit is dedicated to addressing global malnutrition among mothers and young children that lack nutrition basics. Be sure to join us in community and raise a glass at the [Vitamin Angels 30th Anniversary Celebration](#). You can meet some of the organization's team, network with key partners in the industry and hear about the phenomenal accomplishments of the last three decades. New partners are always welcome to join in as the nonprofit heads toward its boldest destination yet: a world without malnutrition.

The impacts of younger organic buyers

By 2030, the majority of the U.S. population will be Millennials (ages 28 to 43), Gen Z (ages 12 to 27) and younger generations. These consumers grew up with organic options and expect sustainability to be a part of any product formulation. In fact, they are driving demand for organic and broadening the conversation from a focus on pesticides to elevating the inherent transparency, integrity and sustainability that organic certification commands across the supply chain, while also highlighting how these values are driving innovation.

In [Inside Organic: The new consumer's influence on the organic supply chain](#), you'll hear from industry experts as they dive into the latest data shaping the organic marketplace, and how this information is elevating transparency, integrity, sustainability and innovation across the supply chain to meet the expectations of today's consumer. Sponsored by Bright Pharma Caps Inc., Ciranda Inc., and NielsenIQ, the conversation takes place in the Fi North America Theater (Booth #1250) on Wednesday, Oct. 30, from 12:45-2 p.m., with speakers Nancy Coulter-Parker, Jason Lipsitz, Lisa Spicka de Bevacqua, Joe Rouleau, Gwendolyn Wyard and Tess Bar.

Supplier Presentation Theaters showcase science, ingredients

One of the essential benefits SupplySide offers brands and product formulators is helping them stay ahead of the trends and find that next great ingredient or technology. Stop by both locations of the Supplier Presentation Theater (Booth #3077 and #3683) on the show floor Wednesday and Thursday to learn about the newest ingredient innovations, use cases and scientific findings to power your next product.

These exhibitor-presented education sessions are devoted to ingredient and service-specific science, applications and formulation technologies to help you kick-start innovation and stay ahead of market demand. Check the links below for more details and keep the SupplySide West mobile app handy for the latest schedule updates.

Wednesday, Oct. 30

Supplier Presentation Theater, Booth #3077

11-11:20	Lycored
11:30-11:50	Shanghai Coachchem Tech
12-12:20	Kerry
12:30-1:20	BioGrowing Co. Ltd.
1:30-1:50	IFF
2-2:50	Sirio
3-3:20	Probiotical
3:30-3:50	Pharmachem Innovations

Supplier Presentation Theater, Booth #3683

11-11:20	Custom Flavors
11:30-11:50	Bio-gen Extracts Pvt. Ltd.
12-12:20	HTBA (HealthTech BioActives)
12:30-12:50	Nura USA LLC
1-1:20	Cocrystal Technology (Jiaxing) Co. Ltd.
1:30-1:50	Makat Candy Technology
2-2:20	Samyang Corp.
2:30-2:50	EffePharm Ltd.
3-3:20	Stauber Performance Ingredients
3:30-3:50	Indena USA

Thursday, Oct. 31

Supplier Presentation Theater, Booth #3077

11-11:20	Brightseed
11:30-11:50	SuanNutra USA – Monteloeder
12-12:20	Unibio Lab Co. Ltd.
12:30-1:20	Bloomage Biotechnology Corp. Ltd.
1:30-1:50	JRS Pharma

Supplier Presentation Theater, Booth #3683

11-11:20	Rousselot Inc.
11:30-11:50	Balchem Corp.
12:30-12:50	Acadian Seaplants Ltd.
1-1:50	China Brand
2-2:20	Nektium ■



Company: Lubrizol Life Science

Contact: Isabel Gómez

Title: Global Marketing Manager, Nutraceuticals

Website: www.lubrizon.com/Health/Nutraceuticals

SSW Booth #: 3982

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

The nutraceuticals business of Lubrizol Life Science Health specializes in value-added functional food ingredients, combining intimate knowledge of customer needs with scientific expertise. We have developed a comprehensive portfolio of microencapsulated mineral and botanical product platforms to facilitate innovative product development and improve consumer health. Our brands include the world-renowned LIPOFER™ microencapsulated iron, which provides a bioavailable source of iron with enhanced stability and favorable organoleptic properties to enable great-tasting iron supplements; NEWCAFF™ microencapsulated caffeine, which provides sustained release caffeine with a clean, non-bitter taste; and MAGSHAPE™ microencapsulated magnesium, a highly concentrated and bioavailable source of magnesium with superior flowability and compressibility. Using consumer insights, in-depth market knowledge and our leading microencapsulation expertise, we help supplement manufacturers create differentiated, premium, and high-performance nutraceutical solutions.

2. How is your business investing in the future?

At Lubrizol, we invest heavily in market research to understand consumer demands and upcoming trends within the nutraceuticals sector. These findings guide our innovations and help us enable formulators to address unmet market needs.

For example, a key insight into nutraceuticals that we are addressing is that consumers are drawn to products containing ingredients that are both clinically proven and offer a positive sensory experience. By meeting this demand, formulators can more effectively stand out in the marketplace and pique consumer interests.

To support this, we are continuing to launch products

that put consumer needs first and help manufacturers align with market insights. With this in mind, we will continue to develop branded ingredients that are bioavailable, easy to use in consumer-preferred format formulations, and provide an excellent sensory experience with minimized side effects.

3. What's one thing you wish more people in the industry knew about your business?

Lubrizon's extensive nutraceuticals portfolio is a testament to our consumer-focused approach. It offers a diverse range of proven, science-backed ingredients that also provide important sensory advantages to the products they are used in. These include great taste, mouthfeel and visual appeal, ensuring they are suitable for a wide range of product formulations and grant manufacturers flexibility in their product design.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors will have the opportunity to see Lubrizol's strategic approach to the marketplace in action through our MAGSHAPE magnesium microcapsules, which showcase how we adapt to changing consumer preferences.

Magnesium has gained momentum with consumers, so we developed MAGSHAPE to address common unmet market needs for this essential mineral. For example, we learned that low bioavailability is driving negative sentiment around traditional magnesium supplements, as this characteristic leads to large, difficult-to-swallow pills and higher dosing frequency.

These proprietary market research findings led to the development of a prototype formulation containing MAGSHAPE. This formulation provides highly concentrated and bioavailable magnesium at a small dosage, delivered via a convenient, fast-melting powder stick.

We invite visitors to stop by Booth #3982 and sample the product to see firsthand how Lubrizol is meeting consumer demands within today's nutraceutical market.

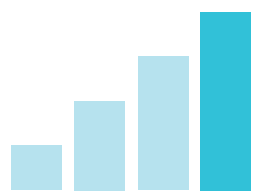
Magnesium unleashed: a source of magnesium for creating consumer-friendly, in-demand products

Unlock the true potential of magnesium

- ✓ As consumers increasingly seek out convenient ways to improve their health, magnesium has become the mineral of choice for millions.
- ✓ With benefits for mental and physical wellbeing, it has become a popular supplement for health-conscious consumers.
- ✓ To stand out from the crowded marketplace, formulators must pair science-backed ingredients with a sensory-appelling delivery format.

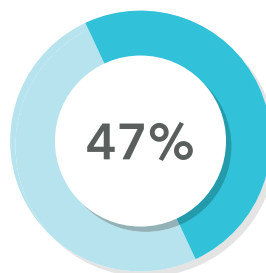


Magnesium: A mineral on the rise



\$19.8 billion

The expected value of the magnesium market in 2028



The proportion of global supplements that contained magnesium in 2023

Learn how MAGSHAPE™ microcapsules can enable your on-trend magnesium product at Supply Side West, booth 3982.

New ingredients, development strategies pair with durable categories

by **Hank Schultz**, editor, SupplySide Supplement Journal

New ingredients (such as the red-hot fungal varieties), development strategies (such as AI-driven R&D platforms) and opportunities (think: Ozempic-tangent) are just a taste of the topics you'll find being discussed at the upcoming SupplySide West show. And of course we're always pleased to welcome back attendee favorites like the well-received and timesaving GOED Omega-3 Resource Center.

All hail the kingdom of the fungi!

The buzz around functional mushrooms (and their versatility) has infiltrated nearly every corner of the wellness and nutrition industry. The excitement around this category of ingredients is providing a vibrant growth impetus. From supercharged coffees to innovative pet foods, demand for these fungi continues to increase. However, as this fascination grows, so do questions about the science, standards and understanding that underpin the burgeoning market. Functional mushrooms: Sources, standards, species and science is set to bridge the knowledge gap, featuring a panel of leading mycologists, seasoned cultivators and industry pioneers ready to tackle the misconceptions and illuminate the science of mushroom cultivation and application. This enlightening session on Tuesday, Oct. 29, from 1-3:45 p.m. in Islander Ballroom C, will peel back the layers of the mushroom life cycle, offering clarity on mycelium versus fruiting bodies, the significance of bioactive compounds, and the impact of cultivation and processing techniques on product quality. A 60-minute "working happy hour" rounds out the session.

Our expert panel includes Bill Chioffi of Nammex, Julie Daoust from M2 Ingredients, Holly Johnson of the American Herbal Products Association (AHPA) and Roy Upton from the American Herbal Pharmacopoeia.

How machine learning is revolutionizing R&D

Companies are constantly looking for competitive advantages, and the use of artificial intelligence to increase the speed to market in product development is one of the most compelling. This forward-thinking session, AI-powered precision: Revolutionizing supplement supply chain and formulation, will explore how AI and other cutting-edge technologies are changing the game in supplement formulation. From 9-10 a.m. on Wednesday, Oct. 30 in Islander Ballroom H, you'll learn how AI can analyze vast datasets to identify novel ingredient combinations and



predict potential health benefits. AI-powered modeling can also create targeted, personalized supplement blends for specific consumer needs.

Our savvy panel includes Michael Bush of GrowthWays Partners, Wesley Glenn from Ayana Bio, Scott Forsberg of Vine to Bar, and Camille Delebecque from Verb Biotics.

Ozempic and the supplement opportunity

According to Axios, Morgan Stanley analysts projected that over the next 10 years, 7% of the U.S. population could be taking weight loss drugs such as Ozempic. What does that mean for the supplement industry if 24 million people are eating less? It means opportunity. Stop by the SupplySide Stage (Booth #5764) on Thursday, Oct. 31, from 3:15-4 p.m., for what's sure to be an enlightening presentation on how Ozempic is impacting the market – and related areas that nutritional supplement brands and ingredient suppliers can leverage.

Our expert panel for Thin people, fat opportunity: How Ozempic could shape the supplement industry includes Jennifer Cooper of LPS Health Science; Rania Abou Samra, Ph.D., of Nestlé Health Science; and Susan Hewlings, Ph.D., RD, of Radicle Science.

The best of omega-3s all in one place

Directly on the show floor at Booth #3555 and open during Expo Hall hours Oct. 30-31, the Global Organization for EPA and DHA GOED Omega-3 Resource Center is a destination for the global omega-3 market. Drop by to learn about key issues, network with GOED and its experts, and connect with GOED members. Participating companies include: AK Biopharm Co. Ltd., Arctic Bioscience, Arizona Algae Products LLC, CABIO Biotech (Wuhan) Co. Ltd., Corbion, Fermentalg, Fujian Coland Marine Bioengineering Co. Ltd., GOED Omega-3, Huve Nutraceuticals Ltd., Lyxia Corp., OLVEA Omega Solutions, Pattern Inc., Pharma Marine AS, and Seadragon.

This feature is sponsored by Pattern Inc. ■

Lonza

Capsules & Health Ingredients

Company: Lonza Capsules & Health Ingredients

Contact: Cassandra McCreary

Title: Associate Director, Marketing

Website: lonza.com/capsules-health-ingredients

SSW Booth #: 5065

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Whether customers are looking to formulate new products or enhance an existing line, Lonza Capsules & Health Ingredients has the right capsule and the leading research-supported ingredients to help brands bring improved products to market faster. As a global leader in capsule design, manufacturing and encapsulation technology, we specialize in creating customized solutions that empower our customers to deliver groundbreaking health products.

What sets us apart? With over 100 years of dosage expertise, we can configure a wide variety of capsule solutions to meet the needs of many applications and solutions that ensure bioavailable delivery for challenging ingredients, including capsules for probiotic stability (Capsugel® DRcaps® designed release capsules) and holistic health supplements with incompatible ingredients (Capsugel® DUOCAP® dual release capsules).

Additionally, we offer specialized ingredients that support many health areas, including joint health and mobility (UC-II® undenatured type-II collagen). These ingredients are backed by science and enable brands to develop breakthrough nutraceutical products for human and animal health.

Fueled by an ecosystem of technological insights, unwavering quality standards, world-class manufacturing and science-backed ingredients, we can support brands throughout the entire product development lifecycle.

2. How is your business investing in the future?

We constantly evolve and innovate to help our customers not only deliver products that meet key consumer health needs, but anticipate market needs. Through our consumer-centric data, scientific research and concept-to-market services, we can help supplement brands design, optimize and manufacture unique dosage form solutions that better meet the needs of tomorrow's consumers.

We're also investing in the future by placing sustainability as a key priority to ensure we deliver long-term value across environmental, social and economic criteria. For example, our ambition is to reach net-zero greenhouse gas (GHG) emissions by

2050, and to help us reach this target, we have submitted a letter of commitment to the Science-Based Targets initiative (SBTi), with plans to reduce absolute scope 1 and 2 GHG emissions by more than 40% by the end of 2030 (from a 2021 base year).

3. What's one thing you wish more people in the industry knew about your business?

We are not just another capsule and health ingredient provider; we're an innovation partner. Through our collaborative approach, customers can leverage our formulation, delivery and commercialization expertise to bring their concepts and ideas to life, to ultimately enhance their offering and advance consumer health. This full suite of concept-to-market services provides support from product design and development, through to product manufacturing, and post-launch support.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

At SupplySide West 2024, booth #5065, visitors will be taken on a sensorial journey with our newly launched pioneering capsule coating solution – AromatiQ™ technology. This innovation empowers brands to transform traditional high-performance capsules into captivating multi-sensorial experiences. This technology utilizes the powerful properties of naturally-derived essential oils and aroma coatings to complement a product's intended benefit – like peppermint and cognitive health. By pairing aromas with formulations, brands can promote enjoyable wellness routines that support improved user compliance and long-term adoption.

Visitors can also explore our advanced portfolio of vegetarian capsules, including our transparent Plantcaps® pullulan capsules. This unique capsule range is ideal for protecting oxygen-sensitive ingredients, with added taste- and odor-masking capabilities to maximize consumer appeal.

Additionally, we will showcase UC-II® undenatured type-II collagen, renowned for supporting joint health and mobility for humans and their pets. This ingredient is the No. 1 undenatured type II collagen brand globally in terms of market penetration¹ and the most researched.*

¹ Frost & Sullivan, 2023

*As of January 2024

Visit us at booth #5065 | SupplySide West 2024

Lonza



Keep up with the new active lifestyle consumer

Discover the most researched brand
of undenatured type II collagen*

*As of January 2024



Ready to learn more?
Contact us
solutions@lonza.com

Women's health ... so hot right now

by **Cassie Smith**, senior editorial content director, SupplySide



Of all the trends on display at SupplySide West 2024, my favorite is undoubtedly women's health. As someone who's been in the health and fitness world for more than a decade, it's refreshing to see our industry recognize not only the market value of creating more products for women, but – perhaps more importantly – also realizing our failure to be as scientifically accurate and inclusive as we should have been. I am quite intrigued to see what exciting innovations will come out of this strong interest in women and their wellness.

I know this topic will get plenty of airtime during our content sessions, as well as on the show floor – and I'm down for it! See you out there.

Active nutrition is winning

People want to be healthier – and that's only gotten more true as we learn more about the life-altering impact of good nutrition and exercise. The active nutrition category has all the opportunity in the world to take advantage of this interest in health by providing products to specific demographics tailored to their goals. During the education session Active nutrition category updates: The regulatory, market and scientific landscape of products and ingredients, audience members will learn what's going on in the category and how best to move forward in product development. You get to enjoy Vegas a little longer by joining us for this session on Monday, Oct. 28, from 2-4 p.m. in Islander Ballroom H. In attending this session, you'll hear from industry experts Ben Kane, Robert Marriott, Linda Alvarez, Todd Pauli, Scott Dicker and Susan Kleiner, Ph.D., as they share their insider knowledge of the category. You'll leave this session with a good grasp on how to navigate the regulatory and scientific complexities of active nutrition, as well as some new perspectives on how the category will grow and change over the next few years.

This session is underwritten by Gelita USA, and Givaudan.

A good year for women

Inside and outside the natural products industry, women's health has been the subject of many a headline, TikTok vid and conference panel. Menopause and vaginal health are being unabashedly discussed, leading to a greater demand on our industry to make products clinically designed

for women's unique needs. We'll discuss all of this and more during the women's health session, presented in partnership with Women In Nutraceuticals (WIN). Women's health: The trends, clinical studies and ingredients helping women thrive occurs on Tuesday, Oct. 29, from 9-11 a.m. in South Pacific Ballroom F. Join a powerhouse group of women – Karin Hermoni, Stephanie-Anne Girard, Amanda

People want to be healthier – and that's only gotten more true as we learn more about the life-altering impact of good nutrition and exercise.

Rao, Devon Gholam and Abbie Smith-Ryan, Ph.D. – as we dissect market trends, white space and innovations. Be prepared for real talk about clinical study design, understanding your audience and common mistakes in formulating for women. We'll also play a tricky myth-busting game for some extra fun. This session is a must-attend for you or your team on the journey to developing the next "best women's health" product.

This session is underwritten by BioGrowing Co. Ltd., and IFF.

How social media is flavoring the F&B industry

Looking for the next big trend in food and beverage? You might want to check out what's trending on TikTok. This social media platform is not just for dance



challenges and memes – it's also a powerful resource for influencing the food and beverage industry. From viral health trends to unique flavor ideas and influencer-created products, TikTok offers a treasure trove of insights that can give product developers a direct look into what millions of people are talking about.

Join us Wednesday, Oct. 30, from noon-12:30 p.m. at the Fi North America Theater (Booth #1250), for Social media success: TikTok's impact on food and beverage. This timely session will cover market data, lessons learned and using social media to your advantage.

These booths are made for walking

A new feature this year at SupplySide West is themed "guided tours" through our Expo Hall. One of them, Women's Wellness Walk: A guided expo tour through women's health innovations, showcases exhibitors doing unique work in women's health. Be among the first 20 show attendees to arrive at the meetup spot – the Information Desk in the

Bayside Foyer – for the opportunity to join Amy Summers, founder of Pitch Publicity, to see examples of how the industry is responding to women's health needs in real time. You'll learn about ingredient science, clinical data and the various strategies utilized by each company to meet this growing market. The tour visits the same companies on both days, so select from Wednesday, Oct. 30 from 2-3 p.m. or Thursday, Oct. 31 from 11 a.m.-noon.

Fabulous failure

Every company leader has a story about how a failure turned into a success. During this candid conversation, you'll hear from leaders of large supplement industry companies who have found ways to win in spite of (or maybe because of) failure. Take a break from meetings and instead take a seat at the SupplySide Stage (Booth #5764) on Thursday, Oct. 31 from 2:30-3 p.m. for Failing forward: Lessons learned in the lab. Come for the entertainment, stay for the inspiration. We have no doubt you'll leave this session with a new appreciation for the hard days.

Slick opportunities

Finding and using the right type of oil in a product can be a tricky business. Oil often carries fat and calories but is also necessary for texture and flavor. If you're looking for the right type of oil for your product, this is the session for you. Oils: A comparative course takes place at the Fi North America Theater from 4:30-5 p.m. on Thursday, Oct. 31. Join us for an overview of price points, nutrition, applications and other quick facts about oils. ■



Company: M2 Ingredients

Contact: Shaun Richmond

Title: SVP Sales

Website: www.M2Ingredients.com

SSW Booth #: 5905

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

M2 is the largest certified organic functional mushroom supplier in North America. We offer a wide variety of mushrooms and blended solutions which support specific functional benefits ranging from cognitive and immune health to sports performance. All our products are grown and processed in our Vista, California facility where we retain full chain of custody from our proprietary strains to our finished products. M2 is committed to investing in science and funds studies to support efficacious products for both human and pet consumption.

2. How is your business investing in the future?

M2 has just expanded its manufacturing footprint to more than double last year's capacity. The M2 facility houses a variety of growing rooms that tailor growing conditions to each individual species we grow, and state-of-the-art processing equipment that allows us to further differentiate our product from competitors. M2 has made significant investments in proprietary strain development of our mushrooms and clinical studies to support efficacy in the finished product.

3. What's one thing you wish more people in the industry knew about your business?

Both the science behind functional mushrooms and the consumer curiosity and demand for inclusion of functional mushrooms and the many benefits they offer have come a long way. Although the various species of mushrooms are often thought of as one broad category, they offer very different functional benefits to consumers and a variety of label claims that resonate with today's consumer needs. Functional mushrooms have been one of the most sought-after ingredients and leading trends in both the food and beverage and supplement industries this year.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Expect to meet your mushroom experts! We'll have a broad group of team members including our founders and members from both our technical and mycology teams. Our commercial team will also be there to answer any questions you might have and introduce you to a variety of new food and beverage applications that feature functional mushrooms. These include mushroom coffee to support energy and focus in the morning and mushroom gummies that can be enjoyed throughout the day. We'll speak to the science behind our products, various benefits that our mushrooms can offer and the variety of claims that can be made on pack.

Spotlight on sustainability

At M2 Ingredients we are committed to organic agriculture and have been growing and producing certified organic mushroom products since our company's inception over a decade ago. We source certified organic North American oats as our growing substrate for our various strains, but also because it is a crop with a low carbon footprint compared to most other substrates.



m²

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- ✓ 100% Organic Certified
- ✓ Industry leading Quality/Safety Standards
- ✓ North American-based
- ✓ State-of-the-Art Facility
- ✓ Offering 10 mushroom species and function-specific blends
- ✓ Driven by science and leading the study of functional mushrooms
- ✓ Introducing new food, beverage and supplement applications expertise



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Company: Molecular Biolife International Inc.

Contact: Robert den Hoed

Title: President

Website: molecularbiolife.com

SSW Booth #: 2286

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

We focus on unique extracting methods that produce real results. We also manufacture and develop ALL our products start to finish in-house; this means great products, great pricing and a resilient supply chain you can count on!

2. How is your business investing in the future?

With R&D we are consistently finding more ways to fill the market need and help people feel and be the best they can for an affordable price.

3. What's one thing you wish more people in the industry knew about your business?

We have a resilient supply chain in a world of uncertainty. The value and loyalty we provide to our customers has been tested, tried and true – you can count on us to get it done.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Attendees can discover innovative, cost-effective products for their current and future projects.

Spotlight on sustainability

At Molecular Biolife we are committed to using natural ingredients that are environmentally friendly, as well as sustainably and ethically sourced. We believe it is the responsibility of industry leaders to lead their customers to a future with fewer man-made toxins.

Learn more about WIZ at Booth 2286



WIZ

Go with the Flow!

All-new, clinically-tested **WIZ** supports both healthy prostate and bladder systems, while maintaining optimum body alkalinity levels.

WIZ features a combination of select collagen types, plus amino acids from jellyfish, and egg membrane powder. A combination of ingredients to support comfort and healthy inflammation levels associated with healthy prostate and bladder function.^{†*}

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the benefits of **WIZ!**

WIZ-The All-new Choice for Prostate and Bladder Support

Available in 55-pound containers for easy application in your next prostate support product.



[†]Molecular BioLife International Prostate Formulation Clinical Trial Study, Morteck Scientific Group, July 29, 2024 Trial number MBI.PBS.07012024

www.molecularbiolife.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.

All things newbie and networking!

by **Sonja Thompson**, community content manager, SupplySide



Whether you are new to the industry or a first-time event attendee, SupplySide West offers a treasure trove of opportunities. With so much show to see, people to meet and information to absorb, it's the perfect place to embrace your inner sponge and soak up everything this show – and the natural products industry – has to offer.

To make the most of your experience, come well-prepared and have a clear plan. Here are some solid tips (you can thank me later):

- **Wear comfortable shoes.** You will walk a LOT between events, education sessions and the expansive Expo Hall at Mandalay Bay.
- **Bring a reusable water bottle.** SupplySide West provides sustainable water stations throughout the Expo Hall and public spaces. That means you'll be able to stay hydrated AND help the environment.
- **Make an itinerary ahead of time.** Download the SupplySide West 2024 mobile app (from your app store of choice) and consider adding some of the following offerings to your calendar.

SupplySide Networking Hub

This year, we are excited to introduce you to a completely new space at SupplySide West. It's bright! It's shiny! And it's designed to create an engaging atmosphere to help you more quickly start building meaningful connections with your industry peers. The SupplySide Networking Hub, located at Booth #4614, will host several cool gatherings open to all show participants. Here are a couple we think are perfect for newbies:

- **Make fast new connections.** What's better than regular old networking? SPEED NETWORKING! I'm not shouting it ... You're supposed to read it fast. The best news is we're offering not one but two [Speed Networking](#) events at the SupplySide Networking Hub, on Wednesday, Oct. 30 and Thursday, Oct. 31, from 11 a.m.-noon. That means there are no excuses – you should be able to squeeze at least one of these events into your busy schedule.

Whether you're a seasoned veteran or new to the industry, Speed Networking is a great way to forge valuable connections and advance your career. Five

10-minute sessions are on tap, and we've even created some icebreaker questions to kick-start conversations and ensure each interaction is meaningful and fun. You never know, this event could turn out to be the highlight of your SupplySide West experience.

- **Click with other colleagues.** If you *are* new to the industry, you don't want to miss [Accelerating newcomers in the industry](#), where you will have the opportunity to connect with fellow newcomers and industry professionals, establish meaningful relationships and broaden your industry network. Join us on Wednesday, Oct. 30, from 12:30-1:15 p.m. at the SupplySide Networking Hub, ready to make connections that will enhance your professional journey.

Whether you're a seasoned veteran or new to the industry, Speed Networking is a great way to forge valuable connections and advance your career.

You'll also get to learn about an innovative education program we created for new people – or people in new roles – in the natural products industry. It's fresh! [SupplySide Fresh!](#) Two tracks are available, SupplySide Fresh Supplements and SupplySide Fresh Food & Beverage, with online education sessions and networking opportunities designed to help newcomers fast-track onboarding, navigate industry pain points and build community. We are stoked about this program and can't wait to share more information.



Cheers to receptions!

Receptions are a key part of the SupplySide West experience, offering invaluable opportunities to network, unwind and connect with others in the industry. Here are a few that should be on your newbie radar:

- **Calling all women – and fans of empowering them.**

Women In Nutraceuticals (WIN) has been picking up steam and gaining recognition, support and accolades since the nonprofit began in 2021. The organization's goals are to help bring about gender equity in the natural products industry, inspiring and motivating women to achieve personal and professional success.

The [#WINtogether Gender Equity Networking Reception](#) on Tuesday, Oct. 29, from 4-5:30 p.m. in the Bayside Foyer, is open to all participants. You will have the opportunity to connect with industry leaders and peers who are passionate about empowering women. You can also learn more about WIN's initiatives and how you can contribute to a more inclusive and equitable future. Be sure to stop by so that you can engage with a vibrant community, exchange ideas and make a tangible impact.

- **Meet industry's who's who.** This exclusive event is only for people who haven't previously attended SupplySide West. If you can check that box, that means you are eligible for the [First-Time Attendee Reception](#),

and it's definitely worth the additional fee that's required during the registration process.

What makes this reception so special? For starters, it's held the evening before the Expo Hall opens, on Tuesday, Oct. 29, from 5-7 p.m. at Border Grill in Mandalay Bay. This hoppin' bar/restaurant has a great vibe and the cocktails and hors d'oeuvres are a chef's kiss. But the best part, by far, is that first-time attendees get to mingle with some of the industry's rockstars – an assortment of seasoned professionals from

various corners of the nutrition world, including entrepreneurs, consultants, executives, R&D professionals, marketing specialists and everything in between. Members of the SupplySide team (yes, I'll be there!) will also be on hand. Everyone is so welcoming, and we can't wait to meet you.

- **All are welcome.** Get ready for an unforgettable evening on Wednesday, Oct. 30, from 5:30-7:30 p.m., as we come together in the South Pacific Ballroom F to celebrate diversity and inclusion within the natural products industry. The [LGBTQ+ Allies Networking Reception](#), open to all participants, is going to be fabulous – and not just because it's in partnership with Naturally Proud Network (but they *are* really great). This is more than just an event – it's a powerful statement of community.

Join us as we honor our LGBTQ+ peers and colleagues, creating a space where everyone can connect, share experiences and build meaningful relationships. Whether you're a community member or an ally, this is your chance to be part of an inspiring evening filled with drinks, dynamic conversations, and endless opportunities to network and have fun. Don't miss out on this unique occasion to stand with pride and make a difference. Hope to see you there! ■

NURITAS

See nature differently

Company: Nuritas

Contact: Nora Khaldi – CEO and founder
Andy Franklyn Miller – Chief Medical
and Innovation Officer

Website: nuritas.com

SSW Booth #: 5189

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Nuritas is shifting the paradigm of ingredient innovation. Our artificial intelligence (AI) platform and peptide search engine Magnifier discover peptides that are much more effective than existing alternatives with unprecedented speed and accuracy. Our ingredients are sold with pre-packaged clinical results that save our customers both time and millions of dollars. Nuritas' mission is to improve the health of billions of people around the world with novel peptides from natural sources that act in every area of health. Our ingredients provide superior evidence on clinical outcomes and demonstrate synergies and replacement strategies to make our customers' formulation and optimization easier.

2. How is your business investing in the future?

We are the pioneer in peptides, with an 8-year head start developing the biological, clinical and plant chemistry data that has trained our AI technology, Magnifier. By incorporating our ingredients into new and existing supplements, medical foods, food and beverage applications, and everyday staples we can provide access to health for billions of people who might not otherwise have it depending on their economic or geographic situation.

We also look to provide solutions for partners in the existing problematic areas, leveraging our AI model to find healthier alternatives to the ingredients we know are poisoning our food supply today that they can produce in parallel.

This strategy will accelerate the health improvement of our population and free up billions in avoidable health care spend for a much better use.

3. What's one thing you wish more people in the industry knew about your business?

Peptides are small multifunctional proteins that are potent pathway activators. They were commonly thought to be only synthetic or non-orally available, but we have proven with our technology and clinical trials that they are orally available, potent and have clinical effects while being 100% from plant sources. This unlocks a plethora of new ingredients from our Magnifier engine for use in every area of health and wellness without the negative health or environmental side effects of some alternatives.

These solutions have been available but hidden in nature all along – they just needed our model to discover them and our manufacturing process to unlock them, with clinical trial evidence to prove their efficacy.

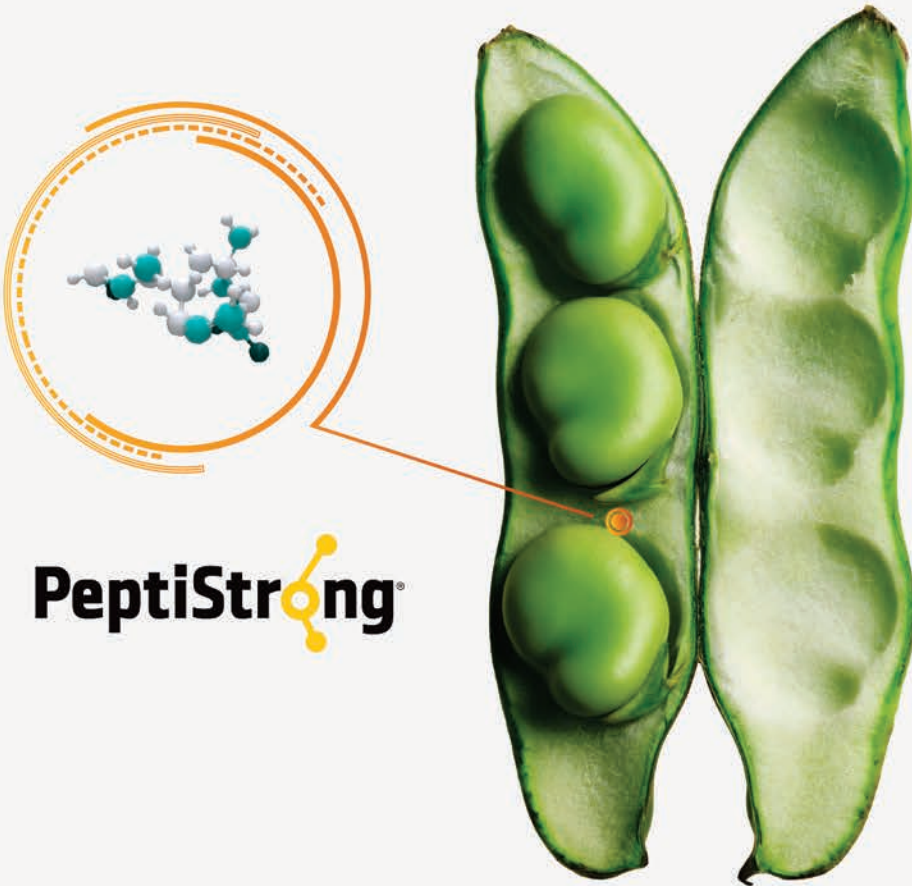
4. When visitors stop by your booth at SupplySide West | Food Ingredients North America, what can they expect to see, learn or experience?

Visitors can sample our ingredients for themselves and review the clinical trial results in detail. Together we can brainstorm ways in which they can work with us to not only create enterprise value but make a significant positive impact on our planet and our health.

NURITAS

See nature differently

Access a new level of **energy,**
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- Synergistic effects with other ingredients

Try it for yourself | Booth #5189 SupplySide West

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Build more connections, expertise

by **Audarshia Townsend**, content director, SupplySide Food & Beverage Journal



This is my third SupplySide West and Food ingredients North America, and I could not be more excited. I've come a long way from that first year when I was still getting to know all the industry's biggest players – as well as those just beginning to make a name for themselves.

Along the way, I've made it a point to bring some solid new voices to this magnificent conference, whether it's been on the show floor or in education sessions. I think that's important as the food and beverage industry continues to evolve. Fresh new blood brings even fresher ideas. Plus, I look forward to bringing the robust pages of SupplySide Food & Beverage Journal's digital magazines to life on the big stage.

When I'm not checking out all the latest trends on the show floor, I'll be moderating quite a few panels featuring some brilliant experts. Be sure to add them to your calendar!

Supercharge your food products

Conquer food and beverage science challenges: From fortification to food safety tackles a few top roadblocks that food scientists face when creating tasty, healthy foods and beverages. During this engaging education session on Monday, Oct. 28, from 2-4 p.m. in Islander Ballroom C, we'll take a deep dive into fortifying products with trendy, yet often finicky, nutrients. Crafting shelf-stable products that are safe, attractive and delectable is another key issue. Finally, experts will unveil strategies to manage costs to ensure food and beverage ingredients and creations meet budget expectations.

Joining me during this energized roundtable discussion will be a diverse panel of experts, who include a food scientist, food safety professional and product developer with a strong culinary background. Get ready for Candy Schibli, founder/CEO at Southeastern Roastery Coffee Lab; Sam Kressler, principal of Stir Innovation; Jessica Cusovich, senior R&D scientist from Caldic; and Tia Glave, co-founder of Catalyst LLC. You'll leave the session with a road map to solve these challenges and develop winning food and beverage products.

Learn the secrets to tasty functional food

Formulating with functional ingredients: How to make health taste good delves into the ongoing trend of functional ingredients in food and beverage. Collagen, various mushroom extracts, ashwagandha, as well as other popular ingredients in supplement formulations are now finding their way into more food and beverage products. On Tuesday, Oct. 29, from 1-3:45 p.m. in

South Pacific Ballroom F, we'll explore these and other trending ingredients and how to use them in food and beverage. Learn which ingredients may need masking or activators, and the necessary doses to offer a health benefit. We'll share common mistakes when using traditional supplement ingredients in food and beverage, how popular functional ingredients interact with other components, and their impact on taste and stability. We'll reveal current market trends and cost-effective formulation and processing techniques. Experts will also cover using natural colors, flavors and sweeteners to

Experts will unveil strategies to manage costs to ensure food and beverage ingredients and creations meet budget expectations.

achieve a consumer-preferred clean label. Joining me for this stimulating conversation are Jon Copeland, research manager at MarketPlace; Kenn Israel, co-founding partner of BeyondBrands; Jaclyn London, food and beverage consultant at Main Course; and Rachel Zemser, food scientist consultant with A La Carte Connections LLC.

We're transforming the last hour of the session into an interactive happy hour, featuring opportunities for speaker Q&A and networking with other industry professionals.



face big challenges, and the economics of sustainability are not well understood. In [Supply Chain Sustainability Stories: Sustainability in practice](#), we'll dig into shifting global consumer attitudes and how they are affecting the market – including discussion on new collaborative models, ways to measure and communicate impact, and stories from brands that have successfully made their mark in sustainability.

Discover hidden gems in global ingredients

[Beyond flavor: Unlocking the functional power of global ingredients](#), a discussion in the Fi North America Theater, amplifies international ingredients, venturing beyond flavor profiles to explore hidden functionalities. Wednesday, Oct. 30 from 11:15-11:45 a.m., prepare to embark on a journey to understand how these ingredients impact the very essence of food and beverage products. Also expect to delve into how these global additions can help influence shelf life, manipulate textures and enhance mouthfeel, ultimately evolving product development. We'll unlock a treasure trove of possibilities to help you transform your formulations with the power of global ingredients. I'll be chatting with Nadia Kemal, managing partner at Topi Ventures, and Jill Houk, research and development chef at Culinary Culture.

Exploring new sustainability models to take industry to next level

Rising temperatures and extreme weather events around the world are pushing sustainability to the top of consumers' minds, with more than 64% of global consumers now expressing growing concern about these issues, according to a 2024 Bain & Co. report. While many industry companies are striving to increase their efforts, it is not an easy task, and the stakes are immeasurably high. Both suppliers and brands

Join us Wednesday, Oct. 30, from 11:15 a.m.-12:30 p.m. at the SupplySide Stage (Booth #5764), for this important discussion with Julianna Johnson, president of Health Focus International; Isabella Davis, supplier growth manager at SPINS; Crystal Grainger, director of growth and Innovation from HowGood; and Ryan Zinn, regenerative projects manager with Dr. Bronner's.

Stir things up at mixer

Take the opportunity to dive even deeper into the world of functional beverages at our first-ever facilitated [Functional Beverage Mixer](#), Wednesday, Oct. 30, from 1:45-2:30 p.m. at the SupplySide Networking Hub. You'll get to mingle with like-minded professionals and delve into trending consumer targets for beverages such as gut health, athletic performance, sleep enhancement and cognitive function. Share your knowledge and learn from other professionals about the latest advancements in formulation techniques they are using in their businesses.

Open to all show attendees – including those who attended our enlightening education session on [The science behind functional beverages: Innovate and differentiate next-gen drinks](#) – don't miss this opportunity to deepen your understanding and engage with speakers on this dynamic subject. Scott Miller, our savvy food and beverage staff writer, will host the event.

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Show dates:
Oct. 28-31, 2024

Expo Hall:
Oct. 30 & 31, 2024

Mandalay Bay,
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Introducing our new platform, Nextida, featuring specific collagen peptide compositions; we are proud to present Nextida.GC, designed to reduce post-meal blood sugar spikes. Visit our booth to learn more.

rousselot.com



Company: OmniActive Health Technologies

Contact: Sara Zoet

Title: Director, Activation Marketing and Communications

Website: omniactives.com

SSW Booth #: 2965

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

OmniActive has a proud heritage in the natural health industry, which has translated to our focus on becoming a global leader in nutraceutical ingredients. Our robust portfolio consists of scientifically validated, IP-protected, branded specialty actives and natural botanical actives that cater to global customers in the dietary supplement, functional food and beverage markets. As part of continuous innovation, we bring new health through OmniInsights, our proprietary consumer insights program. We empower our customers with these valuable insights to support their brand positioning and go-to-market activities. OmniActive also supports our customers by investing in educational consumer and HCP campaigns and allowing consumers to find our branded ingredients through partner products on consumer-dedicated websites.

As experts in customized wellness solutions and speed to market, we help our partners stand out on a crowded shelf space. We're not just an ingredient supplier, we are an innovation partner.

2. How is your business investing in the future?

We constantly have a pulse on what trends are shaping the future of supplements through our proprietary OmniInsights program. Our most recent work has shown exciting new trends in eye and brain health for children as well as in the hydration and weight management/sports nutrition categories. OmniInsights has proven to be an invaluable tool to help our brand partners better understand how to leverage OmniActive ingredients through data-driven product positioning.

We are also actively investing in the future of human health through our Lutein For Every Age Consumer education and health care practitioner initiative, built to empower people to better understand how lutein and zeaxanthin isomers can positively impact eye and brain health throughout life. The campaign's purpose is to showcase the science behind these powerful nutrients, make people aware of how low the intake of these nutrients typically is, and

introduce creative ways to increase their consumption no matter how old or young people are. For more information, visit <https://lutemax.com/lfea/>.

3. What's one thing you wish more people in the industry knew about your business?

From seed to shelf, OmniActive's entire Lutemax range (lutein and zeaxanthin isomers) and Omnixan (RR-zeaxanthin) ingredients are produced through a fully vertically integrated supply chain for sustainability, traceability, transparency, and greater assurance of supply continuity.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors can expect to taste and feel our ingredients in action! We will be showcasing a variety of our premium ingredients featuring branded, clinically studied ingredients for eye and cognitive health (Lutemax 2020 and Lutemax Kids), sleep (Sleeproot), mental energy (enXtra), and joint health (Curcuwin Ultra+) at our OmniTasting Bar where attendees can try gummies, beverages and more. Attendees will also have the opportunity to try our next new innovation for mood support. Learn about our latest science and the new categories we are playing in such as hydration and women's health.

Spotlight on sustainability

Through OmniActive's Improving Lives Foundation, a nonprofit organization dedicated to fostering positive and lasting impact, we focus on three core pillars: health, environment, and education. Over the past few years, we have built a more equitable framework by providing underserved farming villages and communities in which we operate access to clean drinking water, eye health camps, tree planting, education for youth, farmer training and more. We have recently been awarded a Bronze medal by Ecovadis and we are committed to continuously improving our efforts to reduce environmental impact and promote responsible practices company-wide.



Sustainable lutein and zeaxanthin, from seed to supply.

Our range of branded lutein and zeaxanthin ingredients, sourced from either marigold or paprika peppers, begin at the seed and are produced through a vertically integrated supply chain ensuring sustainability, traceability, transparency, and greater assurance of supply continuity.



Discover our Lutein For Every Age initiative.

Our Lutein For Every Age initiative aims to inform and educate consumers, parents, caregivers, and healthcare professionals about the health benefits of lutein and zeaxanthin. We are dedicated to supporting our brand partners in spreading awareness about the benefits of these powerful carotenoids through various platforms – Find out how your brand can be featured as part of our campaigns!



With a robust clinical program, exclusive proprietary consumers insights, and comprehensive education for consumers and HCPs, we are your innovation partner of choice. Discover more by scheduling a meeting at Supplside West – **Booth 2965.**



Reimagining classic flavors

Explore the delicious dance between nostalgia and innovation during our first-ever FoodSide chat in the Fi North America Theater. At [Formulating nostalgic flavors and food offerings for a healthier, sustainable future](#), attendees will learn how to formulate so consumers recall their favorite less-than-healthy offerings – now made with healthier or functional ingredients, all while preserving the iconic flavors and textures consumers adore. We'll cover sustainable sourcing and transparent labeling, ensuring your creations satisfy modern demands without sacrificing the nostalgic charm. Join us on Wednesday, Oct. 30, from 4:45-5:30 p.m., and discover how to reformulate, revitalize and reignite the power of beloved food memories. Expect valuable insights from speakers Clara Paye of UNiTE Foods and Devon Gholam from Step Change Innovations.

Food and beverage edition of 'Ingredient Idol' debuts

No singing is allowed at "[Ingredient Idol: Food and beverage edition](#)." Welllll, maybe. We've had so much success with the supplement edition of this competition since launching a few years ago, that we decided to adapt a food and beverage version. In front of what we expect to be a lively audience at the Fi North America Theater, six contestants will each have two minutes to win over an esteemed panel of judges with their

elevator pitches of a unique ingredient in their food or beverage products, all launched no earlier than Jan. 1, 2023. On Thursday, Oct. 31, from 12:15-1 p.m., we'll be looking at the innovation, science and market potential of each ingredient. A people's choice winner will also be awarded. Yours truly will emcee, and our esteemed judges are Sam Kressler, principal at Stir Innovation; Nadia Kemal, managing partner at Topi Ventures; and Daniel Scharff, founder and CEO of Startup CPG.

Creating food and beverage experiences

From 3:30-4:15 p.m. on Thursday, Oct. 31, we'll cover the latest

sensory science trends set to revolutionize food and beverage product development. During [Craft the future of food: Unleashing the power of sensory science](#), we will discover how to create low-sugar sweetness and high-fiber delights, as well as develop textures that transform consumers into loyal customers. But it doesn't stop at taste. We'll explore the power of multisensory elements, harnessing sight, smell and even sound to craft irresistible food and beverage experiences. Joining me for the discussion at the Fi North America Theater are Dalton Honoré, founder of Dreamland Koffucha; Lara Ramdin, chief innovation and science officer at Upcycled Foods Inc.; and Elizabeth Glenn, senior sensory scientist from Land O'Lakes.

Chill at one of SupplySide West's best-kept secrets

Picture a cool wind in your face, a field of wildflowers, majestic peaks dotting the horizon... OK, it's not quite like a visit to a national park, but if your feet hurt and you need a quiet spot to relax, reflect and take a break on the show floor, [The Garden](#) has you covered. Venture to the 6500 Aisle for a green garden-inspired place to unwind, kick up your feet and recharge your energy. Sponsored by Amin Wasserman Gurnani, the sacred space is open during Expo Hall hours, Wednesday, Oct. 30, from 10 a.m.-5:30 p.m., and again the following day, from 10 a.m. to 5 p.m. ■



Company: POM Wonderful Specialty Ingredients

Contact: Brad Buchholz

Title: VP Business Development,
POM Wonderful Specialty Ingredients

Website: specialtyingredients.pomwonderful.com/

SSW Booth #: 1783

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

POM Wonderful's unique value proposition is rooted in its use of ingredients derived purely from pomegranates, which are known for unique antioxidants. These natural compounds, sourced exclusively from California-grown pomegranates, have been studied for their potential anti-inflammatory properties. By harnessing the power of these pomegranate-derived ingredients, POM Wonderful delivers a product that is not only pure and high-quality but also improves ingredient profiles, setting it apart in the health and wellness market.

2. How is your business investing in the future?

At POM Wonderful, we are deeply committed to advancing science, technology and innovation to continually enhance our products and unlock the full potential of pomegranates. We've invested in cutting edge research to explore the potential health benefits of pomegranate-derived ingredients, partnering with leading scientists and research institutions. Our dedication to innovation extends to our production processes, where we utilize state-of-the-art technology to ensure the highest quality and purity in every product. By staying at the forefront of scientific research and technological advancements, we are able to offer consumers innovative, health-focused products that set new standards in the industry.

3. What's one thing you wish more people in the industry knew about your business?

We wish the industry had a deeper appreciation for the unique properties of pomegranates and the substantial benefits they offer. By incorporating pomegranate-derived ingredients, especially those from California, into your products, you tap into the exceptional qualities of this remarkable fruit, including its unique antioxidants. Pomegranates are not just a flavorful addition but a powerful ingredient that can enhance product offerings by harnessing their nutritional and functional benefits. Understanding and leveraging these attributes can differentiate products in a crowded market and help capture the premium benefits associated with California-grown pomegranates.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to POM Wonderful's booth will discover how the unique properties of pomegranates can enhance their products by improving flavor, color, quality and stability, while also reducing the need for added sugars and salt. Pomegranates' distinct umami characteristics make them an excellent complement to a range of flavors, including cocoa, citrus, spice and smoky notes. Additionally, incorporating pomegranates can add valuable fiber, polyphenols and antioxidants, making products not only better in taste and appearance but also more nutritious.

Spotlight on sustainability

POM Wonderful is committed to a sustainable future. In 2020, POM Wonderful launched the [Innovation Challenge](#), offering \$1 million in funding and development resources to innovators who could develop an economical and environmentally friendly solution to upcycle its 50,000 tons of pomegranate husks. In 2022, [POM Wonderful transitioned all its 16-ounce bottles of POM Wonderful juices in North America to 100% rPET \(recycled plastic\)*](#) and completed work on its solar farm, which provides more than 90% of the company's electricity needs for its Del Rey, California processing facility.

To date, The Wonderful Company and its owners, Stewart and Lynda Resnick, have invested more than \$1.3 billion in environmental sustainability initiatives to help fight climate change. This commitment includes the historic \$750 million gift from the Resnicks to the California Institute of Technology (Caltech) in support of the school's environmental sustainability research. To learn more about these sustainability initiatives, please visit csr.wonderful.com.

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Increase sweetness and fruitiness in food and drink recipes with this rich juice concentrate with naturally occurring polyphenol antioxidants.



POMEGRANATE FIBER

Enhance flavor and color and create a premium feel. Sourced from whole pomegranate husks, pomegranate fiber can improve ingredient profiles and promote health.



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POMEGRANATE POMACE POWDER

Created from nutrient-dense, antioxidant-powered pomegranate husks, pomegranate pomace powder supports pet health with polyphenol antioxidants and fiber.

Visit us at
BOOTH #1783

<https://specialtyingredients.pomwonderful.com>

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Company: Select Custom Solutions / Mill Haven Foods

Contact: Ryan Toreson

Title: Senior Vice President & General Manager

Website: selectcustomsolutions.com

SSW Booth #: 2170

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

MHF Group Holdings, made up of Select Custom Solutions and Mill Haven Foods, offers unparalleled expertise in creating high-quality, specialty ingredient blends and nutritional supplements. Our ability to provide tailored solutions that meet specific customer needs, while leveraging our advanced knowledge in formulation and our commitment to using only the highest quality ingredients, ensures that we consistently achieve excellence through innovation and adherence to the highest quality standards. This commitment benefits our customers by delivering reliable, effective and premium products that support their success and growth.

2. How is your business investing in the future?

We are dedicated to continuous improvement and innovation, investing significantly in research and development to remain at the forefront of the industries we serve. Our main focus is on improving our product range by integrating the latest scientific advancements and maintaining strict quality standards. Additionally, we are committed to investing in sustainable practices and technologies to minimize our environmental impact and ensure long-term sustainability. By staying ahead of industry trends and emerging areas, we provide our customers with cutting-edge solutions that drive their success in an ever-evolving market.

3. What's one thing you wish more people in the industry knew about your business?

We are deeply committed to customer satisfaction. Our team works closely with our strategic partners to understand their unique needs and develop solutions that not only meet but exceed their expectations. Our dedication to quality, innovation and personalized service sets us apart in a crowded market. We pride ourselves on building strong, long-lasting relationships with our business partners, ensuring that our collaborative efforts lead to mutual success. Our approach fosters trust and reliability, making us a preferred partner in the industry and reinforcing our reputation for excellence.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

Visitors to our booth can expect a comprehensive showcase of our latest product innovations and ingredient solutions. They will have the opportunity to learn about our advanced formulation techniques, explore our wide range of high-quality ingredients, and experience firsthand the exceptional quality of our protein blends and nutritional supplements. Our knowledgeable team, including innovation experts, will be on hand to discuss how our offerings can meet specific needs and share insights into the latest trends and developments in the industry. Additionally, visitors can enjoy a Wisconsin-inspired old-fashioned bite featuring SoftHaven Protein Blends, crafted using a specialized mineral and protein complex that controls moisture migration. This unique technology ensures that your bars maintain their softness over time, outperforming other options on the market.

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Exploring new, trending and innovative developments

by **Amanda White**, conference content manager

We always try to push the boundaries and explore new concepts in our education program, and 2024 is no exception. We've organized an impressive lineup of speakers and sessions, including exciting new formats that promise to deliver actionable insights and foster meaningful connections. From curated show-floor tours to the latest trends in pet supplements to the influence of TikTok on food and beverage, our education program is designed to highlight what is new, trending and innovative. Let's dive into what's hot right now and discover how we're enhancing your experience at the show.



The four pillars of progress: New session formats overview

At SupplySide West 2024, our education program is crafted to cater to diverse interests and professional needs. This year, we've categorized our offerings into four distinct formats, each designed to provide a unique learning experience:

Knowledge and networking sessions combine insightful presentations and dialogue with opportunities to connect with peers and industry leaders. The best part? There's a networking happy hour at the end – complete with mocktails and cocktails to suit everyone's tastes.

Learning power hours are focused, one-hour sessions that dive deep into specific topics. Available only in the mornings on the two Expo Hall days from 9-10 a.m., these offerings are perfect for a quick education boost before you head over to explore the show floor.

Workshops will feature professional development opportunities led by industry expert Sadie Scheffer. These hands-on sessions focus on essential skills like hiring and communication, providing practical insights you can apply immediately. Get ready to roll up your sleeves and dive into some serious learning.

Guided tours offer in-depth explorations of the Expo Hall, highlighting key exhibitors with innovations in sustainability or women's health. It's like a safari, but instead of lions and elephants, you'll spot the latest in cutting-edge products, technologies and solutions.

Additionally, we're excited to offer education at two dynamic venues within the Expo Hall:

Fi North America Theater hosts engaging presentations on the latest trends and technologies in food and beverage. Come for the insights, stay for the free samples!

SupplySide Stage features a mix of beloved favorites like the probiotic comic and Ingredient Idol, along with exciting new content such as a book reading/signing. We have something for everyone, blending tried-and-true sessions with fresh, innovative programming.

Join us for these transformative gatherings that promise to elevate your knowledge and networking opportunities. It's an experience you won't want to miss – seriously, even your FOMO will have FOMO!

Sniffing out the next big idea

Get ready to dive into the latest trends in pet supplements with Bill Bookout of the National Animal Supplement Council, and Jon Copeland, research manager from MarketPlace, at [Unleashing the untapped potential of pet supplements](#). On Wednesday, Oct. 30, from 9-10 a.m. in South Pacific Ballroom F, you can

Guided tours offer in-depth explorations of the Expo Hall, highlighting key exhibitors with innovations in sustainability or women's health.

discover what's new in the world of animal nutrition, from innovative ingredients to market opportunities.

This session is underwritten by Specialty Enzymes & Probiotics.

Plus, don't miss the [NASC Animal Supplements Resource Center](#) – developed in partnership with NASC – where you can dig up even more information and fetch some new professional connections. Participating companies include: Custom Vet Services, eShipping,



Green Mountain Animal, Kerry, NASC, Pharmore Ingredients Inc., Uckele Health & Nutrition Inc., UniChem Enterprises Inc., and Vets Plus Inc.

The future of supplement innovation

As of 2022, the National Bioengineered Food Disclosure Law's final rule went into effect, creating a complex landscape for GMO (genetically modified organism) disclosure. The rule requires disclosure of bioengineered foods only if GMO DNA is detectable, leading to a proliferation of products and ingredients derived from genetically modified components that often evade clear labeling. [Bioengineered ingredients: The science supports full disclosure](#) will address these challenges on Wednesday, Oct. 30, from 3:15-3:45 p.m. in the Fi North America Theater (Booth #1250). Join Karen Howard, CEO of Organic & Natural Health Association, and other experts, as they discuss innovative methods for identifying GMO ingredients – and the implications for the supplement industry as we navigate the murky waters of GMO disclosure in consumer products.

Turning green goals into gold standards

The quest for sustainable supplements and food & beverage production presents exciting opportunities, yet

also complex challenges for developers. In [Navigating the sustainability minefield: Challenges and solutions for natural products](#), we'll explore how to ensure ethical and sustainable sourcing practices throughout the supply chain. Topics include minimizing deforestation, optimizing water usage and upholding fair labor practices. Some ingredient processing techniques can be real energy guzzlers, but don't worry – we've got innovative solutions to reduce energy consumption while maintaining product quality and efficacy.

Join experts Blake Ebersole, Ann Armbrrecht and Robyn O'Brien on Thursday, Oct. 31, from 9-10 a.m. in Islander Ballroom C, as they share insights and strategies to minimize your product's environmental impact. Spoiler alert: It's easier than finding a paper straw that doesn't disintegrate in your drink.

Book club, SupplySide style

Join us Thursday, Oct. 31, from noon-12:45 p.m. at the SupplySide Stage (Booth #5764) for [Seeding innovation: An exclusive book reading with author Robyn O'Brien](#). She'll share insights from her groundbreaking book, "Seeding Innovation: The Path to Profit and Purpose in the 21st Century," which reveals how novel ideas can transform industries and drive positive change. The book also tackles imposter syndrome, biases and blind spots while exploring themes of creativity and progress. Q&A discussion time with the audience is included. Be one of the first 10 attendees to show up and you'll receive a complimentary copy of "Seeding Innovation," with an opportunity to have it personally signed by the author.

Match made in manufacturing

Discover the dynamic world of co-manufacturing in [Swiping right on co-manufacturing: Finding your perfect partner](#). On Wednesday, Oct. 30, from 2:30-3p.m. at the Fi North America Theater, we'll dive into the benefits and complexities of this collaborative process with insights from John Castillo, president at FoodOps, and other industry veterans. We'll uncover best practices, potential pitfalls and inspiring success stories that highlight the true power of co-manufacturing.

This session is a must-attend for businesses eager to expand their production capabilities and forge strong partnerships. Think of it as finding the perfect business partner – minus the awkward dating phase. ■

As with all information in this What's hot issue, programs, sponsors and speakers are as of press time, and subject to change. All times are listed in PT. Download the mobile app for the latest details.

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Orgenetics Inc. pioneered and introduced organic plant-based vitamins/minerals in 2007, and we have continued to innovate since then. We are proudly a woman-owned and family-operated California company with our certified organic subsidiaries in the Netherlands and India. We remain committed to scaling sustainably while supporting family-owned organic farms from a globalized supply chain. In 2024, we successfully completed two 90+ subject each human clinical trials to further validate the efficacy and the science behind our ingredients: one on botanical-based biotin and a second on botanical-based iron.

We also offer American-made, standardized organic mushroom ingredients, along with organic American Aronia berry ingredients, as we continue to invest in domestic supply chains.

Let's innovate together!

orgenetics.com



Company: Virginia Dare

Contact: Philip Caputo

Title: Marketing & Consumer Insights Manager

Website: virginiadare.com

SSW Booth #: 2257

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Our team helps brands turn ideas into innovative products with tasteful formats and flavors. We work with you from research and development to prototyping and formulation support so your brand can bring the most delicious ideas to market – a process we call Taste Collaboration.

2. How is your business investing in the future?

We're always investing in expanding our capabilities and our team's expertise, but most notably, we recently unveiled our new state-of-the-art, 206,500-square-foot headquarters in Carteret, New Jersey. Our new facility is double the size of our former location with a focus on efficiency and collaboration. We also recently opened a product development laboratory in Pasadena, California, to facilitate easier collaboration with our West Coast customers. We'll be celebrating these advancements with a party at our booth on October 30 at 2 p.m. – and everyone is invited to celebrate with us!

3. What's one thing you wish more people in the industry knew about your business?

Virginia Dare has been synonymous with world-class vanilla for more than 100 years. Many consider our premium extracts the market standard, and we're proud of this. But beyond vanilla, Virginia Dare is rapidly becoming known as a leader in tea, coffee and cocoa extracts, as well as flavor masking and modulation.

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

We like to consider our booth an oasis on the show floor – one filled with friendly faces and what we believe to be some of the most delicious samples at the show. This year, we'll be sampling the following:

- Speculoos Cookie Cognitive Cold Brew Latte
- Caramel Apple Crumble Protein Shake
- Blood Orange Yuzu Beauty Gummy
- Watermelon Margarita Probiotic Pixy Stick
- Calamansi Green Tea Hydration Beverage

Our sample concepts bring mouth-watering flavors and functional ingredients together and are the springboard for many exciting product development adventures with our customers. If you're walking the show, please stop by!

Spotlight on sustainability

As a family company in business for more than 100 years, we pride ourselves on our commitment to running our operations responsibly and with consideration of the impact we have on the environment, our employees and stakeholders. Please visit our website to learn more about our [corporate sustainability](#) initiatives as well as our commitment to [vanilla sustainability](#).

A Step Above Flavor: *Taste*

You'll smell the sun-warmed citrus as soon as you crack the lid. The tea concentrate is so fresh-tasting, you'll think the kettle's still warm. And you won't detect the harsh bite of any functional ingredients.

From start to finish, you get good taste with Virginia Dare:

- Dedicated beverage lab
- Trend forecasting
- Smile-defining flavors
- Sustainable extracts
- Masking & modulation
- 100 years of good taste



Company: Concordix by Vitux
Contact: Catherine Nardone
Title: Global Marketing Director
Website: concordix.com
SSW Booth #: 3937

SupplySide West **What's Hot** Digital Issue Q&A:

1. What unique value proposition does your company and/or its ingredients/products/services offer?

Concordix is the first supplement designed for your body, marking a new era in supplement nutrition. Born from Nordic high-tech food science, Concordix was created with the goal of delivering nutrients to the body more effectively than existing dosage forms. Most dietary supplements use delivery systems modeled after pharmaceuticals and confections, which were not designed to maximize nutrient absorption. Concordix mirrors the structure of food so the body can recognize and process it in the easiest and most natural way. This involves packaging nutrients within billions of oil droplets in an emulsion, increasing the contact surface with the gut and enhancing absorption. This has been supported by clinical research showing a remarkable 44.9% greater nutrient absorption than softgels. Additionally, the emulsion technology enables higher concentrations of oil-soluble nutrients and the combination of both oil- and water-soluble nutrients in the same formulation.

2. How is your business investing in the future?

Our team consistently stays ahead of industry trends and works hard to enhance our innovative delivery form. We work closely with our partners to incorporate new ingredients in Concordix supplements that meet the evolving needs of consumers and support emerging global health trends. Since 2011, we have decreased the droplet size in Concordix supplements tenfold, and we are currently conducting clinical research to demonstrate the effect this has on absorption. By pushing the limits to increase payload capacity and further extend shelf life, we're also contributing to reducing food waste. From ingredient sourcing to packaging, we seek to identify more sustainable sources, such as algal oil for omega-3 products and recycled materials for our cartons. We also prioritize sourcing from local suppliers and recently opened our North American production facility, which allows

us to reduce emissions and better support our customers. We recognize that new technology brings both excitement and communication challenges, so we create tools to help our customers promote their Concordix supplements. We are paving the way for access to better supplementation for healthy people and a healthy planet.

3. What's one thing you wish more people in the industry knew about your business?

Concordix might be a tasty chewable, but it's not just another gummy format – it's a new supplement technology that delivers everything consumers are seeking. With Concordix, you can now offer great-tasting and effective supplements. This technology has removed the barriers to supplementation so that consumers can improve their health without disrupting their daily lives. Consumers want supplements that not only deliver what they claim, but also offer a pleasant experience. What could be more ideal than a chewable supplement that was designed to work harmoniously with the body's natural processes? Trust that the body knows best and give it that!

4. When visitors stop by your booth at SupplySide West | Food ingredients North America, what can they expect to see, learn or experience?

When you visit our booth, you can expect a new sensorial experience – but one that your body will recognize! We will have samples to taste, knowledge to share and new concept formulations to inspire you. We invite you to try our high-potency omega-3 supplements, meticulously crafted with premium fish oil and algal oil, that offer an incredible taste without the usual reflux associated with other delivery systems. Our team of experts from across North America and our headquarters in Oslo will be ready to discuss the potential of developing customized Concordix supplements for your brand. We look forward to meeting you at SupplySide West. Come experience the difference of supplementation designed for your body!



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