

What's Hot at **Vitafoods Europe** 2019



April 2019

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Discover the Latest at Vitafoods Europe 2019

The nutraceutical industry is rapidly pressing forward, and with so much change in the air, it can be challenging to keep up. Technology continues to drive innovation, improved research is resulting in new product development, and consumer demand is steering businesses in new directions. As the meeting point for the European health and nutrition community, Vitafoods Europe provides businesses, industry experts and thought leaders with the perfect opportunity to come together and discover the latest market insights.

In this issue of 'What's Hot,' our content team highlight our top five must-dos of the show. As content people, we're excited about what this year's Education Programme has to offer. Running alongside the exhibition, 11 focused summits have been developed to highlight prominent markets, business operations and industry trends. CBD, mental health, nutricosmetics, food technology, personalised nutrition and sustainability are hot on the list, and industry thinkers have the opportunity to learn about the latest science and outline the direction of the future market.

The show floor theatres also offer valuable insights on the latest ingredients and product development for individual markets—I'm especially intrigued by the growth of the sports nutrition market.

In this issue, you'll also find information on latest exhibitor news as well as products you can expect to see at the show, which I hope will assist you in your planning for Vitafoods Europe. There's so much to experience in the expo hall as well as at the theatres and Education Programme—not to mention some of our new initiatives and attractions, such as the Sustainability Square and the Diversity & Inclusion Roundtable. The full exhibitor list and registration for our additional events is available online at vitafoods.eu.com.

We look forward to welcoming you to this year's Vitafoods Europe and sharing the experience of taking the industry to new heights.

See you there!



Charlotte Bastiaanse

Charlotte Bastiaanse

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General Information

Exhibition

Halls 3, 4, 5 and 6.
Use entrance E10 at Palexpo.

Tuesday 7 May: 09:30 – 18:00
Wednesday 8 May: 09:30 – 18:00
Thursday 9 May: 09:30 – 16:00

Education Programme

Congress Centre, Rooms K & L

Tuesday 7 May: 10:00 – 17:40
Wednesday 8 May: 10:00 – 17:20
Thursday 9 May: 10:30 – 13:30

Registration

Visitor registration is located in Hall 3. Exhibitor registration is located in Hall 4.
Exhibition Entrance Fee
€150 / 175 CHF

Public Transport to/from Palexpo



Bus line 5 route: Geneva Airport – Palexpo – UN – downtown Cornavin railway station – Place Neuve – Cantonal Hospital.



Free with 'Geneva Transport Card' (see below) or ticket at CHF 3, valid for 60 minutes (purchase prior to boarding).



Train: A 10 minute walk to Geneva Airport station with connections to Geneva downtown Cornavin railway station. National and international destinations.



Free travel on Geneva public transport: Guests staying in a Geneva hotel receive a 'Geneva Transport Card' for free travel on Geneva public transport (bus, tram, local trains between the airport and city centre, and Les Mouettes mini ferries).

The Education Programme

Running alongside the exhibition, the Education Programme allows delegates to gather deeper insights to the latest trends shaping the nutraceutical industry. This year we have developed 11 summits for you to choose from, to allow for focused education as well as maximum flexibility. Individual summits start from a minimum of two hours, up to the full three days programme.

Thank you to our Sponsors

We would like to thank all our sponsors who have contributed to Vitafoods Europe 2019.

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Stand I10

— Official Category Sponsors

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Stand E30

Digestive Health



Stand J10

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Stand E14

CBD



Stand C183

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Stand H22

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Stand F14

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Stand J98, I110



Stand H142



Stand E24



Stand J20



Stand H19



Stand H14



Stand C1



Leading to Better

Stand A42



Stand J24



Stand E10



Stand F140



Stand I136



Stand G55



Stand R164



Stand E34



Stand M124

Vitafoods Europe provides a platform where the entire industry gathers to meet, talk, learn and do business.

Visitor attractions at the event are developed to help you enrich your understanding and discover the most important market trends, discuss regulatory complexities, packaging and labelling challenges as well as learn more about ingredients innovations that are driving the future of the industry.



Sustainability Square



Life Stages Theatre



Tasting Centre



Springboard Pavilion

In association with:



Market & Trend Overview

In association with:



Packaging Zone

In association with:



Poster Presentations



Innovation Tours

Sponsored by:



Probiotics Resource Centre

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In Association with:



Omega 3 Resource Centre

In association with:



Sports Nutrition Zone



New Ingredients Zone

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New Products Zone

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Clinical Trials Zone



Education Programme

Find out more [here](#).

Top 5 from Charlotte Bastiaanse

— Associate editor,
Vitafoods Insights



There's so much going on at Vitafoods Europe—it's almost impossible to get through everything in just three days. With so much to see, it's important to shortlist the exhibitors and attractions from which you can take away the most learnings and use to drive your business to success after the show.

1. Personalised nutrition: Driven by science and data

Across retail worldwide, consumers are looking for customised solutions specifically tailored to their needs and lifestyle. Personalised nutrition is an ever-rising area of interest for suppliers and consumers, and there are no signs of slowing down any time soon. Today, consumers are conscious about what they put into their bodies and they're curious about where it all comes from. They're actively seeking out high-quality, differentiated products that improve areas of concern to them—whether that's athletic performance, healthy ageing, or preventing the onset of disease. The market is hugely driven by the consumer evolution, and businesses are constantly needing to engage and adapt new strategies if they want to keep up. Digital health is an emerging area driven by the advances of technology—a topic of interest that Dr Volker Spitzer, Global Principal at IQVIA, will be exploring during the personalised nutrition summit on Tuesday, 7 May.

2. Food technology: The future is now

It's pretty incredible what technology has managed to achieve over the past decade, and there's hardly a part of our lives it doesn't touch. AI, automation and CRM solutions are increasingly infiltrating the food industry too. Nutrition companies are taking advantage of the interruption and are actively using new technology to combat challenges and accelerate innovative solutions to market. Visitors have the opportunity to learn more about spotlight technologies disrupting and supporting the industry during the Food Technology summit on Tuesday, 7 May. Interestingly, Diogo Sousa-Martins (Professor at UNIFESP and CEO at ELS Solutions) will be talking on the topic of introducing advanced innovative CRM solutions that bring together suppliers and local customers.

3. Sports Nutrition Theatre

With a rise in people taking their health more seriously, the pressure is on sports nutrition brands to broaden their focus to include everyday gym-goers, not just professional athletes. The sports nutrition market is experiencing a lot of forward-driving change, with hundreds of products geared toward optimised performance and new plant-based solutions entering the market. If you're interested in gathering more information to support your business development in this category, then a visit to the Sports Nutrition Zone is a must-do. In association with Innova Market Insights, the Sports Nutrition Zone (M2) is a dedicated area allowing visitors to explore new launches and taste the latest functional foods and beverages. At the Sports Nutrition Theatre, I'm especially interested in the sessions that focus on collagen's potential for athletes.

4. Sustainability Square

Sustainability is placed center to companies worldwide as concern for the environment and animal welfare grows. Largely driven by consumer demand, a vast portion of brands are upping their efforts to reduce their environmental impact. Consumers are also realising the health and ethical benefits to a plant-based diet, evident through the vast rise in people converting to vegetarian, vegan and flexitarian diets. New for 2019, the Sustainability Square is located at the heart of the show (K90). In this area, visitors can discover what nutraceutical companies are doing to promote sustainability and transparency across the supply chain. Beyond care for the environment, sustainability initiatives can also help to reduce costs and drive economic solutions. The Sustainability and Traceability summit on Tuesday, 7 May addresses opportunities, new initiatives, and best practice methods. This summit is sponsored by Inside the Bottle, who will also be the opening session of the conference.

5. Yoga Wellness

Also new for 2019 is the Yoga Wellness session on Thursday 9 May—taking place before the show from 08:00–09:00. The yoga session allows visitors the opportunity to enjoy a relaxing morning before the busy final day of Vitafoods Europe ensues. Sponsored by Kerry, all participants will be provided with a new yoga mat to use for the session, as well as a complimentary water bottle and protein sachet. You'll need to register if you're interested in the yoga session, so head onto the Vitafoods Europe site and find registration under the 'Additional events' tab, or register on-site at the Sports Nutrition Sampling Bar.

Top 5 from Marion Schumacher

— Content manager,
Vitafoods Europe



The nutraceutical industry is in such an exciting phase—we're seeing collaboration across sectors, innovative solutions addressing consumer health, and technology driving the future of food. Alongside the exhibition, you'll also discover amazing content through the Education Programme and the theatres. I'm delighted to share my top five, which reflect some of the prominent topics and themes of the industry.

1. Sustainability and traceability: Making it work for you

A commitment to sustainable practices goes beyond being a company initiative. Today, it's a global responsibility, a consumer demand and a business imperative. Beyond ethical and environmental commitment, businesses can create long-term profitability and economic prosperity through rethinking sustainable practices. Technology has played a big role in overcoming challenges of transparency—notable is the rise of blockchain, which could ultimately reinvent the supply chain for manufacturers, suppliers, retailers and end consumers. While we're still very much at the starting block, Troy Norcross of Blockchain Rookies aims to outline the blockchain opportunity for a more sustainable and transparent food industry. His session is part of the 'Sustainability and traceability' summit, sponsored by Inside the Bottle, on Tuesday, 7 May. Be sure to also stop by the Sustainability Square, which is new for 2019, where all the focus is on building a sustainable food future.

2. Nutricosmetics: Eating for beauty

Although not a new category, the 'beauty from within' market is gaining ground as more consumers become aware that what they put on the inside reflects on the outside. New science-backed nutricosmetic products are attracting consumers, especially in the form of edibles. Myth busting, beauty ingredients, epigenetics and new technology is all under the spotlight during the nutricosmetics summit on Tuesday, 7 May. Paula Simpson, founder of Nutribloom, will kick things off with an investigation of the intersection between personal care and nutrition, while Mark Miller, principal at Kaiviti Consulting, closes the day clarifying misconceptions and myths in skin health.

3. Probiotics Theatre

Although an established category, the probiotics market grows in its offerings year on year. Increased consumer demand, improved research and new delivery forms have driven innovative solutions. At the Probiotics Theatre, located at I140, visitors have the opportunity to hear about the latest market trends, research advances and gain further understanding to what consumers are looking for from this market. The theatre is sponsored by Nutrasource, which will also be speaking on the topic of accessing the North American market by streamlining probiotic development (Tuesday, 7 May).

4. Tasting Centre

There's no better way to experience new functional foods and beverages than by seeing, touching and tasting them! If you need a breakaway from business, head to the Tasting Centre—designed to help you discover the latest finished and retail-ready products. Find your next 'big thing' and don't forget to vote for your favourite for the Tasting Centre Awards. The best functional food and beverage will be announced on Wednesday, 8 May. Visit O150 to cast your vote.

5. Diversity & inclusion roundtable

Companies all over the world are working towards a more diverse and inclusive workplace. To facilitate discussion about this topic for the nutraceutical industry, Vitafoods Europe introduces the 'Diversity & inclusion roundtable' taking place from 08:00-09:30 on Wednesday, 8 May. We'll be covering the importance of establishing diversity and facilitating an inclusive environment, as well as sharing strategies and initiatives that can turn this conversation into reality. We invite you to participate in the discussion, share your brand's success stories, and be part of taking the industry to new heights. Register on the Vitafoods Europe website.



Top 5 from Heather Granato

— President, Content



There's always so much to explore at Vitafoods Europe, and this year's event is no different. The scope of education available is impressive, covering a range of topics and going in-depth into top ingredient categories and life stages. This year in Geneva, don't miss the opportunity to explore some of these hot happenings.

1. Mental Wellness: Ingredients and opportunities

It's an issue all over the world—rising stress levels impact sleep, which affects cognitive performance and mood, increasing stress levels further and creating a vicious circle. Consumers are looking to take back their health and find balance in their lives. On Wednesday, 8 May, conference attendees have the opportunity to discover marketing strategies, ingredients and formulation/delivery insights that can really help drive product development and ideation. Dave Foreman, the 'Herbal Pharmacist,' is going to offer insights on clinically researched ingredients that can positively affect mental health, as well as guidance on ingredients to avoid and suggestions on offerings that could positively impact development of alternative delivery formats for these finished products.

2. CBD & hemp extracts: Exploring the potential

In the United States, CBD or cannabidiol has been the talk of every natural products conference. And questions on its legal status are being raised in markets around the globe. Joerg Grunewald will chair this two-hour summit on 8 May that is designed to look at the current legal situation in Europe around CBD as well as the future opportunities for CBD in the food and supplement space. You'll get need-to-know insights about CBD as a novel food, implications for changes in its legal framework, and guidance from member states with practical examples. The session is sponsored by GenCanna, which will also offer insights on its own production platform.

3. Life Stages Theatre

Designed to focus on the specific nutrition requirements needed throughout the stages of a person's life, the presentations in this theatre—located in the expo hall—are open to all attendees. On 7 May, the focus is on healthy ageing, with sessions ranging from special

nutrition needs of older adults, novel insights around protecting the aging brain, and exploration of ingredients such as collagen, astaxanthin and protein. Wednesday, 8 May segues into adult health and wellness, which kicks off with a session by Mintel around what consumers are looking for in a 'healthy diet,' and moves into topics such as weight management and sleep support. Finally, we turn to early life on Thursday, 9 May with an overview of infant nutrition trends from Innova, followed by a look at topics including iron deficiency, the use of probiotics and much more.

4. Innovation Tours

Let's face it—finding what you're looking for in a giant expo hall can be a challenge. Fortunately, Vitafoods Europe offers a series of guided tours of exhibitors offering solutions around topics such as personalized nutrition, nutraceuticals and mental wellness (something I already think is hot). But as someone with a tree nut allergy, I'm intrigued by the tour on Wednesday, 8 May at 14:30 focusing on "Formulating for your free-from customer". Whether it's gluten-free, lactose-free or GMO-free, consumers are looking to have an array of delicious options that also meet their health needs and/or address allergen concerns. Consider registering online ahead of the show, as limited spots are available.

5. Dietary Supplement GMP Training

The United States is the largest market for finished dietary supplements, and companies wishing to export need to understand their obligations related to good manufacturing practices (GMPs) under FDA's 21 CFR 111 regulatory requirements. New at Vitafoods Europe is a one-day GMP training, conducted by EAS Consulting Group, that will cover information needed to comply with GMPs, including those involved with testing, quality control and distribution of supplements.



Exhibitor News

AOM's launches new production plant in Valencia, Spain

Advanced Organic Materials (AOM) is celebrating a milestone that positions the company as the first fully-integrated manufacturer of tocopherols, sterols and sterol esters in Europe. AOM is now enabled to increase its production volumes to better serve customers in Europe and more efficiently source raw materials in the region.

For more information, visit stand H182 at Vitafoods Europe



AstaReal will share latest clinical trial research on astaxanthin for healthy ageing

Visit AstaReal for the latest updates in natural astaxanthin research including a recently published clinical trial showing that a formula containing AstaReal® astaxanthin was able to increase endurance, muscle strength and mobility in older adults. In addition, AstaReal's scientific expert Dr Mark Miller will be guiding visitors through the science behind this amazing molecule and discussing opportunities within the healthy ageing space during his seminar on Tuesday 7 May at the Life Stages Theatre.

For more information, visit stand J30 at Vitafoods Europe

BioActor reveals that its sports nutrition ingredient increases peak force

BioActor completed a second clinical study involving WATTS'UP—an innovative citrus ingredient for sports performance. The trial showed that peak force

significantly increased in trained athletes at a low dose. WATTS'UP® increases aerobic and anaerobic power in athletes through a direct effect on the mitochondria.

For more information, visit stand H59 at Vitafoods Europe

Fenugreek seed study completed by Bio-gen Extracts

Bio-gen Extracts has successfully completed a 100 subject study on FenuLean, a patent-pending ingredient from fenugreek seeds containing high fibre and plant-based protein. The company continues to invest in sustainable sources of clinically-validated ingredients for the global market. Meet the Bio-gen Extracts team at Booth K130 to discuss their vision for your future products.

For more information, visit stand K130 at Vitafoods Europe

Giellepi to reveal its latest clinical trial findings on its CoQ10 formula

At Vitafoods Europe, Giellepi Health Science will reveal the latest clinical findings on its CoQ10 formula (Q-FACTOR™), which is based on a revolutionary delivery system named Micro-sphere Dispersion Technology. This Italian based study was a 12-week, randomised, parallel-group, placebo-controlled, clinical trial to examine the impact of Q-FACTOR™ on statin-induced myopathies.

For more information, visit stand H20 at Vitafoods Europe



Epax takes molecular distillation to the next level

Epax has significantly invested in the huge potential of molecular distillation—a way of increasing omega-3 content whilst reducing the risk of oxidation during processing. Epax's in-house R&D team has reached concentration levels as high as 70wt% through utilising newly discovered, proprietary black box technology. In 2019, Epax will invest heavily in preparing its production facility for the implementation.

For more information, visit stand I92 at Vitafoods Europe



IMA S.p.A. develops gastro-resistant capsule coating

Laboratori Rofarma Italia S.r.l. has developed a gastro-resistant capsule coating with EUDRAGUARD® Natural (Evonik), using EFFECTA 200 (IMA, Italy). IMA coating equipment guarantees perfect mixing efficiency. Thanks to the pan and mixing baffles design, it is possible to work with 30-200 kg batches obtaining process yields close to 100%.

For more information, visit stand H134 at Vitafoods Europe



Innexus Nutraceuticals and IMCD partner up

Netherlands-based Innexus Nutraceuticals, supplier of the pain relief ingredient OptiPEA®, has appointed IMCD as its new distributor. As a result, the two companies will share a booth at Vitafoods Europe. OptiPEA® is manufactured in Europe and offers a clinically proven, non-pharmaceutical way to fight chronic pain and inflammation safely.

For more information, visit stand H64 at Vitafoods Europe

Milsing completes clinical trial on its allergy treatment

The new, recently completed clinical trial on Lectranal® confirmed its efficacy in treating allergic rhinitis. The study was performed in cooperation with the Medical University of Vienna and showed that Lectranal® users had fewer allergy complaints compared to non-users. Lectranal® is unique, all-natural allergy relief ingredient which safety and efficacy have been substantiated by extensive research.

For more information, visit stand I50 at Vitafoods Europe



Natac Solutions to assist CPG brands in rethinking their products

Natac Solutions, a recent 50-50 joint venture between Radiant Technologies Inc. (RTI) and Grupo Natac S.L., will help CPG companies rethink and enhance their functional products with its range of plant-based extracts claimed to preserve the holistic plant nutritional profile, obtained with traditional and innovative extraction methods such as MAP™.

For more information, visit stand G65 at Vitafoods Europe

Nating grows in certifications and size

Nating is an Italian company specialised in the production of botanical extracts and spray-dried fruit and vegetables. The company recently obtained not only ISO 9001, organic and vegan certifications but also ISO22000 and GMP. Nating has also grown from 1,500 sqm to its current 4,000 sqm.

For more information, visit stand A12 at Vitafoods Europe

NattoPharma continues its research into K2 and calcium supplementation

NattoPharma continues to lead, using research grants to confirm the importance of Vitamin K2 MK-7, spearheading efforts to establish a K2-specific RDI. Most recently, a review paper published in Frontiers in Cardiovascular Medicine (2019) examines calcium supplementation's impact on bone and heart health, and the role K2 plays in proper calcium utilisation.

For more innovation, visit stand J34 at Vitafoods Europe

OmniActive celebrates 15 years of improving health

Celebrating its 15th anniversary, OmniActive Health Technologies will be discussing the OmniActive Improving Lives Foundation, as well as solutions for the vision, mental health, sports nutrition, weight wellness and active lifestyle categories. OmniActive will also showcase its technologies for functional foods and beverages.

For more information, visit stand H41 at Vitafoods Europe

PharmaLinea offers growth opportunity to partners

With an ongoing clinical study on a liquid immunity product for children, PharmaLinea is paving the way in providing scientifically supported and user-friendly nutraceutical solutions. Launching new private label products for immunity, cognition (including breakthrough Sibelius™: Sage) and liver health, PharmaLinea is providing its partners with new differentiation opportunities in growing categories.

For more information, visit stand H34 at Vitafoods Europe

RIBUS joins the Clean Label Alliance

RIBUS has teamed up with other industry leaders in the dietary supplement sector to collectively serve producers seeking to develop or transition to clean label by providing free support and problem-solving solutions. The purpose of the Clean Label Alliance is to offer guidance by providing top-of-the-line resources and assistance to efficiently produce clean label supplements.

For more information, visit stand G34 at Vitafoods Europe

Vitamin K2 is the next D3, says Kappa Bioscience

Kappa Bioscience, makers of K2VITAL® vitamin K2 MK-7, will present why vitamin K2 is the 'next D3' at the C10 Kappa 'Diner' stand. New consumer data and the K2 Critical Quad market model show how K2 Science, Price, Dose and Demand enable K2VITAL® to enter mass markets and brands.

For more information, visit stand C10 at Vitafoods Europe

WACKER's new fermentation contract manufacturing organisation

This year, for the first time, WACKER has a presence in the contract manufacturing zone. With more than 20 years' experience in biotech processes and 800m³ of fermentation capacity, WACKER, now makes it possible to provide contract manufacturing for industrial-scale fermentation projects under food grade standard.

For more information, visit stand O70 at Vitafoods Europe

Winlove's probiotic shows potential to alleviate depression

Probiotics can influence the gut-brain axis and might therefore benefit people with mood problems. Winlove's Ecologic® BARRIER has shown in healthy volunteers to reduce susceptibility to depression. In new research, the formulation was also effective in people with mild to moderate depression.

For more information, visit stand J40 at Vitafoods Europe



Hot Products at Vitafoods Europe 2019

Algatech announces astaxanthin powder for vision

Inspired by the superb vision and natural mechanism of the eagle's eye, Algatech announces AstaPure® EyeQ—a microencapsulated, cold water-soluble 2% natural astaxanthin powder, which can be applied to supplements, functional foods and beverages. AstaPure EyeQ will be showcased in a virtual reality cinematic engagement at Vitafoods 2019.

For more information, visit stand E162 at Vitafoods Europe

Amapharm launches hemp oil gummies for sleep

At this year's show, Amapharm will showcase its latest product developments, including hemp oil gummies with 100mg hemp oil and 'Good Night,' gummies with lemon balm, passionflower and lavender extracts.

For more information, visit stand S145 at Vitafoods Europe

Anlit introduces long-life probiotic chews

Anlit, Ltd. will demonstrate its ProBites LLP supplement—a line of long-life probiotic chews. The new line is designed for the whole family, suitable for ages three and up. The chewy healthful treats are available in multiple flavours, including chocolate, vanilla, and a variety of fruit flavours. They are sugar-free, kosher, halal, and non-GMO.

For more information, visit stand L81 at Vitafoods Europe

Advanced Organic Materials presents sunflower extract rich in vitamin E

This highly differentiated sunflower vitamin E material generates value across the supply chain. SunE is all-natural with no chemical modification, non-soy as soy vitamin E is chemically modified using methylation, non-allergenic and non-GMO verified.

For information, visit stand H182 at Vitafoods Europe



Arjuna Natural offers botanical ingredient line

Arjuna Natural Ltd. has been India's leading manufacturer of standardised spice and botanical extracts for over 25 years. This year, Arjuna features an extensive line of botanical ingredients with health benefits supported by research. Included is its flagship turmeric extract BCM-95® (Curcugreen®), a proprietary combination of highly bioavailable curcuminoids and essential oil of turmeric-ar-turmerone.

For more information, visit stand C30 at Vitafoods Europe

AXXO Life presents new sugar-free and enriched concentrate

Made in Germany without sugar, aspartame or gluten, AXXO Life's new Vitamin Beverage Concentrates are also vegan, low-carb and come in seven popular flavours. They excite with their high quality, natural flavour and fresh taste. Each flavour is enriched with the same set of seven essential vitamins, L-Carnitine and zinc.

For more information, visit stand L92 at Vitafoods



BrainBerry by BioActor supports brain fitness for all ages

BrainBerry® is a stimulant-free ingredient from aronia berries that supports 'brain fitness.' Grown on the icy plains of the Baltics, aronia berries are packed with anthocyanins to resist harsh conditions. A recent clinical study shows that BrainBerry® significantly increases cognitive performance at a low dose.

For more information, visit stand H59 at Vitafoods Europe

Bio-gen Extracts presents fenugreek ingredient for satiety

FenuLean is a clinically-validated and patent-pending ingredient providing less than 50% dietary fibre (less than 20% soluble fibre & less 30% insoluble fibre) and less than 20% plant-based protein, supporting weight management and gut health functions. The ingredient is de-bittered, and can be formulated into health bars, cookies and beverage applications, thereby supplementing fibre and protein intake.

For more information, visit stand K130 at Vitafoods Europe

Biosearch Life offers its vegan omega-3 ingredient

Eupoly-3® DHA Algae is a natural source of omega-3 with high content of DHA, and non-animal origin making it suitable for vegans. Biosearch Life has developed an oil free of organic solvents and through an absence of allergens, it reflects the strict standards of quality and purity that characterise the company.

For more information, visit stand D20 at Vitafoods Europe

Camlin Fine Science algae supplement supports all ages

Made from fermentation of algae, Evolv™ Algal DHA is vegan suitable and sustainable. As an alternative omega-3 acid, this product supports brain development, heart health, joint health, and immune health. Offered in powder or oil form, Evolv™ can be used in infant formula, prenatal and postnatal supplementation, and adult to senior supplementation.

For more information, visit stand D205 at Vitafoods Europe

Chereso presents FUROSAP PLUS for men's health

The clinically-evaluated FUROSAP PLUS is an innovative natural supplement that supports healthy testosterone levels. It is a unique blend of proprietary extracts: Trigonella foenum-graecum L (FUROSAP-patented) and Curculigo orchoides (Rhizom K). FUROSAP PLUS is ideal for a variety of men's health goals, including optimal energy, sexual function, athletic performance, and muscle development.

For more information, visit stand L106 at Vitafoods Europe

Dah Feng Capsule introduces its acid-resistant vegetarian capsule

BioVXR is made of hypromellose and purified water, with unique properties that can protect acid-sensitive ingredients from gastric acid without the cost and complexity of adding acid-resistant properties during manufacturing. BioVXR is a perfect choice for acid-sensitive ingredients, such as probiotic and enzyme formulations.

For more information, visit stand D180 at Vitafoods Europe



Diafarm's traditional herbal product now available as organic certified single dose

Certified organic ginseng extract for a stronger immune system and increased energy. Vegetable capsules make it suitable for vegans and vegetarians. Daily dosage of two capsules with a ginseng content equivalent of 800 mg dried plant root provide 16 mg of ginsenosides.

For more information, visit stand O39 at Vitafoods Europe



Oral supplement strips by DYNATABS

DYNATABS® oral edible supplements strips target the 40% of the population who cannot swallow pills. A large product demand niche worldwide, formulated in a variety of tropical and traditional tasting flavours, DYNATABS dissolve quickly on the tongue with no need for water. Rapid delivery of nutritional components from a pocket-sized supplement offer convenient transportability.

For more information, visit stand T140 at Vitafoods Europe

EPO launches botanical snack for cholesterol management

Olè, by EPO (Estratti Piante Officinali), is a snack containing the Omeolipid® botanical extract. Available to sample in the Tasting Centre, it is a unique blend of botanicals for cholesterol management with strong scientific evidences. Three botanicals and three traditions are joined together for a synergic combination: artichoke (Mediterranean vegetable), caihua (South American zucchini) and fenugreek (Indian spice).

For more information, visit stand G112 at Vitafoods Europe

Fitoplancton Marino presents marine ingredient for healthy ageing and sports nutrition

TetraSOD® is a unique marine ingredient that is clean label, vegan and sustainably produced. Solid science backs its application as complete and comprehensive support for healthy ageing and peak performance and recovery. TetraSOD® is globally available through Fitoplancton Marino, and recently launched in the U.S. and Canada by LONZA under the Oceanix™ brand.

For more information, visit stand K164 at Vitafoods Europe

Fluid Air introduces electrostatic spray dryer for powder manufacturing

Fluid Air has established itself as an innovator in developing equipment for the modification and creation of powders and particles, as well as provider of customised solutions to solid dosage process challenges in industries including pharmaceuticals, foods, nutraceuticals and cosmetics. Introducing the patent-pending PolarDry® Electrostatic Spray Dryer.

For more information, visit stand N45 at Vitafoods Europe

GeoSilica offers natural body renewal from Icelandic geothermal water

This year, discover GeoSilica's new high-quality silica supplements from Iceland offer health benefit geared towards renewal, recovery and repair. GeoSilica Iceland is built on innovation, inspired by Icelandic nature, and is mindful of its commitment to the environment when providing customers with natural body renewal.

For more information, visit stand E148 at Vitafoods Europe

Gnubiotics announces launch of first microbiome-modulating prebiotic

Gnubiotics has launched the EU registration and commercial launch of GNU100—the first microbiome-modulating prebiotic for the enhancement of companion animal gut health. Gnubiotics GNU100 MAC contains over 30 glycan structures and is a functional mimic of Human Milk Oligosaccharides.

For more information, visit stand K85 at Vitafoods Europe

Environmentally-friendly smokey flavours by Gold Coast Ingredients

Gold Coast Ingredients has developed environmentally friendly smoke-type flavours free from combustion by-products. GCI Smoke Type Flavours can be made organic certified, natural, water-soluble, oil-soluble, and are available in powder or liquid form. Flavour profiles include: hickory smoke, mesquite smoke, applewood smoke, oakwood smoke, cherrywood smoke, and cedarwood.

For more information, visit stand C42 at Vitafoods Europe

HERMES presents new generation capsules for food supplements

HERMES NutriCaps are a novel way to deliver supplements. Compatible with all Nespresso hard-pod coffee machines, they are easy to use and dose, safe and fast to prepare. They can be designed to specific needs, come in different flavors and provide a variety of health benefits.

For more information, visit stand R170 at Vitafoods Europe



Kerry fuelling innovation through taste and nutrition

Kerry's portfolio of better-for-you solutions solve the challenges of creating products with the benefits consumers seek and great taste. At Vitafoods Europe, Kerry will be highlighting its quality, science-backed functional ingredients including Wellmune® for immune support, the spore-forming probiotic GanedenBC³⁰®, its long-standing dairy and plant protein expertise with Ultramor™ and ProDiem™.

For more information, visit stand A42 at Vitafoods Europe

Laboratoire PYC debut customisable weight-loss packaging solutions

Laboratoire's five-day starter pack are geared toward weight-loss including 10 meal-replacement sachets and five drainer stick-packs. A 12-day menu guide is supplied with the pack with five days of starter phase and seven days of stabilisation. 81% of participants achieved their weight loss goal with the starter pack. The pack is totally customisable under a company's name.

For more information, visit stand K34 at Vitafoods Europe



Lactalis Ingredients' new product geared to transform protein products

Pronativ® protein by Lactalis Ingredients can help businesses transform their next protein product. Pronativ® is scientifically proven to have functional benefits of a protein naturally packed with antioxidants and minerals to help the body function at full capacity. 18 g portion of Pronativ® contains 15 g of protein, 0.5 g carbohydrates, zero fat and totals 65 calories.

For more information, visit stand K66 at Vitafoods Europe

Rongcheng Lanrun Biological Technology introduces first tuna collagen peptide powder

Rongcheng Lanrun Biological Technology is the first company utilising tuna bone as a raw material to produce collagen peptide. Derived from deep sea tuna bone using an enzymatic hydrolysis technique, the powder contains four natural nutrition components which are taurine, selenium, calcium, magnesium and 19 different amino acids. Tuna collagen peptide powder can be applied to medical food, cosmetics and dietary supplements.

For more information, visit stand M218 at Vitafoods Europe

Lifeplan's apple cider vinegar for digestive health

Lifeplan's Apple Cider Vinegar Complex with chloride is a unique formula which contributes to normal digestion through the production of hydrochloric acid in the stomach. The product is enhanced with the botanicals dandelion and burdock, together with sea kelp which is rich in iodine.

For more information, visit stand Q134 at Vitafoods Europe



Drink to beauty with Lipofoods' botanical ingredients

Lipofoods introduces its new line of microencapsulated botanical ingredients supported by proprietary science for proven efficacy. The inaugural product, Curcushine™ microcapsules, is a highly bioavailable microencapsulated curcumin source for the beauty-from-within market with demonstrated anti-ageing claims.

For more information, visit stand K180 at Vitafoods Europe

Dr Paul Lohmann's calcium carbonate ingredient for food supplements

Calcium Carbonate as DC granulate with gum arabic as binding agent is a newly developed ingredient by Dr Paul Lohmann. It is designed for direct compression to soft chewing tablets with a pleasant feel to the mouth. The product is dust-free, free-flowing, and permitted for food and food supplements.

For more information, visit stand G110 at Vitafoods Europe

Lycored's tomato power

Lycored will be showcasing new, ground-breaking research on the role of tomato phytonutrients in UV protection. The global carotenoid leader will also be able to offer consumer insights into the increasingly mainstream ingestible skincare category.

For more information, visit stand H40 at Vitafoods Europe

Melrob Nutrition's new product for lactose intolerance

Melrob Nutrition are offering a new product, LACTASE. A great support for lactose intolerance, LACTASE enables consumers to indulge in dairy food without any risks as it is an enzyme that breaks down lactose. Available as own label in FCC strengths: 5,500, 12,000 and 20,000.

For more information, visit stand O67 at Vitafoods Europe

Mibelle offers collagen-vitamin gummies for natural beauty

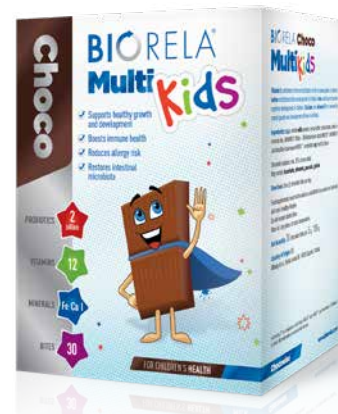
DracoBelle™ Nu is a unique and natural skin beauty and collagen booster prepared from organic Moldavian Dragonhead. Clinical results show that 200 mg/day of DracoBelle™ Nu increases skin moisture, density and elasticity. Suitable for functional food and beverage applications, these collagen-vitamin gummies can be sampled at Mibelle Group Biochemistry.

For more information, visit stand B42 at Vitafoods Europe

Milsing's new chocolate flavoured supplement geared for children's health

Biorela® Choco Multi Kids, a unique innovation in children's supplement category, is now available in dark chocolate option, with prolonged shelf life. This chocolate supplement provides vitamins and minerals essential for children's healthy growth and development as well as clinically proven probiotic strain which boosts immune health and restores intestinal microbiota.

For more information, visit stand I50 at Vitafoods Europe



MN Própolis presents water-soluble propolis extract

MN Própolis offers its Lyophilised Brazilian Green Propolis Extract—a natural product processed through a freeze dry process at cold temperature and under pressure. The result yields a powder that's water soluble. Additionally, Green Propolis Extract is presented in capsules, with natural antibiotic and anti-inflammatory properties.

For more information, visit stand D165 at Vitafoods Europe

Monteloeder to present new ingredients for skincare and energy

This year, Monteloeder comes to Vitafoods Europe to present two new branded ingredients in their portfolio: Zeropollution and TopEndurance. Zeropollution is an oral supplement that protects the skin from the damaging particles of air pollution. TopEndurance is an innovative formula to improve physical performance and reduce fatigue.

For more information, visit stand F50 at Vitafoods Europe

Mycotrition's mushroom powder product supports organ health

Cordyceps-CPA³ is measured to consist of 30 % polysaccharide, 1 % cordycepin, and 0,5 % adenosin. Cordyceps is discussed for its energising effect and positive effects on lung, kidney, blood pressure thanks to its components that include various vitamins, trace elements, and essential amino acids.

For more information, visit stand F170 at Vitafoods Europe

Nating launches new ingredient inspired by Mediterranean diet

VitaredB Complex, which will be featured in the New Ingredient Zone, is a standardised dry superfruits and vegetables extract—high in antioxidant, vit group B, polysaccharide and polyphenol content. VitaredB Complex[®] is also supported on non-conventional carriers like maltodextrin, but on BuckNat[®] buckwheat is free of allergenic substances and added sugars.

For more information, visit stand A12 at Vitafoods Europe

NATURAL introduces Alma extract ingredient

NATURAL Functional Ingredients strengthens its botanical with TRI-LOW—a new patented ingredient extracted from Amla. This Indian fruit is well-known for its high vitamin C content. Characterised by its concentration of globalized active ingredients for cardiovascular health, studies have confirmed reduction of LDL cholesterol and triglyceride levels.

For more information, visit stand E200 at Vitafoods Europe

Naturex to showcase new sports nutrition ingredient, Upletic™

Upletic™ is a new natural ingredient with proven benefits for sports performance and energy. A patented, synergistic blend of two botanical extracts, Upletic™ has been proven to increase muscle protein synthesis in a comprehensive program of in vitro, in-vivo and clinical trials.

For more information, visit stand E10 at Vitafoods Europe

NG Solutions expands their range with children's health protein shake for height growth

Nutritional Growth Solutions introduces Healthy Height—a nutritional protein shake clinically shown to improve children's height. This child-friendly mix is available in vanilla and chocolate flavours, and high in whey protein, vitamins, and minerals. Hormone-free, gluten-free and also includes amino acids key for growth. It contains no soy, artificial colours, flavourings, nor preservatives.

For more information, visit stand S159 at Vitafoods Europe



NIZO debuts world's first ice cream under 100 calories

NIZO has produced the world's first soft serve ice cream under 100 calories. It contains very low-fat (0,8%) and 25% less sugar. Although there are only 99 calories per 100 g of ice cream, it still tastes creamy and delicious. NIZO's soft serve uses the natural properties of dairy proteins to substitute for the creaminess of fat and the body of sugar.

For more information, visit F140 at Vitafoods Europe



NZMP's juices supports healthy and quality protein intake

NZMP's protein fruit and vegetable juice concepts have been designed in an easy-to-consume format, offering an energy boost between meals. Containing NZMP SureProtein™ Whey Concentrate, the juices enable the delivery of high-quality functional whey proteins, offering essential branch chain amino acids which supporting muscle retention and growth.

For more information, visit stand K166 at Vitafoods Europe



OFI's nutritious popsicle revives energy levels and combats fatigue

OFI presents VITA-ICEPOP Multivitamin, a 12 ml stick pack that can be frozen and then consumed as a delicious fruity popsicle. It is a food supplement based on vitamins, acerola, zinc and niotin— contributing to reduced tiredness and fatigue, and favouring the body's natural defences with support and restorative action.

For more information, visit stand N24 at Vitafoods Europe



Omya to debut with energy and bone health ingredients

The Swiss company will showcase a range of proprietary calcium products and specialty ingredients from its distribution portfolio. With prototypes for energy management and bone health, Omya will present holistic solutions for nutraceutical concepts that meet current market demands.

For more information, visit stand D184 at Vitafoods Europe

HDBA by PARAPHARM for hormone health

HDBA Organic Complex produced by PARAPHARM is a vitamin and mineral complex of high biological value. It contains prohormones which can be turned by the human body into its own hormones, thus stabilising hormonal balance. Depending on the combination with other substances in food supplements, HDBA contributes to maintaining optimal health.

For more information, visit stand L96 at Vitafoods Europe

PharmaLinea launches immunity supplements for children's health

Immunity supplements for children lack the clinical substantiation and organoleptic properties necessary for compliance. An ongoing clinical study on >Your< ImmunIQ Syrup will provide necessary proof for differentiation in a noisy category. Based on innovative branded ingredients, this powerful synergistic complex is also superior in taste and approved by children.

For more information, visit stand H34 at Vitafoods Europe



PHARMANAGER INGREDIENTS to present its new flagship product, Nattiasse

Nattiasse is an innovative product containing nattokinase, derived from natto. Nattokinase plays a major role in the dissolution of blood clots that may form following the rupture of an atheromatous plaque. Clot formation can abruptly interrupt blood flow and have serious health consequences. Nattiasse is a new alternative for the cardiovascular axis.

For more information, visit stand H49 at Vitafoods Europe

Phil Inter Pharma to launch new three softgel capsules at Vitafoods Europe

The first of the capsules is derived from Pomegranate extract, helping to improve physical disorders caused by the deficiency of hormones during menopause. Second is that derived from Gac oil containing strong antioxidant oils extracted from Gac fruit which helps to improve eye health. Lastly is a capsule containing probiotics for children.

For more information, visit stand M53 at Vitafoods Europe

Sample Crackyballs by Prodietic, available for customisation

Prodietic will be presenting its latest innovation—high protein, low calorie, low sugar crispy snacks. Various versions are available: plain, sweet or savoury, dark or milk chocolate-coated. The possibilities are unlimited and Prodietic can develop a flavour that best fits. Discover Crackyballs at the Tasting Bar.

For more information, visit stand M119 at Vitafoods Europe

Pure Flavour to debut at Vitafoods Europe with new drops line

Pure Flavour is introducing a new product line: liquid nootropics. These functional drops combined of botanicals, vitamins and minerals to boost daily performance in focus, energy, sleep, beauty, and health. The highly concentrated liquids come in a 50 ml bottle with a pipette and are sufficient for one month.

For more information, visit stand S126 at Vitafoods Europe

RIBUS launches clean label binder for organic-certified tablets

RIBUS has launched Nu-BIND™—a clean label binder which acts as an alternative to PVP, HPC and more. Nu-BIND is designed to act as a natural alternative to synthetic and plasticised binders, making the production of certified organic tablets possible. The make-up of Nu-BIND includes guar gum, gum arabic, agave fiber, rice hulls and agave syrup.

For more information, visit stand G34 at Vitafoods Europe



Rousselot paves the way for innovative gummies

Rousselot SiMoGel™ is a new gelatin-based solution for the production of jelly articles without starch depositing. SiMoGel™ enables production of gummies in a perfectly hygienic environment at high gelation speed. SiMoGel™ makes the production of fortified and/or sugar-free gummies easier.

For more information, visit stand E34 at Vitafoods Europe



r-pharm presents brainfood for cognitive health

nao® brain stimulation, the unique brainfood, offers powerful performance and concentration through the unique composition of natural ingredients. The effect of one tablet starts immediately and lasts up to eight hours. nao® brain stimulation and its innovative wallet-packaging is GMP-manufactured in Germany following the highest quality standards.

For more information, visit stand K107 at Vitafoods Europe

Experience SymbioPharm specialised skincare cosmetic

SymbioPharm will present a new specialised microbiotic skincare cosmetic based on immunomodulating autolysate of the bacteria *Enterococcus* and *Escherichia coli*. This product is intended for very dry skin and skin prone to atopic dermatitis.

For more information, visit stand J139 at Vitafoods Europe

UAS Labs launches weight management probiotic

Lactobacillus gasseri BNR17™ is a clinically proven probiotic for weight management. Isolated from human breast milk, BNR17™ is a natural strain shown to reduce body mass index and visceral fat in addition to supporting digestive health. BNR17™ has undergone extensive analysis and has excelled in three published human clinical trials.

For more information, visit stand J132 at Vitafoods Europe

vaneeghen launches S7, seven-plant combination ingredient

Over the years, vaneeghen have evolved into a leading international distributor of innovative products, vitamins, plant extracts, minerals and other nutrients. This year vaneeghen will launch S7 (FutureCeuticals), a combination of seven plant-based ingredients that have been clinically shown to ignite the body's own NO production system.

For more information, visit stand I80 at Vitafoods Europe

WACKER steps into the sports nutrition market

WACKER's portfolio now provides powerful ingredients for dietary supplements that support athletes, bodybuilders and those leading active lifestyles. New ingredients CAVAQ10® and CAVACURMIN® help to improve performance, delay soreness and speed up recovery.

For more information, visit stand O70 at Vitafoods Europe

Winlove launches probiotic formulation for the management of allergies

Winlove introduces Ecologic® ALLERGYCARE—a multispecies probiotic formulation for the management of allergies. In clinical research the probiotic has shown to significantly reduce eczema symptoms in children and improve quality of life of hay fever patients.

For more information, visit stand J40 at Vitafoods Europe





The global nutraceutical event

07-09 May 2019

Geneva

What's Hot Digital Issue Q&A:

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

Worldwide demand for krill is growing and new markets have opened up, creating ample opportunity for our customers. To ensure secure supply of krill to meet this demand, Aker BioMarine has invested heavily in a new state of the art Krill Harvesting vessel. It is the world's first purpose-built krill harvesting vessel, kitted out with the latest in energy efficiency and sustainability featuring Aker BioMarine's proprietary Eco-harvesting technology.

This new vessel firmly establishes Aker BioMarine as the worldwide leader in innovative krill derived ingredients, enabling us to focus on supporting our customers with continued supply of the highest quality krill oil to support our customers' growth.

Q What trends are driving demands for your products/services?

Sustainability and clean label marketing are particular trends that will continue to grow more relevant as today's conscious consumers are looking for both transparency and demonstrable effects from brand owners. Coupled with the ever-increasing concern of leading a healthy lifestyle, those active ingredients that are sourced responsibly with sustainability and transparency at the core will have a firm advantage as the nutraceuticals market grows.

Aker BioMarine's premium krill oil brands have been ahead of these growing trends, recognizing early on to offer our customers more than just an ingredient. With our 100% pure Antarctic krill oil, comes full traceability right back to the origins. Our customers can make use of our online tool which lets consumers track their krill oil product online back to the GPS coordinates of the harvesting location.

It is this type of consumer engagement that is needed to build trust and differentiate your brand in a crowded market place.



Company Name: Aker Biomarine
Contact: Roar Hernes
Title: SVP Sales and Marketing EMEA

Q What is your company's point of differentiation in the market?

Superba Krill oil is much more than just an omega-3 supplement. EPA and DHA are an essential part of krill oil's natural composition, however there are other nutrients in krill oil that play an important role in human health and act as a major differentiator for brands in the nutraceutical market.

Choline is an essential vitamin-like nutrient, important for an array of functions in the body, especially when it comes to liver, brain and muscle function. Krill oil also contains phospholipids and astaxanthin.

Superba krill oil has 4 EU approved health claims, pertaining to both the health benefits of choline and EPA & DHA for heart and liver health in the EU market. These health claims can be used with only 2 small capsules a day with our krill oil concentrate – Superba Boost CAPS™.

Using omega-3 and choline in product positioning sets krill oil apart from other omega-3 supplements and allows our customers to truly differentiate their brand in the physical and online shelves.

Q What products/services are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

At Vitafoods Europe 2019, we are all about the Krill Effect and the end consumer.

Brand owners are looking for efficacious products backed by scientific data, but most importantly they need products with simple, clear and easy to understand health messaging for consumers.

The Krill Effect is all about how Superba Krill oil fits into just that. Come to our booth H29 where we will be taking visitors through:

- Krill oil positioning within the Sports and Skin health segments
- How Superba Krill oil raises your omega-3 levels
- Why does krill oil have no fishy aftertaste?
- The 4 EU approved health claims for Heart and Liver Health

We will be doing on-booth demonstrations and presentations over the course of the show – come by and get your Krill Effect!



HAVE YOU GOT THE KRILL EFFECT?



Brand differentiation


2 capsules 4 health claims

Meet consumer needs

We offer the full spectrum of krill oil products

LET'S CONNECT AT VITAFOODS **STAND #H29**



BY  AKER BIOMARINE





The global nutraceutical event

07-09 May 2019

Geneva

What's Hot Digital Issue Q&A:



Company Name: **Bioenergy Life Science, Inc. (BLS)**

Contact: **Penny Portner**

Title: **Director of Marketing**

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

After a successful animal study, we launched a new product called RiaGev™, the only commercially available compound uniquely combining Bioenergy Ribose and a form of vitamin B3. It is distinctly formulated to enter the salvage pathway directly to efficiently increase nicotinamide adenine dinucleotide (NAD) in the body. It helps our customers by giving them a solution to create products that help the body age more slowly, from the inside out.

The data collected in two animal studies indicated a sustained increase in NAD+ with administration of Ribose and Nicotinamide (RiaGev). In addition to our data, the biochemical description of the pathways involved in the synthesis of NAD support these claims: (1) Niacin enters the NAD+ synthetic pathway as an intermediate increasing de-novo synthesis; (2) Ribose drives the reconstitution of purine nucleotides, which are imperative for the synthesis of NAD at several points in the pathway. In this mechanistic coupling is the synergistic aspect as it relates to our investigation. Additional studies are currently underway.

Q What trends are driving demands for your products/services?

Trends include the consumers' desires and demands to 1) age more slowly, 2) have more energy, 3) have a healthier heart, and 4) be a healthier person inside and out.

Q What is your company's point of differentiation in the market?

We manufacture only high end, branded, and patented ingredients that are functional. We back everything we do with science and create unique, innovative ingredients that meet the consumers' needs.

Q What products/services are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

Customers are always looking for something new and easy to work with when developing new products. Bioenergy Life Science will be showcasing its innovative, branded, and science-based ingredients, **Bioenergy Ribose®** and **RiaGev™**. These ingredients are clinically proven to support healthy ageing, weight management, sustainable energy, anti-ageing, heart health, and many other health-enhancing benefits. We sell in bulk to businesses who manufacture or formulate functional foods & beverages, dietary supplements, sports nutrition products, and cosmetics.

We are best known for the only patented and FDA GRAS-certified D-Ribose: **Bioenergy Ribose®**. Bioenergy Ribose is the true source of sustainable, cellular energy and is crucial to the production of ATP. Bioenergy Ribose increases energy for **Endurance, Performance & A Healthier You**. Our newest ingredient, **RiaGev™**, is the first and only commercially available proprietary compound uniquely combining Bioenergy Ribose and a form of Vitamin B3. It is distinctly formulated to enter the salvage pathway directly to more efficiently increase nicotinamide adenine dinucleotide (NAD) in the body. RiaGev maintains and enhances mitochondrial health by boosting NAD levels and inducing the creation of new mitochondria. NAD is vital for mitochondrial health. Increased NAD and healthy mitochondria help slow the ageing process, reduce age-related cognitive decline, prevent cellular damage from free radicals, create a stronger immune system, and contribute to lower cholesterol. RiaGev helps repair, prevent and rejuvenate.



Ingredients for Healthier Living™

Our mission is to create innovative, scientifically based ingredients that help people **feel, perform, and look better.**

Applications for our ingredients include dietary supplements, sports nutrition, functional food and beverages, cosmeceuticals, and therapeutic remedies.

Our branded ingredients host a wide range of functional benefits to include energy enhancement, healthy aging, cardiovascular health, mitochondrial health, improved sports performance, weight management, and many more.

Contact us or visit us at
Vitafoods, Stand C49

to learn how you can enhance your new and existing products with our branded, functional ingredients.



Increases ATP



Increases NAD

info@bioenergyls.com | www.bioenergylifescience.com | 877.474.2673

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The global nutraceutical event

07-09 May 2019
Geneva

What's Hot Digital Issue Q&A:

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

As the innovator of softgel technologies and experts in new product formulation and launch, one of our biggest achievements in the past year has been the launch of our range of proactively developed, differentiated nutritional products which feature premium ingredients and focus on specific consumer needs such as eye health, cognitive health and joint comfort. Catalent has partnered with ingredient suppliers to develop this portfolio of unique market-ready products that are formulated with key nutrients.

Another important achievement is a planned \$14 million investment in our Eberbach, Germany facility to expand production and packaging capabilities in response to increasing demand for VEGICAPS®—vegetarian gel capsules and integrated turnkey services.

Q What trends are driving demands for your products/services?

Major global trends that drive this innovation are:

Ageing consumers – While life expectancy for most countries has increased by 60 percent since 1900, living longer is not a guarantee for living healthier. For ageing consumers, physiological changes demand tailored innovation. The tendency for dysphagia or difficulty in swallowing has spurred a trend for not only smaller dosage forms but also better tasting chewable softgel capsules, which can be developed using Catalent's EASYBURST® technology. Catalent's OPTIGEL® mini technology can decrease the size of a regular sized softgel capsules by up to 30 percent.

Natural products – Animal-free products from natural sources is another growing consumer trend. Consumers are also looking for products without genetically modified organisms, hormones or artificial ingredients. This trend could boost innovation for animal-free sources for capsules such as pullulan, carrageenan, and starches, as well as novel delivery options such as chewables or twist-offs.

Catalent®

CONSUMER HEALTH

Company Name: Catalent
Contact: Dan Peizer
Title: Senior Director, Global Marketing, Consumer Health

Convenience – Consumers prefer dose forms that are convenient and great on-the-go. Innovations that increase convenience of a product will play a crucial role in product differentiation in coming years. Droplet sized softgels (1-7 mm) created by Catalent's OPTIGEL® micro technology can help make products portable and easier to swallow. Coatings can also help with this trend.

Q What is your company's point of differentiation in the market?

We are the inventors of the softgel manufacturing process still in use today, and over our 85+ year history we have also been innovators, offering unique dose forms to meet consumer demands for healthier, enjoyable and convenient formats. Our advanced formulation expertise allows us to develop unique formulas for multiple consumer need states such as joint comfort, heart health, blue light and cognitive health. With a library of more than 500 products, Catalent can help companies launch differentiated nutritional supplements faster to the market.

Q What products/services are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

At Vitafoods EU 2019, we are showcasing our new-to-market omega-3 combination products with premium ingredients. For example, new Blue Light Softgel for eye health, Joint Comfort Softgel with LONGVIDA® Optimised Curcumin for joint comfort, NEUMENTIX® Softgel for cognitive health and Cardio K2 Triple Strength with K2VITAL® for heart health.



PRODUCT FORMULATION IS SCIENCE. PRODUCT DESIGN IS ART.

Successful consumer health products are built on the science of human nutrition and the art of superior dose form design.

Catalent's passion and expertise across thousands of successful launches and billions of supplied doses can help your brand grow. Catalent, where science meets art.

Catalent[®]
CONSUMER HEALTH

**Vitafoods™
Europe**



The global nutraceutical event

07-09 May 2019
Geneva

What's Hot Digital Issue Q&A:

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

At DuPont, we are constantly innovating to meet the demands of tomorrow. This past year, we have focused heavily on the development of products that are suited for different stages of life rather than generic probiotic solutions. This attention toward proactive condition-specific care is exemplified in our portfolio of HOWARU® Premium probiotic blends from the DuPont™ Danisco® range. This portfolio features products perfected for every stage of life including the HOWARU® Protect line, which offers immune support products for everyone from children to seniors, or HOWARU® Shape, for those looking for a safe, effective way to control their weight.

Equally as important to having products perfectly suited for different conditions, is having strains backed by multiple clinical studies. At DuPont, we pride ourselves on investing in gold standard human clinical trials on each of our HOWARU® Premium probiotic blends. We do this to demonstrate their ability to bring about real health benefits and support overall wellness.

Q What trends are driving demands for your products?

There is a growing global demand for personalised health care that addresses individual needs and wants. Gone are the days of a one-size-fits-all approach and now is the time for the “make it mine,” solution. At DuPont, we are meeting this need by developing products that are increasingly focused on stages of life rather than broad generic categories.

The trend for individualised solutions correlates with consumers becoming more focused on their health. Leading a healthy lifestyle has become a form of self-expression and showing others that you care for your wellbeing has become somewhat of a status symbol. To meet this demand, we plan to continue to develop products that enhance the overall wellbeing and health of your consumers.



Company Name: DuPont Nutrition & Health
Contact: Ole Danielsen
Title: Global Marketing Director

Q What is your company's point of differentiation in the market?

With DuPont, you are not just choosing a manufacturer, you are choosing a long-term probiotic partner. Not only do we offer a full line of consumer-ready probiotic formulations, but also condition-specific solutions tailored to meet your consumer's unique needs.

Over the years, we have continually proved ourselves to be the industry leaders in probiotic science with the broadest range of clinically-documented probiotics. We offer unrivalled dietary supplement formulation expertise to help you choose the right form, fit, and function as well as robust regulatory support to help you comply with local requirements. In addition, our marketing and industry insights can help you successfully position your product in a crowded marketplace. Our solutions are informed by vision, achieved through innovation, and realised through science.

From start to finish, DuPont is the partner at your side.

Q What products are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve

At DuPont, we understand that women have many unique health needs. This is why we have developed scientifically proven probiotic products designed specifically for female wellness. Our HOWARU® products for women feature clinically studied strains such as *Lactobacillus acidophilus La-14*® and *Lactobacillus rhamnosus HN001*™ which, in multiple clinical trials, have proved numerous health benefits in women. Our prenatal product delivers immune, mood, and vaginal benefits for mothers-to-be, while our women's health product was clinically shown to have beneficial effects regarding two of the most common causes of vaginal discomfort: bacterial vaginosis and vulvovaginal candidiasis.

When you choose DuPont as your probiotic partner, you are choosing a company at the forefront of women's health.



Nutrition & Health

Because Wellness Matters

- Portfolio of industry-leading probiotics
- Robust microbiome science capabilities
- Consumer on-the-go insights
- Passion for problem-solving

www.dietarysupplements.dupont.com

A man and a woman are jogging together outdoors. The man is on the left, wearing a grey tank top and dark shorts, holding a blue water bottle. The woman is on the right, wearing a blue tank top and black shorts, also holding a water bottle. They are both smiling and looking towards the right. The background shows a hazy, mountainous landscape.

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7-9 MAY 2019, STAND J10
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**Vitafoods™
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The global nutraceutical event

07-09 May 2019

Geneva

What's Hot Digital Issue Q&A:

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

Euromed inaugurated its new Research & Innovation Centre in summer 2018 with the objective to further expand its leading position in producing highest quality botanical extracts with state-of-the-art technological innovation. A recent development of the centre, a patented fig extract named ABALife™, has achieved an important recognition. The human study showing its efficacy in reducing post-prandial glucose and insulin responses was accepted for presentation at the 2018 American Diabetes Association meeting—a step further to demonstrate its potential for metabolic health applications.

Furthermore, following the acquisition of Probelte Biotecnología S.L., in the past year Euromed has successfully implemented the fruit-based nutraceutical ingredients water-only extraction, the Pure-Hydro Process™. This proprietary technology provides our customers with the safest products with the highest purity and efficacy. The flagships of this technology are Pomanox™ (finalist in the NutraIngredients Awards 2018 in the Healthy Ageing category) and Mediteanox™, pomegranate and olive fruits patented extracts supported by multiple preclinical and clinical studies. The Mediterranean Fruit Extracts portfolio has also been expanded by including an artichoke extract (Cynamed™).

Q What trends are driving demands for your products/services?

We are currently focused on providing safe, sustainable and evidence-based nutraceutical solutions to support healthy ageing. The recognised cardiometabolic and healthy ageing benefits of the Mediterranean Diet are a source of inspiration for our Research and Innovation department. Ageing consumers are extremely concerned about cardiovascular health: endothelial dysfunctions are among the first signs of atherosclerosis and cardiovascular issues, and this is one of the key drivers behind the clinical development of Pomanox™ and Mediteanox™, as shown by the results of the latest clinical study with both extracts. Pomanox™ is versatile and pleiotropic, thanks to the high standardised content in punicalagins, providing an ingredient clinically proven to be efficacious in several

euROMED

Company Name: Euromed

Contact: Andrea Zangara

Title: Scientific Marketing Manager

highly demanded health domains besides cardiovascular health, such as, for example, sport nutrition, hair health, mood and cognitive support. We are also tackling the rampant health issues related to excessive sugars consumption, with our fig extract ABALife™, a truly metabolic adaptogen. Moreover, we are committed to support the efforts of the American Botanical Council (ABC) in fighting botanical adulteration frauds.

Q What is your company's point of differentiation in the market?

We bring to the nutraceutical industry a long history of pioneering phytopharmaceutical quality. Euromed was founded in 1971, as a vertically integrated leading producer of standardised herbal extracts and active pharmaceutical ingredients of botanical origin. Annually, more than 5,000 tons of biomass are extracted at our two manufacturing plants in Spain, complying with pharmacopoeias and international regulations. The new production plant in Murcia further expands our capabilities with eco-friendly technologies. Decades of phytopharmaceutical experience and innovation serve global pharmaceutical and nutraceutical markets, seeking consistent standardisation of every production batch, full traceability, identity, purity, efficacy, safety and sustainability.

Q What are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

We are presenting the results of two academic clinical studies, both published in March in the peer-reviewed open access journal *Nutrients*. The first study investigated the cardiovascular properties of a combination of Pomanox™ and Mediteanox™, administered daily for 8 weeks to 67 middle-aged subjects, identifying significant decrease in LDL cholesterol oxidation, normalisation of blood pressure and improved endothelial function. The second trial found significantly improved sport performance outcomes after 2 weeks daily administration of Pomanox™, in trained cyclists. The health properties of all our Mediterranean Fruit Extracts will be showcased on 7 May at 15:40 at the New Ingredients Zone. For more information, we look forward to welcoming you at booth B60.

Discover the Healthy Ageing Benefits of Euromed Mediterranean Fruit Extracts

pomanox™

Pomanox™: A patented pomegranate whole fruit extract standardized in punicalagins A and B.

Proprietary, eco-friendly, osmotized water extraction - the **Pure-Hydro Process™** - preserves the natural polyphenolic composition and benefits of whole pomegranate fruit and provides 100% solubility, safety and potency.

Available as organic certified.

Supported by several published preclinical and clinical studies.



pomanox™

ABAlife™

ABAlife™: Innovative Mediterranean fig fruit, dry or liquid extract, standardized for the novel metabolic adaptogen Abscisic acid (ABA).

Purified using a carefully controlled patent-pending process to achieve a high standardized ABA content.

Hyperglycemia tends to increase with age: ABAlife™ is clinically shown to reduce post-prandial blood sugar and insulin levels.

Patented health applications.



ABAlife™

mediteanox™

Meditanox™: A dry or liquid, patented olive fruit extract, water soluble and oil dispersible, available in standardized concentrations of the potent antioxidant, hydroxytyrosol (up to 40%).

Proprietary **Pure-Hydro Process™** extraction and health applications deliver the European Food Safety Authority (EFSA) recommended heart-friendly amounts of hydroxytyrosol, the key polyphenol that gives olive oil its healthy properties. Supported by preclinical and clinical studies.



mediteanox™

CYNAMED™

Cynamed™: A high quality, water-soluble artichoke aqueous dry extract standardized for active constituents phenolic caffeoylquinic acids and prebiotic inulin.

The **Pure-Hydro Process™** water-only extraction delivers the traditional benefits of artichoke and the natural characteristics of inulin, as a safe dietary ingredient that can be easily used in foods, dietary supplements and pharmaceutical products.



CYNAMED™

SECRET TO LIVE™



Secret to Live™: Extra Virgin Olive Oil (EVOO) rich in hydroxytyrosol.

Only 20 ml of the patented Secret to Live™ (EVOO enriched with Mediteanox™) contain the recommended daily amount of 5mg of the potent antioxidant hydroxytyrosol (HT), which is up to 25 times higher as in 20 ml conventional olive oil (0,2 mg HT) and more than 3 times higher as in 20 ml conventional EVOO (1,5 mg HT). Physical properties of the oil and taste are not affected by the enrichment.



Euromed Innovation Centre, following extensive scientific investigation and inspired by the healthy ageing benefits of the Mediterranean Diet, has identified, extracted and researched its key beneficial phytochemicals, providing precise and evidence-based benefits in standardized and versatile formats.

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Geneva

What's Hot Digital Issue Q&A:



Gnosis
by Lesaffre

Company name: Gnosis by Lesaffre
Contact name: Marta Mariani
Title: Communication and Events

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

In 2018, by completing the full acquisition of Gnosis, Lesaffre combined Gnosis and Lesaffre Human Care into a single business unit: Gnosis by Lesaffre.

Innovative global player in yeast, bacteria and pure molecule from fermentation, Gnosis by Lesaffre provides scientifically-proven and sustainably-sourced active ingredients and solutions to customers in the pharmaceutical, nutritional and functional food industries for a wide range of health benefits.

Gnosis by Lesaffre becomes one of the few health promoter companies able to really boast a valued and transversal expertise in the human health business landscape.

Q What trends are driving demands for your products/services?

Gnosis by Lesaffre offers an integrated pipeline of products originated from yeast and bacteria fermentation to the global human care industries. From nutritional and fortified yeasts to yeast fractions, probiotic yeasts and bacteria, vitamin or pure molecules, Gnosis by Lesaffre targets a wide range of applications: digestive health, bone protection, immunity enhancement, joints and liver health, woman's health, vegetarian support, overall wellbeing and personal care. A complete range of differentiated solutions able to improve and boost human health conditions and compensate for the poor quality of the contemporary diet.

Q What is your company's point of differentiation in the market?

Gnosis by Lesaffre is today a unique supplier of increasingly innovative products and services addressed to customer's needs in the Nutrition and Health sectors. The company is committed to offer ethical nutraceutical active ingredients with green production methods and clean labels, able to satisfy the common demand for quality from people with different cultures, needs and habits.

Gnosis by Lesaffre operates through educational channels aimed at informing, sensitizing, and providing a real and reliable solution, with undeniable advantages for all players of the market. Our values mission is based on commercial reliability with verified quality, transparency of the supply-chain, clinical tested efficacy of and ethicality of products. The new pipeline ranges from nutritional and fortified yeasts to yeast fractions, probiotic yeasts and bacteria, vitamin or pure metabolically active molecules.

Q What products/services are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

Improving the quality of life of humans and promoting their well-being and health is the specific target of worldwide advanced nutrition.

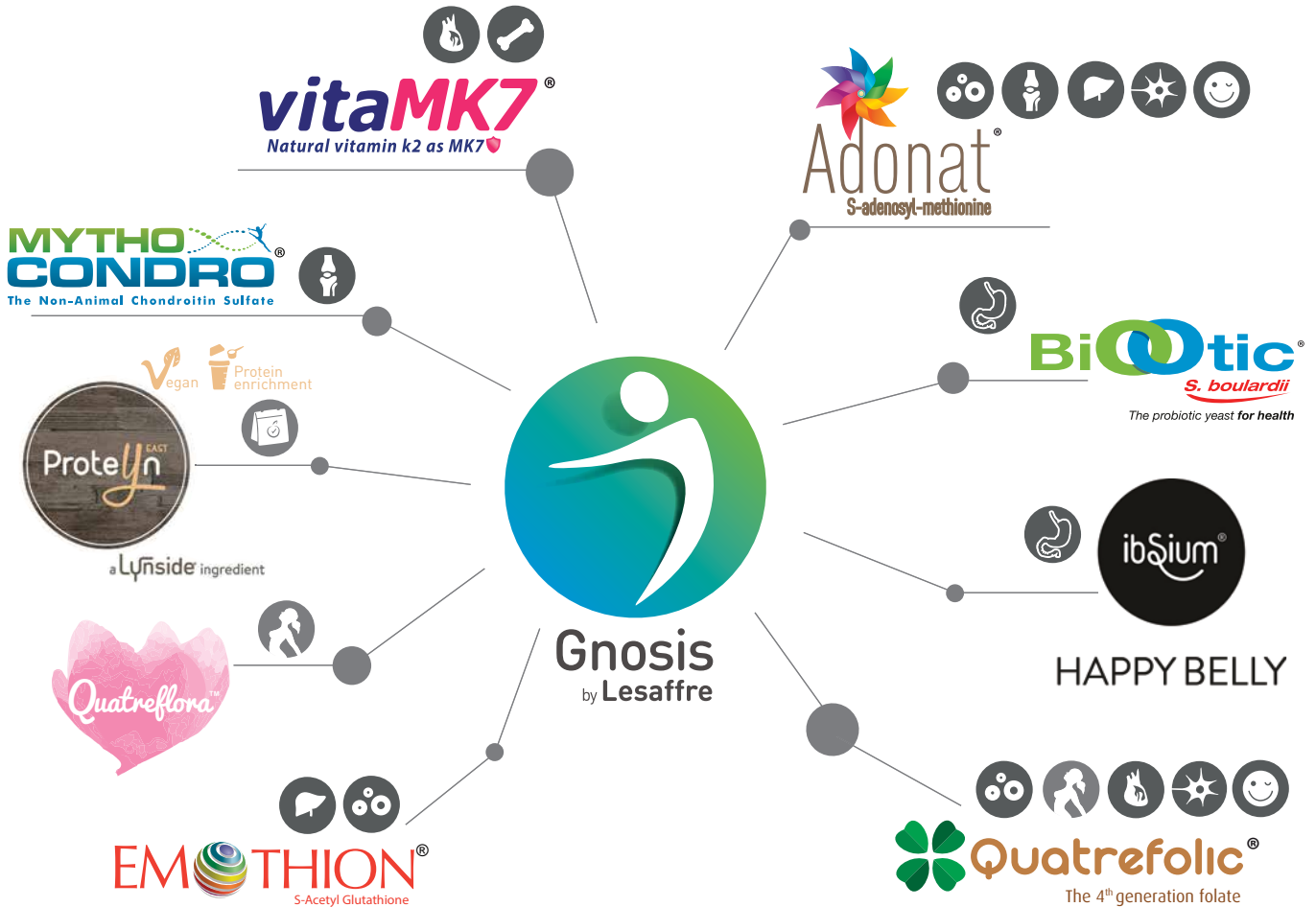
At Vitafoods Gnosis by Lesaffre will showcase how two European excellences in the nutraceutical industry have operated a successful integration between outstanding R&D, strong marketing and sales support and GMP Approved manufacturing facilities, introducing market-leading products to the worldwide human health industries.

Gnosis by Lesaffre is a Leading Fermentation based multiplatform innovation partner to the pharma, health supplements and functional food players.



Gnosis by Lesaffre

Innovative global player in yeast, bacteria and pure molecule from fermentation, Gnosis by Lesaffre provides scientifically-proven and sustainably-sourced active ingredients and solutions to customers in the pharmaceutical, nutritional and functional food industries for a wide range of health benefits.



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What's Hot Digital Issue Q&A:

INSIDE THE BOTTLE

Company name: **Inside the Bottle**
Contact name: **Jessica Rubino**
Title: **Senior Content Marketing Director**

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

Since launching in 2016, Inside the Bottle has become a long-term initiative focused on developing content and educational resources for the supplement industry. In 2019, we have already observed the unifying force that it is, not just for the eight companies sponsoring the initiative (LifeSeasons, Natural Factors, Origenetics, Sabinsa, Soft Gel Technologies, Trust Transparency Center, Wakunaga of America Co., and Zesty Paws), but also across the entire supplement industry and specifically among companies committed to transparent business practices and high-quality products. This year we brought these companies and other industry thought leaders together once again at our fourth Inside the Bottle Summit, produced a range of co-branded content and provided valuable information to the supplement community during key industry events. We have conducted custom research that has provided us with critical insights about the industry and our consumers, which has driven our strategy and messaging. Last year, Inside the Bottle also received the honor of the Folio Digital Awards' Best Content Marketing/Sponsored Content Campaign.

Q What trends are driving demands for your products/services?

Like many industries, the supplement space has been extremely fragmented. However, a shift in mindset is pointing to the need for collaboration—collaboration to create more transparent supply chains; more effective, sustainable products; and ultimately a more cohesive, honest narrative. It's inspiring to see so many companies from across the supply chain, sometimes even competitors, want to be in the same room and have solutions-oriented dialogue.

Q What is your company's point of differentiation in the market?

Our interest is not commercial, but by working together, we believe that we can advance the supplement industry at large. We are taking competition out of the equation and recognizing that companies doing business the right way should work hand in hand to cultivate trust. The content and education we produce is far reaching, rallying companies around common values and industry themes that will ultimately impact the end users of these supplement products. We believe this is the path to a successful, thriving industry.

Q What are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

Inside the Bottle is delighted to have a presence at Vitafoods Europe this year. The issues we explore—science-led innovation, radical transparency, honest and cohesive communication—are relevant to supplement companies in every nation across the globe. At Vitafoods, we will be presenting at the Sustainability and Traceability Summit, as well as have a stand on the show floor (K90). Our goal is to continue to grow this movement by raising awareness and facilitating constructive dialogue with key supplement industry stakeholders. Ultimately, we are striving to elevate industrywide best practices and create a shared voice for the world of supplements, with the Vitafoods community being a critical part of this conversation.

INSIDE THE BOTTLE

Inside the Bottle unites companies from across the supplement supply chain to advocate for a transparent industry and empower consumers to take control of their health.



Together, we stand for:

SCIENCE-LED INNOVATION

RADICAL TRANSPARENCY

COHESIVE MESSAGING

Explore Inside the Bottle content on newhope.com/inside-bottle to learn more about our partners' commitment to quality supplements.

PAID CONTENT



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Find us at stand K90

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The global nutraceutical event

**07-09 May 2019
Geneva**

What's Hot Digital Issue Q&A:



Company name: Natural Remedies
Contact name: Abey Thomas
Title: Senior Manager- Marketing

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

The key areas that we have made advancements in the past year are mentioned below

- **Substantiating the efficacy and safety of our brands with clinical and preclinical studies:** In our endeavour to strengthen the scientific evidence for our brands, two clinical studies on Turmacin® (joint and cartilage health)—one on efficacy and the other on safety—have been completed. We have also published a study on the mechanism of the action of Turmacin®. Few more clinical studies are now underway on our other brands, BacoMind® (brain health), Kalmcold® / AP-Bio® (immune health) and Gutgard® (gut health).
- **Sustainability:** We have made significant strides in developing a sustainable supply chain and our efforts in this direction have been recognised by the industry as we received the prestigious CII-ITC awards for environmental sustainability 2018.
- **Clean label and organic certifications:** As the industry moves towards clean label solutions, we too have made major improvements in this area.

Q What trends are driving demands for your products/services?

Ayurvedic botanicals are gaining global popularity owing to their traditional wisdom, safety and efficacy. In Europe especially, there is a growing demand for natural cognitive solutions, which is why we see tremendous traction for BacoMind®. BacoMind® is clinically tested for improving memory and cognition in the elderly, and attention and learning in children. BacoMind® is the first Bacopa in the USA to have GRAS status, opening opportunities for applications in food and beverages.

With the saturation of the turmeric market, formulators are looking for novel ingredients as differentiation. Turmacin® being a water soluble extract, rich in Turmerosaccharides™, can help fill this gap with its potential to be used as a stand alone brand or in combination with curcuminoids.

Q What is your company's point of differentiation in the market?

At Natural Remedies, we combine our chemistry and biology expertise to decipher the 'bioactive chemistry' of medicinal plants to deliver effective, consistent, safe and differentiated natural ingredients. It is this research approach that led to the development of branded extracts like Turmacin®, Gutgard®, BacoMind®, AP-Bio®/Kalmcold® and Ocibest® (stress management), which are backed by published clinical trials.

We take pride in sharing our scientific knowledge with the world, by contribution to various international pharmacopoeias, including over 100 monographs for USP, IP. More than 220 phyto- compounds were isolated for global reference standards.

Q What are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

For Vitafoods Europe 2019, we are showcasing all our brands with special focus on Turmacin® and BacoMind®. BacoMind® has been selected as a finalist for the Nutraingredients Awards 2019 in the Healthy Ageing Category, and we are very excited to showcase the benefits of BacoMind® for brain health. As a research-based company, we are constantly upgrading our brands to make them best in class.



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E160

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BacoMind | Turmacin™ | Gutgard® | AP-Bio™ | KalmCold™ | OciBest®

This is a business to business communication material and the statements used here have not been evaluated by any regulatory authorities.
The ingredients mentioned here are not intended to diagnose, treat, cure, or prevent any disease.
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Geneva

What's Hot Digital Issue Q&A:

nektium

Company name: Nektium
Contact name: Deborah Thoma
Title: Marketing Manager

Q What is the biggest advancement your company has achieved in the past year, and how does that benefit your customers?

Last year was an outstanding year for Nektium as we launched our caffeine replacement ingredient, Zynamite®, after completing five clinical studies. In these studies, Nektium's scientific team demonstrated that Zynamite® is a perfect match for products aiming to increase physical and mental performance and specifically makes it an ideal match for sports nutrition products. The patent pending ingredient was honoured with the Nutraingredients Award of Ingredient of the Year for Sports Nutrition in 2018. Caffeine, with its numerous negative side effects, was flagged by several governmental bodies and this was certainly a driver for the overwhelming interest in Zynamite® as it is side-effect and doping free. More and more consumer products containing Zynamite® innovation are hitting the shelves—a fact that encourages us to further invest in more studies on the health benefits of this powerful ingredient.

Q What trends are driving demands for your products?

It is not only a trend but a reality that consumers these days demand natural products with scientifically demonstrated effects. Customers are relying on high-quality products and requirements such as full traceability have become standard. Nektium benefits from this trend as we are complying with the highest quality standards in our CGMP-certified production facility that is located in the EU. We have expanded our R&D capabilities over the past two years and invested in appointing people with a multi-disciplinary background in science and medicine, including an ethnobotanist and medical doctor. We are represented in over 32 countries with a carefully selected number of distributors across the globe who distribute our standardised botanical extracts produced on the Canary Islands.

Q What is your company's point of differentiation in the market?

At Nektium, we carefully integrate traditional knowledge, nature and science. We have an experienced R&D team that is committed to science-based innovations. They concentrate on further expanding the scientific intellectual property on our current products and developing new ingredients backed by real science. Another benefit we offer is that all our operations are under one roof which gives us the ability to test new products in-house, produce pilot batches to then amplify to large scale production. Our new manufacturing facility that became operational in 2018 has five times the production capacity compared to the previous one and allows us to serve the high demand and maintain the quality on which we pride ourselves.

Q What products are you showcasing at Vitafoods Europe 2019, and what problem or challenge are you seeking to help attendees solve?

We are showcasing our branded ingredients which include Rhodiolife®, a standardized *Rhodiola rosea* extract that is wild-harvested in the Altai mountains in Siberia. This adaptogen has gained a lot of popularity over the last years. We will also showcase Xanthigen®, which is a patented formulation of two extracts for reducing liver and body fat. The third ingredient that we are going to highlight is Zynamite®, our caffeine replacement ingredient that was launched in 2018. To find out more about these branded ingredients and other standardized botanical extracts from our portfolio, stop by our booth (A10) where the Nektium team will welcome you.

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Award winning innovation for increased
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