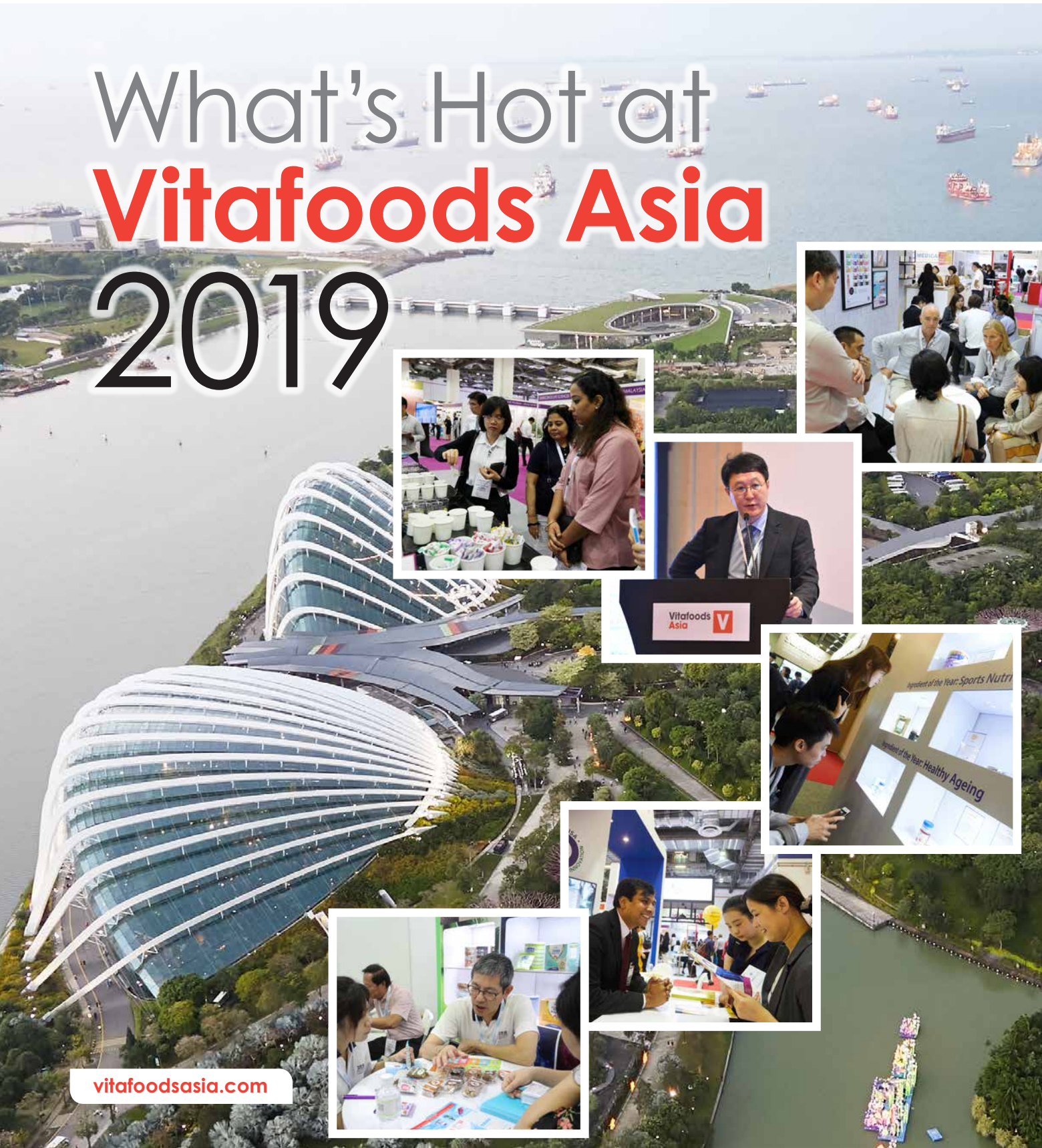


What's Hot at **Vitafoods Asia** 2019



September 2019

3 Viewpoint

4 General information

5 Top 3 from
Charlotte Bastiaanse

7 Top 3 from
Marion Schumacher

9 Top 3 from Heather Granato

10 Exhibitor news

12 Hot products

19 Exhibitor Q&A



Take your business to new heights at Vitafoods Asia 2019

As Asia's number one nutraceutical event quickly approaches, we're excited to share 'what's hot' at Vitafoods Asia 2019. Now in its ninth year and returning to Singapore for a third time at the Sands Expo & Convention Centre in Singapore, Vitafoods Asia will welcome over 350 businesses and 6,000+ visitors over 25-26 September.

With ongoing growth and innovation, the APAC region is attracting tremendous interest, and businesses across the globe want a slice of the pie. Countries like Japan, China, India, Indonesia and Korea are leading the space and paving the way for new entrants to the market., which is why we have developed new attractions like the Market Entry Hub—designed to offer visitors understanding of the regulatory framework around individual APAC countries and help your business overcome hurdles and achieve business success when launching a product to market. Other attractions like the International Pavillions, New Products Zone and Tasting Centre will help you discover the latest in ingredients, services and finished products.

There's loads going on beyond the expo hall, and we are proud to connect visitors to industry leaders. In this issue of 'What's Hot,' our content team shares must-dos of the show to help you maximise your opportunities and time at Vitafoods Asia. This year's Conference has been developed to cover five prominent themes shaping the industry within Asia: Personalised nutrition, nutricosmetics, digestive health, mental wellbeing, and sports and fitness nutrition. We invite you to learn from the speakers—who are all experts in their respective fields—about the trends driving the future of health and nutrition. Key takeaways will equip you with the regional and international knowledge needed to drive your business to new heights over the next year.

In this issue you'll also find a collection of exhibitor news and hot products you can discover at this year's event. It can be tricky to get around to seeing everything, so I hope browsing through the collection will assist you in the planning phase leading up to the event.

We look forward to welcoming you to this year's Vitafoods Asia and sharing the experience of shaping the industry for optimal health through science and innovation.

See you in Singapore!



Charlotte Bastiaanse

Charlotte Bastiaanse
Associate editor, Vitafoods Insights

+44 (0) 20 337 73472

charlotte.bastiaanse@informa.com

General Information

Exhibition

Halls D, E, F, Level B2, Sands Expo & Convention Centre at Marina Bay Sands

Wednesday 25 Sept 10:00 – 17:30

Thursday 26 Sept 10:00 – 17:00

Conference

Begonia 3001A – 3004, Level 3, Sands Expo & Convention Centre at Marina Bay Sands

Wednesday 25 Sept 10:30 – 17:00

Thursday 26 Sept 10:00 – 15:30

Registration

Registration is located in the foyer of level B2.

Public Transport

Marina Bay Sands is linked directly to CE1/ DT16 Bayfront station on the Circle Line and Downtown Line of Singapore's Mass Rapid Transit (MRT) train system. MRT services to/ from Bayfront Station operate daily from (approximately) 06:00 to 00:00. Exits C & D – Connect to The Shoppes at Marina Bay Sands (1 minute walk), Sands Expo & Convention Centre (3 minute walk), the Hotel (5 minute walk), Sands SkyPark (10 minute walk), ArtScience Museum (10 minute walk), and MasterCard Theatres (10 minute walk). Signs direct the way to each location and other attractions at Marina Bay Sands. Exit E – Connects directly to Sands Expo & Convention Centre. Bus services operate throughout the day with access into the city.

The conference

Running alongside the exhibition, the Vitafoods Asia Conference allows delegates to gather deeper insights to the latest trends shaping the nutraceutical industry. This year we have developed five sessions for you to choose from, to allow for focused education as well as maximum flexibility.

Top 3 from Charlotte Bastiaanse

— Associate editor,
Vitafoods Insights



1. Personalised nutrition: Data-driven consumer trends

Ongoing growth and global reach are spearheading the personalised nutrition market into a thrilling future. The evolution of digital health and the consumer demand for hyper-personalised products is unlocking innovative solutions and services, all geared toward tailored health and nutrition.

On Wednesday, 25 September, industry experts will explore the personalised nutrition landscape across the APAC region. Topics to be covered include new market opportunities driven by shifting health paradigms, leveraging phenotype and genotype data, and exploring a new generation of personalised nutrition using metabolites production system.

Find out more about the sessions and speakers for the personalised nutrition session [here](#).

2. Packaging Zone

The final stage of bringing a product to light is of course the finished packaging that your business will send out into the world. A radical shift away from plastic and the spotlight on environmentally-friendly solutions has transformed the packaging industry – a market in its own seeing over 30% year-on-year growth. Regional and government bodies are implementing new laws and initiatives surrounding environmentally harmful packaging to encourage businesses to meet global targets. The demand for circular solutions is pushing innovative, biodegradable – and even edible – packaging to the forefront. There is certainly a drive for businesses to exercise sustainability as far as possible and reduce plastic use in packaging.

As Vitafoods Asia is committed to a sustainable food future, this ‘new for 2019’ zone is important to us because it reflects the latest innovative solutions geared toward reducing environmental impact. In association with Innova Market Insights, the Packaging Zone is the perfect destination to discover the latest in packaging technology, design, delivery and labelling, as well as meet with experts who can advise you according to your business’s individual needs.

3. Tasting Centre

Following the showcase of the newest products in the New Product Zone, there's no better way to experience the latest and greatest than tasting them for yourself of course. While science has driven nutraceutical solutions that target key health areas and concerns, developers are often challenged with perfecting taste and texture that consumers will enjoy enough to integrate into daily health regimes.

The Tasting Centre is a hot attraction for all visitors looking to experience retail-ready finished products. See, touch and search for the taste that tickles your palate. For businesses sourcing finished products, the Tasting Centre is the perfect destination to explore your future product success, whether that's in the form of a gummy, health shot, snack bar, shake or even spray.

We like a bit of friendly competition, so we invite visitors to cast their vote for their favourite functional food and beverage. Winners of the race for taste will be announced during the Tasting Centre Awards, taking place on Thursday, 26 September at 14:00.

Top 3 from Marion Schumacher

— Content Manager



1. Sports and fitness nutrition: Tailoring diets for improved performance

Sports nutrition has taken off worldwide, especially driven by the evolution of health-conscious consumers. People of various active levels – ranging from weekend warriors to the more serious athletes – are looking for additional solutions to improve performance or address areas of concern such as joint comfort, mobility and muscle conditioning.

Across the APAC region, sports nutrition is projected to be the fastest growing market with a 10% CAGR over the 2017–2022 forecast period. For businesses looking to capitalise on booming opportunities in Asia, an understanding of the latest ingredients, regional trends and product innovation is key to building a framework from which to develop successful market entry. On Thursday, 26 September, the Vitafoods Asia Conference will deliver the sports and fitness nutrition session featuring five market expert speakers. Attendees will learn more about strategies to capitalise on the growing opportunities, defining the fitness-minded consumer, delivering innovation to serve consumer demand, and exploring the potential for trending diets.

If you're interested in sports nutrition and the positioning of this market across Asia, click [here](#) to find out more about the sessions and speakers.

2. Mental wellbeing: Ingredients and opportunities

Mental health is a hot and happening topic spanning the global market. A market formerly focused on the ageing brain, rising cases of people suffering from high-stress, low-energy and poor-sleep lifestyles has driven the consumer search for natural solutions addressing these areas of concern. Botanical ingredients, in particular, are increasingly investigated for their potential to address not only mental wellbeing, but a range of other health concerns.

Following the sports and fitness nutrition session in the morning, the Mental wellbeing session will be taking place at the Vitafoods Asia Conference from 13:30 – 15:30. As consumers drive the search for holistic, sustainable, non-drug therapies with fewer side effects, the conference speakers aim to address these areas by examining the different

strategies to expand into the growing market of mental wellness and natural products targeting sleeplessness, anxiety, depression, stress and brain health. Topics include an overview of market challenges, highlighting new ingredient research, and a deep dive into chronic stress.

If you're interested in attending the Mental wellbeing Conference, click [here](#) to find out more about the sessions and speakers.

3. Market Entry Hub

Greater regions and individual countries pose unique regulatory hurdles that need to be carefully considered and overcome when trying to launch a new product to market. With the APAC region showing so much growth and strong positioning, all businesses want in – but the legal framework surrounding nutraceutical products in Asia is particularly delicate.

For the first time at Vitafoods Asia, we're launching the Market Entry Hub which is sure to be a popular attraction for businesses seeking expert advice to successfully navigate regulatory challenges and develop a successful strategy. Over the two event days, we'll be holding 11 speaker sessions delving into the trends, key areas of challenge, and the big opportunities across the APAC region. We take a closer look at how to tap into markets such as China, Japan, Indonesia, India and Korea – five countries at the top of the forecast list. If you're in need of expert advice ahead of your product or ingredient launch, look no further than the Market Entry Hub.

Top 3 from Heather Granato

— VP, Content



1. Digestive health: The science behind your gut

The microbiome is on everyone's mind, and companies are seeking ways to deliver efficacious, unique solutions that support digestive health. On Wednesday, 25 September, conference attendees can gain a holistic view of the digestive health market, mechanisms of action, fermented products and much more. Nicole Jansen from Innova Market Insights will start the programme looking at key trends and future directions for innovation in the digestive health space. Additional speakers will offer insights on how probiotics are increasingly studied for their ability to address digestive tract discomfort, and how they are being applied; the role of food and nutrient synergy for digestive health to optimize nutrient uptake; and a behind-the-scenes look at how biotechnology is being used to develop value-added ingredients from okara.

2. Diversity & Inclusion Networking Breakfast

Successful companies are developing programs to increase the diversity of their workforce and help their teams feel more connected and engaged; these efforts are good for employees, company culture and business profitability. This year, join us on Thursday morning at the Diversity & Inclusion Networking Breakfast to share strategies and explore initiatives that can foster diversity and inclusion across the industry. Following a networking breakfast, you'll have the opportunity to actively engage in roundtable discussions around topics including women in the workforce and how to address gender imbalance; how diversity and inclusion initiatives can support a healthy company culture and bottom line; and the need to shift perspectives to manage a multi-generational workforce and engage workers that prize inclusion. There is limited availability for this special event; please register online [here](#).

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 25 September, we kick things off with a focus on early life, with sessions covering topics including diet quality scoring, and the potential for human milk oligosaccharides; that afternoon, we turn to adult health and look at issues such as weight management, gut health and mobility, and ingredient solutions ranging from Mediterranean fruit extracts and astaxanthin to nutrient fortification. Thursday 26 September moves to an all-day emphasis on healthy ageing, kicking off with a session on challenges and solutions to meet the nutritional needs of the ageing population in Asia. Other topics on deck for that day include looking at healthy ageing from a nutritional perspective and insights around mobility and sarcopenia, and ingredients such as turmeric, collagen peptides, ceramides and cGP.

Exhibitor news

Vitapharmed dives for further formulation opportunities

Vitapharmed is a well-known company operating in the European and global supplements markets. We are adding new developed products, of which the last was *L-Carnitine* sachets, *Ferosis Liposomal* sachets and vials, offered under the brand Vivatune. Vitapharmed's aim is to explore new formulation opportunities for the nutraceutical industry.

For more information, visit stand P24 at Vitafoods Asia

Morinaga Milk's flagship probiotic strain BB536 celebrates 50 years of improving health

Morinaga Milk's proprietary probiotic strain *Bifidobacterium longum* BB536 celebrates 50 years of empowering better health. BB536 is a clinically proven multifunctional human-origin probiotic strain that confers numerous beneficial effects on gastrointestinal, immunological and physiological health in humans. At the Digestive Health conference session, Morinaga Milk will share key clinical findings on BB536 and discuss its underlying mechanisms of action.

For more information, visit stand F2 at Vitafoods Asia.

New halal certification

Ecuadorian Rainforest LLC, a provider of wholesale botanicals and extracts, is now halal certified by the American Halal Foundation. This certification assures that halal-certified ingredients follow all the necessary steps to be safe to eat for those following a halal diet.

For more information, visit stand L40 at Vitafoods Asia

Tackling adulteration of botanical ingredients

As a leading herbal extract manufacturer for international pharmaceutical, nutraceutical, food and cosmetic industries, quality management, traceability and supply chain controls are key to EUROMED. Collaborating with the American Botanical Council (ABC), EUROMED recently organised and sponsored two workshops on Botanical Adulteration. EUROMED supports the ABC-AHP-NCNPR Botanical Adulterants Prevention Program (BAPP) and the Sustainable Herbs Program, an educational project aimed at increasing awareness of sustainable supply chains.

For more information, visit stand J35 at Vitafoods Asia



GMP Huntingwood's latest developments

GMP Pharmaceuticals is the leading manufacturer of complementary healthcare products, based in Australia and New Zealand. The company has expanded the head-office to Huntingwood offering a world-class research institute, laboratory and manufacturing facility. A wide range of freeze-dried functional foods are offered by the reputable standards of TGA, NSW Food Authority and AQIS.

For more information, visit stand L17 at Vitafoods Asia



Rhodiolife® receives BSCG drug-free certification

Nektium recently extended its portfolio of Rhodiolife® standardised *Rhodiola rosea* extracts, introducing an additional product grade that is certified drug free. With the BSCG certified product, athletes are assured that the ingredient does not contain banned substances set by mayor international sports organisations.

For more information, visit stand M38 at Vitafoods Asia



Science at the forefront

With an ongoing clinical study on a liquid immunity product for children, PharmaLinea is paving the way in providing scientifically supported nutraceutical solutions. Launching new private label products for immunity, iron deficiency and beauty in innovative user-friendly forms (sprays, shots etc.), we are providing our partners with differentiation opportunities in growing categories.

For more information, visit stand N22 at Vitafoods Asia

ONGOING
CLINICAL
TRIAL.



SOLUGEL® collagen peptides Dissolution Series to be launched

PB Leiner, the world's leading collagen and gelatin producer, will launch the latest premium product offering SOLUGEL® Dissolution Series at Vitafoods Asia. The series consists of agglomerated collagen peptides that are produced from high-quality bovine and porcine materials, resulting in a neutral taste and smell, excellent wettability, dispersibility and solubility.

For more information, visit stand H25 at Vitafoods Asia

PROBIOTIC-ON-THE-GO

PROBIOTIC-ON-THE-GO, containing *Lactobacillus plantarum* DR7, is developed not only to enhance gut health, but also brain health via the gut-brain-axis. Supplementation of DR7 may reduce symptoms of stress and anxiety in stressed adults, and boost cognitive and memory functions, according to a randomised, double-blind, placebo-controlled study.

For more information, visit stand E2 at Vitafoods Asia



You, at your natural best

Azafran Actives is an innovative range of nutraceuticals derived from natural ingredients. The supplements are high-powered natural remedies targeting immunity boosting, beauty, general wellness, PCOS care and weight management. Ingredients are ethically sourced, with many grown on eco-certified farms. Azafran Actives bring out the best in you.

For more information, visit stand N2 at Vitafoods Asia



Unique saffron extract clinically-tested for sleep improvement

Saffr'Activ® is a branded saffron extract (*Crocus sativus* red stigmas) with crocins 3% and safranal 2%, guaranteed by HPLC. We have a patent pending on treating sleep disorders. Proprietary clinical results. Different galenic forms for different applications. Recommended dosage only 30 mg/day, can be sold as single ingredient or in a mix.

For more information, visit stand D10 at Vitafoods Asia



Combined formula solution for eye health

The patented, medicine-grade, bilberry-based de-glycosylated Catocyanic Complex® from France is proven in large clinical trials to significantly improve short-sightedness, far-sightedness, night vision, retinal conditions, degenerative macular changes, and eye soreness, swelling and fatigue, suggesting its effectiveness in eye care.

For more information, visit stand P16 at Vitafoods Asia



Explore natural Mediterranean fruit extracts

EUROMED is a vertically integrated global leading producer of premium standardised herbal extracts founded in 1971. Inspired by the Mediterranean diet benefits, newest branded fruit extracts from pomegranate, olive, artichoke and fig are supported by scientific studies and obtained with an innovative water-only extraction method, the Pure-Hydro Process™, aligned with the market demand for clean label, sustainable and natural ingredients.

For more information, visit stand J35 at Vitafoods Asia

Turmeric with ginger: The super spice

Considered one of the most effective nutritional supplements due to its major benefits to the body and brain based on recent research, turmeric continues to enjoy great acceptance among consumers worldwide. Mason's pectin-based, gelatin-free gummies provide powerful anti-inflammatory and antioxidant properties to promote general health.

For more information, visit stand L36 at Vitafoods Asia



Lactase drops for private label

Lactase Drops by Advanced Vital Enzymes are a liquid form of the lactase enzyme supplement. It helps in the digestion of lactose, a sugar found in milk and milk products. The lactase enzyme in the supplement breaks down lactose into glucose and galactose which is easily absorbed. The product is available under private label.

For more information, visit stand Q54 at Vitafoods Asia

Chewable, time-release tablets

Pill fatigue taking over the market? It's time to explore chewable tablets with great taste! With integrated time-release technology, these tablets ensure slower and steadier release into the bloodstream, thereby maintaining sufficient supplementation levels in the body over a longer period of time.

For more information, visit stand R25 at Vitafoods Asia



Ingredients for all occasions

Simpson Biotech, a biofermentation company, will be showcasing bioactive natural ingredients for dietary supplements and cosmetics, such as hydrolysed fucoidan (glucose control, immune regulation), ultra-low oligo-chitosan (glucose control), *Antrodia cinnamomea mycelia* (anti-inflammatory, liver protection, NASH). Simpson Biotech will also offer all-purpose new generation soluble chitosan that inhibits most yeast & bacteria at a rate of 15-60 ppm.

For more information, visit stand N15 at Vitafoods Asia

Drive your healthcare business to the way of wealth

Wel-bloom Bio-Tech Coporation specialises in nutraceutical supplements, offered in various dosage forms. New patented technologies, Fresh-Jelly™ and premium GetWell™, offer unique formulation opportunities intended to bring an additional edge to your product.

For more information, visit stand N20 at Vitafoods Asia

Be focused – stay smart

SaraPEPT™ Nu is a unique and natural cognition and mental performance enhancer by Mibelle Biochemistry, prepared from Timut pepper and MCT oil. Efficacy has been clinically demonstrated in healthy humans after acute and chronic intake resulting in significant improvements of cognitive function, neural efficacy and reduced ratings of mental fatigue.

For more information, visit stand I31 at Vitafoods Asia



First oral ingredient targeting skin damage from pollution

Although pollution damage is complex, Monteloeder has developed the oral ingredient ZeroPollution® to help to prevent and repair some of the damaging effects linked to pollution exposure, especially on the skin. The antipollution effectiveness of Zeropollution has been proven in a placebo-controlled clinical trial on 100 subjects, 50% of them Asian.

For more information, visit stand E34 at Vitafoods Asia

Sugar-free, vegan, caffeine gummies

At this year's Vitafoods Asia, Amapharm GmbH will showcase its latest sugar-free caffeine gummies produced in a vegan version. The caffeine load per 2g gummy can be up to 100mg – visit our booth and get your sugar-free energy boost.

For more information, visit stand Q36 at Vitafoods Asia

BRAVOLAC probiotics range presentation

ValueMED Pharma proudly presents BRAVOLAC®: Top quality probiotic formulations, extremely efficient. Made with branded strains, protected with gastro-resistant DRcaps™ from Capsugel® and enveloped in high barrier aluminum blisters. Available in different formulations, to cover specific therapeutic areas.

For more information, visit stand R47 at Vitafoods Asia

Unique psychobiotic for brain health and anti-ageing

L. paracasei PS23™ is a unique psychobiotic by Bened Biomedical Co., beneficial to brain health, memory loss and anti-ageing related functions, which is highly differentiable from the gut health functions exhibited by most probiotics. It can act as para-probiotic which is perfect for acting as a functional food additive as it can be stable at high temperature, moisture and tough pH values. This year, we also have four related published papers in different animal models.

For more information, visit O14 at Vitafoods Asia

Skin by science

SkinCera™, the Konjac (*Amorphophallus konjac*) 5% glycosyl ceramides extract by Vidya Herbs, is efficient in improving skin health in a randomised, single-blind, placebo-controlled, parallel group, 6-week study. At the end of the study, there was significant difference in the mean diagnosis score for dryness, hyperpigmentation, redness, itching and oiliness of skin.

For more information, visit stand J14 at Vitafoods Asia



Vegetable & conventional softgel capsules contract manufacturing

Made from non-animal derived materials, dietary supplements encapsulated with animal-free softgels (AFS) suit larger market segments. BioVit GMP specialises in both conventional and AFS softgels contract manufacturing.

For more information, visit stand P56 at Vitafoods Asia

Immunity supplements for children

Immunity supplements for children often lack clinical substantiation and organoleptic properties, needed for compliance. An ongoing clinical study on >Your< Immuniq Syrup will provide necessary proof for differentiation in a noisy category. This powerful synergistic complex is also superior in taste and approved by children.

For more information, visit stand N22 at Vitafoods Asia



Lollipops for immune health

KinderNurture Berry-C Pops is specially formulated with elderberry fruit extract and Vitamin C, which may help maintain a healthy immune system and is a rich source of antioxidants. Healthy and conveniently prepared, the product comes in a delicious berry flavour that appeals to both kids and adults.

For more information, visit stand P14 at Vitafoods Asia



BB536 now available as probiotic ingredient in infant formula

Morinaga Milk's proprietary probiotic strain *Bifidobacterium longum* BB536 has received self-affirmed GRAS for infant formulas. BB536 is a clinically effective, well-documented probiotic strain that has a long history of human use for improvement of well-being. Solid science backs its safety and application as a functional ingredient for infant health.

For more information, visit stand F2 at Vitafoods Asia

Taking CoQ10 to the next level

At Vitafoods Asia 2019, GIELLEPI presents Q-FACTOR, a clinically tested dietary supplement that helps to maintain natural CoQ10 levels and to reduce muscle pain during a cholesterol-lowering statin therapy. Q-Factor contains a patented water and fat-soluble CoQ10 (Micro-sphere Dispersion Technology). Available in consumer-friendly liquid stick packs or drops.

For more information, visit stand N26 at Vitafoods Asia



UK-based GMP manufacturer for botanical extracts

Founded in 1982, Quest Nutra Pharma is a group of companies inspired by nature and dedicated to innovation, science and quality, delivering products and health solutions to both end-consumers and the food, beverage, health, pharmaceutical and agricultural industries. We offer nutraceutical products, botanicals, flavours and contract manufacturing.

For more information, visit B10 at Vitafoods Asia

Nutrition: Balanced and complete

Grace Biotech's private-label product of complete and balanced formula is a ready-to-drink (lactose-free) nutritional supplement, consisting of high and good source of protein (containing casein, whey), 28 vitamins and minerals, offered in a variety of flavours. The product suits elderly/physical weak people/patients, or people needing meal replacements for weight management or sports supplements.

For more information, visit O20 at Vitafoods Asia

South Korean start-up steps to skin health with new botanical ingredient

BTC Corporation, a manufacturer of multiple brand botanicals based in South Korea, is launching a clinically proven botanical extract, DermaNiA™. DermaNiA™ is clinically supported with an identified mechanism of action. Safety assessment is also underway to respond to relevant regulations in different countries.

For more information, visit stand C20 at Vitafoods Asia

Lipid mediators vital to inflammation resolution

Solutex presents LIPINOVA, a unique ingredient concentrated in specialized pro-resolving mediators (SPMs) that support the body's natural capacity to resolve inflammation. SPMs are lipid mediators, natural metabolites obtained through a conversion from EPA/DHA, essential to promoting resolution of the inflammatory process and a return to homeostasis (body's equilibrium).

For more information, visit stand H14 at Vitafoods Asia

Red Skin Ginger ingredient

Bintang Toedjoe's featured product at Vitafoods Asia is Red Skin Ginger, which consists of various kinds of red skin ginger derivatives offered as raw material for various applications in food and beverage, as well as nutraceutical finished products.

For more information, visit stand F42 at Vitafoods Asia

Better bioavailability

CurcuVail® is a unique and innovative product from K. Patel Phyto Extractions Pvt Ltd. It encompasses the traditional goodness of curcumin and added advantage of enhanced bioavailability. It overcomes the challenge of bioavailability of curcuminoids and has proven to be more bioavailable than conventional curcumin. An ideal ingredient for diverse applications.

For more information, visit stand G26 at Vitafoods Asia

CurcuVail®
More Bio-Available Curcumin



Vitamin K2: The next D3

K2VITAL® vitamin K2 MK-7 will be represented by manufacturer Kappa Bioscience and regional distributor, Epic Ingredients, at J25 where you can learn why vitamin K2 is the 'next D3'. 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 J25 at Vitafoods Asia



Taste award-winning SOLUGEL® collagen peptides

Interested in discovering the formulation secret of SOLUGEL® collagen peptides water, an award-winning functional beverage this year? Looking into developing trendy collagen beverages and beauty drinks with benefits for skin, bone and joint health? Experience them at the Tasting Centre!

For more information, visit stand H25 at Vitafoods Asia

Experience new coconut MCT oil powder

Venkatesh Natural Extract offers a premium quality coconut MCT oil powder in different grades (50%, 60% and 70%) with Maltodextrin or Gum Acacia (vegan/non-vegan) and its free-flowing powder which contains abundant nutritional and health benefits. Our MCT contains Caprylic acid (C8), Capric acid (C10), and Lauric acid (C12)

For more information, visit stand J26 at Vitafoods Asia

Marine ingredient for wellbeing and skin glow

This product has a synergistic action against wrinkles by stimulating the skin to relieve and tone sagging areas, minimise lines and wrinkles, while increasing the skin's ability to retain moisture. The marine collagen and elastin complex is 100% natural, extracted without solvents from skins collected daily on 100% wild fish, then acts synergistically with keratin, cystine and threonine.

For more information, visit stand O38 at Vitafoods Asia.



Bioavailability boost

Bio-Synectics Inc. provides bioavailability-enhanced and formulation-friendly functional food ingredients. The HydroParticle products enable solution-like dispersion of poorly soluble ingredients. We currently produce HydroCurcumin, HydroMilkthistle and HydroCoQ10 in our ISO certified GMP grade facility with a strict quality management.

For more information, visit stand F30 at Vitafoods Asia



The nutraceutical event for Asia

25-26 September 2019
Singapore

What's Hot Digital Issue Q&A:

1 What is your company's most exciting news for 2019?

DuPont is a world leader in probiotics, offering comprehensive range of clinically documented strains under its DuPont™ Danisco® portfolio to support digestive health, immune health, women's health, oral health and more. Specifically, its HOWARU® probiotics were recognized with a series of outstanding innovation awards from various industry organizations.

HOWARU® Premium probiotics, is a brand of highly effective single strain probiotics and preformulated blends. Each product in the HOWARU® line-up has proven efficacy through multiple gold standard human clinical studies, earning us the position as the global leader of the probiotic category.

Recently this year, DuPont opened a new state-of-art probiotic fermentation unit at its Rochester, New York, facility. It's the largest fermenter in the world dedicated to probiotics production, which enhances our ability to provide customers and consumers with probiotics positively impacting people's health now and in the future.

2 What trends are driving demand for your products or services?

At DuPont, we're focused on improving people's everyday lives. Probiotics have been amongst the fastest growing ingredients in the global food supplement market. As a leading provider of premium probiotics to the supplement industry, DuPont is there to help you succeed in this thriving market. With expertise within probiotics and microbiome science, we're delighted to partner with leading customers to develop new probiotics-based products to satisfy consumer's growing demand for natural health and wellness solutions.

Probiotics is not a one-size-fits-all solution. We are targeting our probiotics product line and innovation with a customized approach. We understand people have varying nutritional needs at different stages of their life and our probiotics have a clear individual benefit with scientific support for a specific target group. We produce safe, effective, health-enhancing probiotic solutions that translate to real benefits in your finished product.

Visiting DuPont Hospitality Suite at Angsana 3A and 3B, Level 3, you will have opportunity to meet our experts and grasp latest trends at the intimate "Meet & Greet" sessions.



Company Name: **DuPont Nutrition & Biosciences**
Contact: **Amy Yang**
Title: **AP Senior Marketing
Communications Manager**

3 What products or services can Vitafoods Asia 2019 visitors see when they visit your stand?

At DuPont Nutrition & Biosciences, we combine in-depth knowledge of food and nutrition with current research and expert science to deliver unmatched value to the food, beverage, pharmaceutical and dietary supplement industries.

The consultancy New Nutrition Business identified digestive wellness as its No. 1 trend for 2019. Target this health segment, we have HOWARU® Restore, a probiotic formulation proven to reduce the impact of AAD in patients undergoing antibiotic therapy. It contains different strains adapt to both upper and lower intestinal tract. We also have HOWARU® Transit (Bifido) can effectively shorten the colon transit time according to many years of evidence-based studies.

Consumer research conducted by DuPont revealed 54% of the global market identifies with being a 'Weight Struggler'. Targeting these consumers, we have HOWARU® Shape, a clinically documented probiotic + prebiotic for weight management.

DuPont also offers CARE4U™, a human milk oligosaccharide that supports digestive, immune and cognitive development in formulated infant products.

We can also discuss on protein solution for plant-based products, along with excipient offerings for nutraceutical applications.

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

With DuPont™ Danisco® consumer-ready probiotic formulations, we've done the optimization for you. We not only tailor the probiotic formulations to meet your specific requirements, but also provide the most appropriate delivery system for your target consumers and market.

Over the decades, DuPont has honed its expertise in the art of probiotic stability. This relentless focus on stability enables our probiotics to remain stable in a variety of dietary supplement forms – from capsules and tablets to powdered formats in sachets and sticks.

In future, there will be more differentiations on product positioning and application area, while efficacy of probiotics should always be supported by strict clinical trials.

Join us at the DuPont Hospitality Suite

Come and meet
our team of
experts at our
**Meet & Greet
sessions.**

Engage, network, share and learn.

At DuPont, it is about empowering the world with the essential innovations to thrive by constantly discovering and delivering the best solutions. Visit the DuPont Hospitality Suite and discover how our team of innovative solvers, deep consumer insights and broad product portfolio will help you turn challenges into high-value business opportunities

Date: 25 & 26 September

Location: Room Angsana 3A & 3B, level 3



The nutraceutical event for Asia

25-26 September 2019
Singapore

What's Hot Digital Issue Q&A:



Company Name: **Natural Remedies**
Contact: **Abey Thomas**
Title: **Senior Manager – Marketing**

1 What is your company's most exciting news for 2019?

We have several exciting news till date

1. New Science to our brands with clinical and preclinical studies:

In our endeavor to strengthen the scientific evidence for our brands; two new clinical studies on Turmacin® (Joint & Cartilage health) one on efficacy and the other on safety have been completed. We have also published a study on the mechanism of 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).

2. Sustainability Practices

We have made significant strides in developing a sustainable supply chain and our efforts in this direction have been recognised by the industry. We received the prestigious CII-ITC awards for environmental sustainability.

3. Non- GMO Project Verified

All our branded extracts including most of our signature extracts have received 'Non-GMO project verified' certification by NSF. This further substantiates our commitment to provide high quality ingredients to our customers.

4. Self Affirmed GRAS status

Two of our branded extracts, Turmacin® and BacoMind® have qualified for self affirmed GRAS status (USA), which provides opportunities to include these ingredients in food and beverages with functional benefits.

2 What trends are driving demand for your products or services?

Ayurvedic botanicals are gaining popularity globally owing to its traditional wisdom, safety & efficacy.

The Turmeric market is getting saturated and formulators are looking for novel ingredients to create differentiation. Turmacin®, being a water-soluble extract rich in Turmerosaccharides™ can help fill this gap with the potential to

be used as a standalone brand or in combination with Curcuminoids. This polar - non polar sandwich combination technology, gives the whole spectrum Turmeric benefits to the consumers. In addition to dietary supplements, Turmacin® can also be used in food & beverages owing to its GRAS (USA) status. Turmacin® being 100% naturally water soluble, is a beverage formulators dream come true turmeric Ingredient packed with the goodness of full turmeric.

As there is growing demand for natural cognitive solutions, we see tremendous opportunities for BacoMind®. BacoMind® is clinically tested for improving memory and cognition in the elderly including attention and learning in children. BacoMind® is the 1st Bacopa in USA to have GRAS status, it opens opportunities for applications in food & beverages.

3 What products or services can Vitafoods Asia 2019 visitors see when they visit your stand?

For Vitafoods Asia 2019 , we are showcasing all our brands with special focus on Turmacin® & BacoMind®. We will be revealing results from our latest clinical study on Turmacin®, which makes it suitable for application in 'Sports Nutrition'.

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

At Natural Remedies we combine our expertise in chemistry and biology to decipher the 'bioactive chemistry' of medicinal plants to deliver effective, consistent, safe & differentiated natural ingredients.

It is this research approach that led to the development of branded extracts like Turmacin® (Joint Health), Gutgard® (Gut Health), BacoMind® (Cognitive Wellness), AP-Bio® / Kalmcold® (Immune Health) and Ocibest® (Stress Management) which are backed by published clinical trials.

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

Turmacin™



Move Your Formulation Beyond Curcuminoids

Discover the Power of Water-Soluble Turmerosaccharides™

Turmacin® is an innovative clinically researched ingredient that brings the joint and cartilage health benefits of turmeric to dietary supplements. Featuring water-soluble Turmerosaccharides, our patented, bioactive polysaccharide, Turmacin® is the clean label, natural way to add joint and cartilage support functionality to your formulation.



Want to know more?

naturalremedy.com or hhp@naturalremedy.com



As the official media for Vitafoods Europe and Asia, **Vitafoods Insights** explores emerging areas and key issues across the global health and nutrition industry, helping business executives make informed, strategic decisions. Vitafoods Insights reaches a broad audience of professionals, and shares the passion of enriching industry knowledge and growing the health and nutrition market.

Jon Benninger
Vice President & Market Leader,
H&N SupplySide Portfolio

jon.benninger@informa.com

Heather Granato
Vice President, Content

heather.granato@informa.com

Danielle Dunlap
Vice President, Marketing Services

danielle.dunlap@informa.com

Andrew Rosseau
Art Director

Madison Dorn
Program Coordinator

Informa Markets
2020 N. Central Ave, Suite 400
Phoenix, AZ 85004
United States

Phone: +1 480 990 1101

www.naturalproductsinsider.com

Chris Lee
Managing Director, GHNN Europe

chris.lee@informa.com

Gareth Morris
Head of Sales

gareth.morris@informa.com

Maria Sidiropoulou
Client Success Manager

maria.sidiropoulou@informa.com

Stephanie Campos
Client Success Executive

stephanie.campos@informa.com

Charlotte Bastiaanse
Associate Editor

charlotte.bastiaanse@informa.com

Informa Exhibitions
240 Blackfriars Road
London SE1 8BU
United Kingdom

Phone: +44 (0) 20 7921 5000

www.vitafoods.eu.com

Informa Health & Nutrition is the go-to partner for targeting and achieving success in the health and wellness industry, fueling every stage of a company: from opportunity identification, through development and manufacturing, to sales and prosperity.

Learn more at Informahealthandnutrition.com

