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Balchem/Albion Highlights Key Minerals for Sports Nutrition

Balchem/Albion is taking advantage of increased consumer interest in magnesium and zinc supplements to build its presence in the sports nutrition market.

Minerals may not be the first ingredients that come to mind when creating sports nutrition formulations, but, according to minerals supplier Balchem/Albion (Clearfield, UT), that may be changing. The company said that it is taking advantage of increasing consumer demand for two key minerals—magnesium and zinc—to build its presence in the fast-growing sports nutrition market.

According to Todd Johnson, senior director of marketing, Balchem/Albion, magnesium is currently the “white-hot mineral,” with its market purportedly growing between 10% and 15% year-over-year. “A lot of customers are using magnesium as their core—their base mineral—and branching out from there,” he said. “We never used to see that...Now, they’re building their product line around magnesium.”

Including magnesium in sports formulas might be a good idea, because, as Stephen Ashmead, senior fellow, Balchem, told Nutritional Outlook at the show, “magnesium is the only divalent metal lost in sweat.” He said that traditional sports drinks like Gatorade often overlook highlighting magnesium in favor of replenishing minerals like sodium and potassium. But, he added, magnesium is “critical for sports nutrition.” Magnesium is said to have muscle-relaxation benefits as well as cognitive and neurological benefits—all appealing to those in the sports nutrition category.

Sports nutrition is increasingly linked to cognitive health, with a dearth of products touting brain-wellness benefits for athletes both novice and professional. Following its 2016 acquisition of Albion Human Nutrition, Balchem offers two magnesium-based sports nutrition ingredients—MGG (magnesium glycinate glutamine) and MLG (magnesium lysinate glycinate). MGG offers sports recovery benefits, while MLG is said to help increase muscle synthesis and boost energy for endurance. Both ingredients harness the potential cognitive-health benefits magnesium has to offer, the company says.

Zinc, meanwhile, is “the hidden gem” in sports nutrition, said Johnson. “It’s still a much smaller segment, but it’s starting to pick up.” Ashmead noted that zinc may also have some cognitive-health benefits, and is “involved in stress reactions.” In addition, he said, recent research has shown zinc’s potential to help attenuate exercise-related inflammation. Some consumers, he said, take a zinc–magnesium product at night to promote recovery post-workout.

Both Ashmead and Johnson said that the minerals industry can benefit from the growing personalized-nutrition trend, and attributed some of the increased interest in minerals for sports nutrition applications to increased consumer education about what elements are needed to optimize performance. Johnson added that while the sports nutrition category was “developed by bodybuilders,” today’s sports nutrition target consumer may just have something as mainstream as weight loss in mind. “They call it sports nutrition, but really it’s blended already,” he said. “Most people who are buying any kind of sports nutrition supplement...want to lose a little weight and have a little more energy. I think minerals play a big part in that.”

Sabinsa Debuts Promond Almond Protein Powder, Emphasizes Importance of Supply Chain Transparency

A new protein powder ingredient is a sustainably sourced answer to consumer demand for dairy and meat protein alternatives.

At this year’s SupplySide West show, Sabinsa Corporation (East Windsor, NJ) launched its new Promond protein powder ingredient, sourced from an Indian variety of almonds. The company said its Promond ingredient is a sustainably sourced answer to consumer demand for dairy and meat protein alternatives.

Though Promond is Sabinsa’s first protein powder ingredient, the company says it’s a natural next step in its continuously diversifying ingredient range. Shaheen Majeed, president of Sabinsa Worldwide, told Nutritional Outlook at the show that Sabinsa’s customers have long expressed interest in how the company’s existing ingredients work in conjunction with a protein. “We’ve had to go back and research protein anyway,”
he explained. “Then, we started looking at sources of non-dairy, non-meat proteins. Because we are largely based in India, and the manufacturing is done there, we were not going to get protein from meat sources. It made sense that if we were ever going to do a protein that it would be from [the plant protein] realm.”

What sets Promond apart from other plant protein sources on the market, Majeed said, is the simple fact that it’s an almond ingredient. He said that almond is typically utilized for its flavor, not its protein potential. “We then that we had a pretty unique story,” he said. Promond has about 50% protein content by AOAC method in water soluble form. While almonds have high protein content, Majeed said, there are also products available on the market at just 2% almonds as in Almond milk, which may not provide enough almonds or their protein. He added that Promond also provides a complete spectrum of amino acids.

Majeed also pointed out that Sabinsa’s ability to remain flexible as consumer desires shift over time has been an asset to the company. While its Curcumin C3 complex remains the top seller, the firm’s second highest-selling ingredient is a probiotic. Majeed said that having such diverse bestsellers has led to an expanded customer base. When Sabinsa decided to take on almond protein, Majeed said, “we understood that it was going to be another conversation that’s going to help grow this company. It was a challenge, and I think we’ve happily accepted that challenge.”

Another challenge that Sabinsa has been meeting head on is supply chain transparency and integrity—from the sourcing and farming of its botanical ingredients to the manufacturing process. Promond, Majeed said, is one example of what a stable supply chain looks like. “You can see exactly where the almond is [being grown],” he explained. “We work hand in hand with the people that are producing the almonds. It’s [a sustainable operation] because these are massive farmlands where the almonds are grown. Our farmers are paramount. We take very good care of them. We believe that taking care of the farmer creates some of the best products out there.”

Kerry Shares Insights from Clean-Label Consumer Research

New survey findings suggest consumers’ ingredient concerns vary by age, though some “no-no” ingredients—like hydrogenated fats, MSG, and high-fructose corn syrup—are top concerns among all age groups.

According to ingredient supplier Kerry Ingredients (Beloit, WI), although there is some confusion about precisely what the term clean label means, that doesn’t mean consumers don’t have their own notions of what clean means. At this year’s SupplySide West show, Kerry highlighted the latest findings from its clean-label consumer research report. The report found that consumers’ ingredient concerns vary by age, though some “no-no” ingredients vary by age, though some “no-no” ingredients vary by age, though some “no-no” ingredients were consistently, high-fructose corn syrup, hydrogenated fats, and MSG; however, consumers aged 65 and above, for example, listed high-fructose corn syrup as their number one ingredient to avoid. Younger consumers listed hydrogenated fats as their number one ingredient to avoid, and consumers between the ages of 45 and 64 listed MSG as their primary concern.

Kerry also showcased two new ingredients that the company launched within the past year—both of which Matthews said have clean-label appeal. Kerry’s ProDiem plant protein ingredient, which is a combination of ingredients, to avoid. Younger consumers listed hydrogenated fats as their number one ingredient to avoid, and consumers between the ages of 45 and 64 listed MSG as their primary concern.
of proteins, including pea, rice and oats, was created in response to growing consumer demand for plant proteins. Matthews said ProDien’s improved texture, reduced flavor off-notes, and improved protein digestibility—corrected amino acid score (PDCAAS) over other sources of plant protein make it a stand-out ingredient in a growing market segment. Another new clean-label development, NutraVie, Kerry’s nutritional lipids range, is designed for powdered beverages and can be customized to fit an individual consumer’s needs. Matthews said that while many traditional lipid powders feature “no-no” ingredients like silicon dioxide, Kerry has “managed to reduce, if not remove, a lot of those ingredients while still maintaining the functional, organoleptic, and shelf-life properties of the lipids.”

“There’s a lot of consumer confusion, and even confusion among manufacturers, about what clean label means,” Matthews told Nutritional Outlook. “The reality is that clean label means different things to different people.” She added that the data from the proprietary consumer research study can provide manufacturers a clarity when it comes to selecting ingredients and marketing those ingredients to the right consumers. The key, she said, is to help manufacturers identify who their target consumer is and what specific ingredient concerns that consumer might have.

“Kerry customers will have exclusive access to the full list of ‘no-no’ ingredients. We can help them drill down into who their consumer is, and then how best to make a product and to target a product for that particular consumer. Our wide portfolio of ingredients can help them achieve those targets,” Matthews said.

Gelita Targets Beauty-From-Within and Muscle Health with New Collagen Delivery Systems

Innovative delivery forms for collagen peptide ingredients and new research are helping this protein make inroads in two key market segments: nutricosmetics and muscle health.

The notion of nutricosmetic dietary supplements, or “beauty from within,” is nothing new in many Asian and European countries. Stateside, it’s a trend that’s been steadily gaining traction for several years now, but has yet to reach the level of widespread consumer awareness that it enjoys elsewhere.

According to Lara Niemann, marketing director, Gelita (Sergeant Bluff, IA), that’s all changing. At this year’s SupplySide West show, Gelita showcased new innovative delivery forms for its collagen peptide ingredients and discussed the research that is helping it make inroads in two key market segments: nutricosmetics and muscle health.

Niemann said that one of Gelita’s primary messages at the show is that collagen can help consumers age in a healthy way. She said that there’s been a shift in how age-related beauty products are marketed; the messaging is no longer about age prevention; rather, it’s about healthy aging. The beauty-from-within trend, she said, is an example of how consumer attitudes have shifted in this regard. “Three or four years ago, we had conversations with people [about beauty from within], and we’d get blank stares. Now in many places...you hear about collagen.” She added that Gelita has devoted significant resources to clinical research supporting its collagen ingredients.

Gelita’s collagen peptide ingredient, Verisol, she said, has been featured in several published studies related to skin health, nail health, and even cellulite reduction. The studies showed that supplementation with Verisol led to increases in skin moisture and elasticity, a reduction of wrinkle depth, and a reduction in cellulite. And while collagen is most commonly associated with skin health—and for good reason—its nail-health benefits are often overlooked. Niemann added, “The research is showing that it’s decreasing brittleness in nails...and I think that this is important, especially as a women’s health or beauty topic.”

Niemann said that Gelita has seen “strong demand” for Verisol from the nutricosmetic segment thus far. “We’re expecting growth moving into 2018, and we’re very encouraged by the developing beauty-from-within market,” she told Nutritional Outlook at the show.

She added that collagen peptides are also gaining traction in the muscle and body-composition space. A recently published study1 in the British Journal of Nutrition, Niemann said, examined the effects of Gelita’s body-composition and whole-muscle-health collagen peptide ingredient, BodyBalance, plus resistance training, in men aged 70 and above, compared to a placebo group. The collagen group, she said, showed a significant increase...
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While resveratrol has traditionally been promoted for its antiaging benefits, recent research has indicated potential benefits for joint and cognitive health as well, said Evolva’s Tsetsis.

Reference

Evolva’s Veri-te Harnesses Benefits of Resveratrol with Innovative Applications

Resveratrol, the antioxidant found in peanuts, mulberries, and red wine, isn’t going away anytime soon, according to one company specializing in the ingredient. Since resveratrol enjoyed an astronomical rise to stardom in the 1990s when research began to mount about its purported antioxidant and antiaging benefits, its popularity has waxed and waned and waxed again. Angela Tsetsis, senior vice president, health and wellness, Evolva (Reinach, Switzerland), told Nutritional Outlook at this year’s SupplySide West show that while any trendy ingredient “ebbs and flows in popularity,” resveratrol is backed by over 10,000 published research papers and 200 human clinical trials—not to mention headline-grabbing associations with red wine—that will continue to attract attention long-term. With its newly branded Veri-te ingredient, fermentation specialist Evolva is taking advantage of existing consumer awareness and shining the spotlight on why Veri-te is unlike other resveratrol ingredients on the market.

But, the company feels its production method for its Veri-te resveratrol ingredient make it unique. “We have a different way of making it, coming from yeast in a fermentation process,” Tsetsis explained. “This leads to a very pure product, not influenced by the environment. So, no pollutants…or other toxins you might find from plant extracts.” Another benefit of the fermentation process, Tsetsis said, is that it’s consistent from batch to batch. “From a supply-chain issue, there’s no question about what you’re getting,” she said. “And it is pure. We have Novel Food approval in Europe and [are self-affirmed Generally Recognized as Safe] here in the U.S. It’s a good, clean product.”
We help our customers formulate with challenging ingredients by connecting them with the experts in taste enhancement and modulation: our dedicated flavorists and food scientists. With a direct line to these collaborators, you get individualized and immediate attention from the people who deliver preferred taste every day.
couple of years found that Veri-te resveratrol may have a positive effect on bone density in men with metabolic syndrome. "And there’s been more work on cognition," she added. "We believe [resveratrol’s cognitive-health benefits are] attributed to improvement in blood flow to the brain. As we age, that can decline for a variety of reasons. I think that’s a really interesting area of research."

Another promising market for resveratrol, she said, is beauty—both from within and in topical applications. She said that Evolva is currently developing a resveratrol beauty supplement with a company in Europe, where the beauty-from-within concept is more established. Evolva's partnership with Swedish wellness firm Nutrinovate recently resulted in a unique, film strip delivery system for resveratrol. The film strip is placed on the inside of the cheek, through which the resveratrol enters the bloodstream. The beauty category is just one of many in which resveratrol can shine, Tsetsis said, but it’s an area “that could use some more product development,” especially in the US where consumers may be less aware of the ingredient and its many benefits.

**Shoppers Still Sweet on Sugar Reduction:**

Cargill Shares New Consumer Research, Showcases Fermentation-Derived EverSweet Sweetener

According to new consumer research, shoppers are looking for reduced sugar offerings that still taste great.

The reduced-sugar trend is showing no sign of slowing. At this year’s SupplySide West trade show, Cargill (Minneapolis) shared findings from its brand-new consumer research report, which indicated that today’s consumers are not only keen on clean-label and natural-sounding ingredients; they are also particularly concerned about added sugars. According to the report, shoppers are looking for reduced-sugar offerings that still taste great. With its fermentation-derived EverSweet sweetener, set to launch in 2018, Cargill offers formulators a solution.

In the report, Cargill asked roughly 300 consumers—at least half of whom were the primary shopper for their household—to consider what clean label means to them. Pam Stauffer, global marketing programs manager, Cargill, explained that while most of the people surveyed said they look for clean-label products, they aren’t always certain what, exactly, clean label means. And, while there were overlapping characteristics for what consumers think of as clean label—organic, non-GMO products with natural-sounding, non-chemical names, for example—it’s a bit of a gray area. On the other hand, she said, consumers are clear in their desire for reduced-sugar offerings, even if they don’t necessarily equate “reduced sugar” with “clean label.”

"The consumer really isn’t thinking of it in those terms," she told Nutritional Outlook at the show. "But our customers sure are." It’s more important than ever, she said, to help formulators pick out the right ingredients to meet consumer demand. Cargill’s stevia portfolio, which includes leaf-based formulations, now also features a fermentation-derived stevia sweetener that Cargill has been developing for some time now: EverSweet.

Andrew Ohmes, product line manager, Cargill, explained that the new EverSweet Reb M/Reb D stevia sweetener, a result of Cargill’s partnership with fermentation ingredients specialist Evolva, sidesteps many of the potential pitfalls of leaf-based stevia production. "Agriculture’s a tricky thing," he said at this year’s SupplySide West show. "It could take one year; it could take 10 years [to grow stevia]. There’s no guarantee of success. In the meantime, there is this demand from the consumer to reduce sugar with stevia that tastes great, so we worked with Evolva to develop [a] fermentation [process for stevia], which is a pretty straightforward process that’s been around forever...the advantage is that we don’t have to plant so many acres, or hectares...of leaf to get this [yield]."

In addition, he said, EverSweet has “virtually no bitterness.” Rather, “There’s better up-front sweetness and a higher sweetness profile,” which he said will allow formulators to reach zero calories across a variety of applications. Given the impending changes to the Nutrition Facts label, which specify that “added sugars” content must be clearly noted, EverSweet’s introduction seems particularly well-timed. At the show, Cargill offered samples of EverSweet to its customers, as well as two unique EverSweet-based beverage formulations: a zero-calorie cola and an iced mocha. "With the labelling law changes, this type of product, which you can buy in a gas station today, might have 80%, 90%, or even 100% of your daily allowance of sugar. So, if you [see that high sugar content] on a label, how is [that] going to drive your buying decisions? If you’re able to remove some or all of the sweetness and replace it with EverSweet, that’s a big deal," he said.

"[Bringing EverSweet to market] has been a long road but we’re finally there," Ohmes continued. “Our partners are excited about it, and our customers are excited about it. It’ll be great to see products out in the marketplace with EverSweet.”
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AstaReal Showcases New Cold-Water-Dispersible Astaxanthin Powder

A new astaxanthin ingredient is launched for sports nutrition and on-the-go beverages.

At this year’s SupplySide West trade show, AstaReal (Moses Lake, WA) highlighted its latest research and product innovations in the astaxanthin category. The company featured a new, cold-water-soluble astaxanthin ingredient, AstaReal CWS25, which can be incorporated into cold beverages without settling or staining the neck ring of the bottle. The company said that the new astaxanthin ingredient is perfect for sports nutrition and on-the-go beverages.

Karen Hecht, PhD, technical marketing specialist, AstaReal, and Christopher Imanaka, brand manager, AstaReal, spoke with Nutritional Outlook at the show about why the cold-water-soluble powder is a perfect solution for incorporating astaxanthin into difficult-to-formulate beverage products. Astaxanthin is a fat-soluble nutrient. In terms of our health, that’s actually an advantage, because that means we can hold potential sports nutrition customers and how it can be used in formulation. “You don’t need to heat the water [during formulation] to get it in there, so it can be used for sports beverages, or on-the-go,” Hecht said. But while sports nutrition is undoubtedly a major focus for AstaReal CWS25, its aims go beyond the category. “What we really want to be able to do is target people in a way that’s going to fit their lifestyle.”

Future Innovation

In addition to AstaReal CWS25, the company also showcased its other astaxanthin powders at the show—one that contains 4% astaxanthin, “the highest astaxanthin powder currently on the market,” and another 2.5% astaxanthin powder with slightly different properties. Imanaka said that both of these products can be formulated into a wide array of applications; for example, in tablets, instant drinks, soft gels, or effervescent tablets.

As AstaReal looks to the future of astaxanthin innovation, two key goals emerge: “Our main goal is to educate the consumer,” Hecht said. AstaReal’s Astaxanthin.net website, she said, is one way that the company hopes to make the science behind astaxanthin more accessible. Here, consumers can browse AstaReal’s product offerings and learn more about how astaxanthin can help with specific concerns like fatigue, brain health, or athletic performance.

The company’s other goal, Hecht said, is to explore novel delivery forms. “We have the softgel down…so now I think we need to find new ways to incorporate astaxanthin into food, gummies, chew, and effervescents, you name it,” she told Nutritional Outlook. “And [also] to think of ways that people can incorporate astaxanthin into their regular healthy lifestyle routine as much as possible.”

Ultimately, Hecht said, innovation never sleeps. “We continue to perfect it. It’s not done. It’s never done. We’re always developing and working on new ways to get astaxanthin out there.”
Aker BioMarine’s Direct-to-Consumer Omega-3 Index Campaign Benefits Entire Omega-3 Industry

The company says its Omega-3 Index DHA and EPA testing campaign is a way “to raise awareness of the essentiality of EPA and DHA.”

At SupplySide West 2017, Aker BioMarine (Oslo, Norway) emphasized the concept of personalized nutrition with its ongoing Omega-3 Index Project. Attendees visiting Aker BioMarine’s trade show booth were invited to take the do-it-yourself blood test to measure their DHA and EPA omega-3 levels and to compare those levels with global averages. According to Nils Hoem, MSc, PhD, chief scientist, Aker BioMarine, the campaign is a way “to raise awareness of the essentiality of EPA and DHA” among consumers at large.

Here’s how the test works: Consumers administer the test (using a small, finger-pricking device), return the blood sample via mail, and simply await the test results. According to the company, a result of 8%–12% EPA and DHA in the red blood cell fatty acids is associated with better overall health and a lower risk for premature death, while a result of less than 8% puts participants in the risk zone.

Hoem told Nutritional Outlook at the show that the campaign, which examines DHA and EPA levels in red blood cell membranes, is the perfect way for consumers to gauge whether they have adequate levels of omega-3s. While other testing options exist, Hoem said, those methods have a major shortcoming: “The problem is, if you had a meal of salmon yesterday, that would greatly influence the measurement. We’ve been searching for a way to tell how much you have in your plasma that is reliable and not very influenced by your last meal. The omega-3 index is exactly that.”

The goal of the new campaign, Hoem said, is to help consumers to become more aware of how important optimal levels of DHA and EPA omega-3 are for overall health—an awareness which can only benefit the entire omega-3 industry. In addition,
he said, the campaign "helps us understand what the status is among a larger proportion of the population...and teaches us something about the expected variability."

While thousands of people have already taken the test, Hoem said, the company is focused on continuing to spread the awareness about EPA and DHA omega-3s—not only among the traditional omaga-3 consumers, but also for athletes and expectant mothers. Athletes, in particular, have "systematically low" levels of DHA and EPA omega-3s, he said, while women who are pregnant may also have lower levels. "In my view, during pregnancy, it's important that women get enough EPA and DHA, and the same for lactating mothers. The fetus extracts DHA from the mother and the fetus is prioritized...but that leaves the mother undernourished. So, that's really quite important."

**The goal of the new campaign, Aker's Hoem said, is to help consumers to become more aware of how important optimal levels of DHA and EPA omega-3 are for overall health.**

Hoem noted, however, that not all omega-3 sources are created equal. "Phospholipids are what your cells are made of," Hoem explained. "Our [krill] oil, the dominant carrier of EPA and DHA, are fatty acid phospholipids." According to Hoem, these phospholipids are more bioavailable. That's why the company's high-concentrate Superba Boost krill oil ingredient, for instance, which launched last year, has an advantage. Superba Boost contains more than a 56% concentration of phospholipids, as opposed to the 40% phospholipid concentration found in typical krill oils. Hoem added that there are currently new products in the pipeline featuring Superba Boost. "I think we should expect more and more re-sellers of krill oil to go [the higher concentration] of Boost."

### Bayir Highlights Curcumin Nanoparticle Technology

Industry supplier says its nanotechnology platform increases the solubility and dispersibility of curcumin.

Since its initial rise to fame, curcumin, the active constituent in turmeric (*Curcuma longa*), has maintained its position near the top of the charts—both in sales and popularity. In fact, according to this year's *HerbalGram* herbal supplements report, turmeric was, once again, number one on the top-10 selling herbal ingredients in the natural channel for 2016. But while consumer demand for the anti-inflammatory remains high, its poor bioavailability continues to pose a challenge to suppliers and, as such, delivery system innovation abounds. At this year’s SupplySide West show, one curcumin supplier, Bayir Inc. (Hamilton, N.J.), spoke to *Nutritional Outlook* about how its new nanoparticle technology can help formulators more easily incorporate pure, highly concentrated curcumin into cosmetics, food, and beverages. The company said its nanotechnology platform—for which it recently received a process patent approval in India—increases the solubility and dispersibility of curcumin.

Curcumin is soluble in fat, but not water. Given that the body is composed largely of water, making sure consumers are able to harness all of curcumin’s purported health benefits via adequate absorption has been a key challenge for manufacturers. Rohit Noronha, global head, marketing and sales, Bayir, told *Nutritional Outlook* that Bayir’s nanotechnology process is the result of eight years of work to find a soluble solution. He explained that curcumin’s notoriously poor bioavailability was the impetus for the nanotechnology process and emphasized that the nanotechnology process does not alter the structure of the curcumin molecule; it alters only the particle size. Ln. Dr. Raghuvneer, CEO, Bayir, claimed that the resulting small curcumin particle size allows it to disperse more quickly in formulations and enables the ingredient to work more quickly once it’s in the body.

Another benefit of the nanotechnology, the company representatives said, is that it circumvents the need for a carrier. Sendhil Pani, president, Bayir, explained: “We are converting the [curcumin] powder itself into a nanoparticle size. There are others probably claiming that they have a carrier, a nanocarrier, and then they attach the curcumin to it. We don’t do that. We don’t use any excipients or carrier. It’s just pure curcumin nanoparticles.” Noronha added that, while other curcumin formulations may come in recommended 100-mg dosages, only 30 mg of the nano-curcumin would be needed [to provide an equally absorbable amount of curcumin] in the same formulation. “That’s the level of [the nano-curcumin’s] retention and absorption in the bloodstream,” he said.

Bayir said its nano-curcumin is suitable for food and beverage blends as well as in regular capsules and tablet formulations, for which less of the ingredient would be needed to achieve the same results. But the word is still out on FDA policy regarding nanoparticles for use in food and beverages.

"FDA is evolving in its regulation for nanoparticles," said Pani. "They aren’t clear right now in terms of what’s [allowed] and what’s not. Right now, we feel that curcumin is a pre-DSHEA ingredient. It’s still curcuminoinds in its chemical form. We have commercialized the technology, [but] we have not brought it into the United States to a commercial product. We’re working with partners who are very interested in getting this out, and we’re willing to work with FDA to identify any regulatory thresholds that they need."

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**Bayir Highlights Curcumin Nanoparticle Technology**

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He continued: “For any product to come in [to the U.S.], you need safety studies, toxicology studies, stability studies, and of course, and some kind of bioequivalence studies, which we’re already putting in place. [Curcumin] being a natural product, we feel that we have a good chance of getting this out [into the market]. And it solves that very key hurdle of solubility.”

According to the company, its nanotechnology platform can also be applied to other ingredients that are similarly insoluble in water, or are not as easily absorbed by the body. The process patent, it said, will enable the company to test and develop those other ingredients as well.

OmniActive Promotes Lutemax 2020’s Benefits Beyond Eye Health

With new consumer-focused marketing campaigns geared toward need, rather than prevention, OmniActive is getting the word out about Lutemax 2020’s mood, stress, and even sleep benefits.

OmniActive Health Technologies’ (Morristown, NJ) recent B.L.U.E. study showed that the three macular carotenoids found its Lutemax 2020 ingredient—lutein, zeaxanthin, and meso-zeaxanthin—may improve visual performance and reduce the negative effects associated with excessive digital screen time. At this year’s SupplySide West show, OmniActive spoke with Nutritional Outlook about how Lutemax 2020’s benefits go way beyond visual health. With new consumer-focused marketing campaigns geared toward need, rather than prevention, OmniActive is getting the word out about Lutemax 2020’s mood, stress, and even sleep benefits.

According to the company, lutein and zeaxanthin isomers are “natural filters of high-energy blue light.” The short-term effects of excessive exposure to blue light, the company said, include eye strain and eye fatigue. The long-term effects could potentially include a progressive loss of visual function. In the B.L.U.E. study, researchers supplemented healthy, young adults, who spent at least six hours per day in front of a digital screen, with either 24 mg/day of Lutemax 2020 or the equivalent dose of a placebo. The study authors found that subjects given Lutemax 2020 showed improvements in visual performance, processing speed, and photostress recovery. An additional benefit, however, was discovered in the process. Subjects supplemented with Lutemax also slept better. Brian Appell, marketing manager, OmniActive, told Nutritional Outlook that sleep quality is a promising area for future research.

The company also discussed findings from its recent study on lutein’s potential effect on BDNF—or brain-derived neurotropic factor—levels. As Appell explained at the show, BDNF is a “compound found in your brain that’s associated with everything... from long- and short-term memory to learning. They call it cognitive function, executive function.” Essentially, Appell said, these are the parameters that affect how the brain works. He continued: “For people under stress, BDNF levels go down significantly, and they’re finding that people with lower BDNF levels have associated effects such as cognitive deficiencies or brain fog.”

In the BDNF study, subjects filled out questionnaires wherein they recorded their perceived stress levels, mood, and overall feeling of wellbeing. In addition to the subjective questionnaires, researchers also measured the subjects’ cortisol levels. The study authors found that the group supplemented with Lutemax 2020 demonstrated a 50% reduction in cortisol levels. In other words, they were less stressed.

With an array of recent research hot off the press, OmniActive said it is focusing on honing its marketing message—both to its customers and to consumers. Appell stressed that now it’s about tweaking the message from prevention to need.

“We’re looking at it from a perspective of, yes, we have to educate consumers on the visual-health aspect of it...but also looking at those other aspects that are as important, or more relevant, to consumers,” he said. “Trying to create some different markets that are more relevant to consumers.” The sleep-quality aspect may resonate with some consumers, for example, while others may be interested in Lutemax 2020’s potential to improve mood.

Appell explained that with consumer-focused marketing campaigns like the compa-
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SupplySide West 2017 Report

New Natreon One Sports-Marketing Platform Is a “Clear Pathway to Claims” for Formulators

Natreon’s new Natreon One Sports-Marketing Platform is focused around four key areas of sports nutrition—focus, energy, endurance, and recovery—to hone its marketing message and build its position in the sports nutrition category.

At this year’s SupplySide West trade show, Natreon (New Brunswick, NJ) debuted a new sports nutrition platform, Natreon One. Bruce Brown, the newly appointed president of Natreon, spoke to Nutritional Outlook at the show about how formulators can harness the new Natreon One platform to find natural, clinically studied ingredient solutions to meet consumer demand for natural products for sports nutrition.

According to Brown, Natreon One will help the company solidify its position in the ever-growing sports nutrition market, where demand for natural ingredients has piqued the interest of sports nutrition product formulators. Since assuming his new role as president of the company, Brown said that it quickly became apparent to him that Natreon had four key products that were the “primary workhorses” of the company. Those products are PrimaVie, which is sourced from Himalayan shilajit; Sensoril, an aqueous extract of ashwagandha roots and leaves; Capros, a “heart-healthy” superfruit extract; and AyuFlex, a superfruit extract with purported joint-health benefits.

Brown said that these four ingredients all have something in common: applications in sports nutrition.

“We said, ‘Boy, we’ve got this wonderful position in sports nutrition. Let’s begin to market around that.’” Brown explained. “Let’s begin to build our position and signal to the community that we have, 1) great existing products already in the sports nutrition category; 2) that we’re going to continue to invest in clinical trials in this arena...and 3) that we’re going to continue to develop new products in sports nutrition. That’s what Natreon’s all about.”

Brown said he attributes the increased interest in natural products for sports nutrition to a few key factors. First, he said, consumers are more educated than ever before about the ingredients in the products they use. Brown also pointed out that the joint-health, skin-health, cardiovascular-health, and energy categories are highly sought after. “These are really critical claims and categories consumers are looking for,” he said. “This is where our clinical research shows positive results, and these are really the categories that are driving growth in sports nutrition.”

Another factor, he said, is the safety of Natreon’s natural ingredients. “From a formulator’s perspective, there’s a lot of rigor. The number one concern from many of the brands we work with is safety, ensuring we do no harm and ensuring we see a good outcome in the ingredients we supply our customers and our consumers.” Brown added that each of Natreon’s ingredients is backed by eight to 10 clinical studies, something that can give formulators added “peace of mind” when selecting ingredients. Brown stated, “I think that builds a level of comfort in sourcing from us. They can reference the patents, they can reference the [clinical trials], and they can be assured of the quality and the traceability of the products we have.”

The company also unveiled a new micro website, where industry personnel can find detailed information about each of the ingredients in the Natreon One platform at NatreonOne.com.

Reference
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From high-quality materials to 100% hogwash, we’ve seen it all in 20 years. Botanical testing is not plug n’ play science. Adulteration is an unfortunate reality; cheaters cheat. Our mission is to help you be your botanical best.
AlaskOmega Launches DHA Omega-3 Concentrates

At SupplySide West, Organic Technologies (Coshocton, OH) announced it has added two new DHA omega-3 concentrate ingredients to its existing MSC-certified AlaskOmega line of natural fish oils, omega-3 concentrates, and omega-7 concentrates. The first is a high-DHA concentrate; the second is a medium-strength DHA tuna oil alternative. The company said that the new DHA concentrates meet consumer demand for 100%-sustainable DHA formulations.

The high-DHA concentrate, it said, contains a minimum of 460 mg/g DHA and 100 mg/g EPA in triglyceride form. The tuna oil alternative, which is made from wild Alaska pollock and provides the same EPA and DHA content typically found in tuna oil, or a minimum of 50 mg/g EPA and 250 mg/g DHA in triglyceride form. The company noted that both DHA oils are MSC-certified, meaning that the Marine Stewardship Council has declared the company’s fisheries environmentally sustainable.

In addition, the company said, the new DHA oils are ideal for formulators who are looking for a “fully sustainable DHA oil source that is extremely low in oxidation... and offers excellent sensory characteristics” made possible the company’s extremely tight Total Oxidation (TOTOX) specification limits (a maximum TOTOX limit of 5). To ensure that its oils possess the optimal taste and smell, the company said it uses a certified in-house organoleptic panel to analyze the sensory qualities of its oils.

“We see the demand for MSC-certified, 100%-sustainable DHA concentrates increasing as companies continue to move away from non-sustainable, tuna oil-based products due to a potential concern about overfishing and bycatch, and the overall sustainability profile for tuna-based oils,” said Dan Wiley, vice president, nutrition and health, Organic Technologies, in a press release. “AlaskOmega DHA oils are well suited for supplements targeting prenatal and childhood development, brain/cognitive health, eye and immunity health, offering an excellent sustainability and oil sensory profile.”

Nexira Releases New Study Results on EnoStim Ingredient for Men’s Sexual Health

Nexira (Rouen, France) announced the results of a recently completed clinical trial on men consuming EnoStim, the company’s concentrated extract of apple and grape polyphenols enriched with saffron.

According to Nexira, the four-week unpublished study conducted on 94 men over the age of 45 found that a 300-mg dose of EnoStim, taken twice daily, helped improve penile erection. Specifically, researchers determined that after just three weeks of supplementation, 54% of subjects saw their standardized Erection Hardness Score test scores improve. In addition, 46% of subjects saw improvements per the International Index of Erectile Function test. By the end of the study, 71% of subjects said they would recommend using EnoStim, 66% said they were satisfied with EnoStim and experienced better erections thanks to EnoStim, and 58% said they felt more confident engaging in intercourse if using EnoStim.

Nexira said EnoStim works by stimulating nitric oxide production and, therefore, blood flow. Part of this effect is due to EnoStim’s antioxidant properties. “Nitric oxide has a short lifespan and is easily degraded by superoxide free radicals,” the company explained in a press release. “As shown in an in vivo study, the antioxidant molecules in Nexira’s proprietary formulation demonstrated the potential to specifically protect nitric oxide by decreasing oxidative stress by 74%.” The company noted that previous studies indicate that the ingredients in EnoStim may be able to increase blood flow by up to 50%.

New Slow-Release Caffeine Targets Athletes

Lipofoods (Barcelona), a company specializing in microencapsulated functional ingredients for foods, beverages, and dietary supple-
mments, introduced a new, microencapsulated, slow-release caffeine ingredient targeting ath-
letes. Thanks to microencapsulation, the new
ingredient, called NewCuff, masks the bitter
taste of caffeine and ensures a slow release,
the company said, adding that it is a cost-
efficient delivery form. The ingredient’s clean
taste is suitable for inclusion in supplements,
powders, bars, gels, chewables, milkshakes,
and more, without requiring additional flavor
masking.

“Athletes seek natural solutions to in-
crease their energy and maintain it for a lon-
ger time,” said Isabel Gomez, the company’s
marketing manager, in a press release. “New-
Caff was designed to help athletes as well as
consumers living an active lifestyle.” The in-
gredient is available from Stauber, Lipofoods’
distributor in North America and Canada.
The sustained-release capsules are available
in two caffeine concentrations/release pro-
files: 60% and 75%.

Probi Launches Probiotic Fast Melt
Probiotic ingredient supplier Probi AB (Lund,
Sweden) introduced a new delivery system
for its patented and clinically documented
probiotic strains that offers consumers an
alternative to standard capsules and tab-
lets. “Capsules and tablets are still the most
common delivery formats in the probiotic
supplement industry, but not all consum-
ers embrace taking pills,” the company said
in a press release. The new format is a stick
pack containing probiotic powder that melts
directly in the mouth—no water needed, the
company said. Each stick pack contains a
day’s dose.

Probi is gearing this format toward chil-
dren, and the supplement has a “fresh lemon
flavor.” “We believe that with Probi Fast Melt,
there is a fantastic opportunity for our cus-
tomers to attract new consumer groups,
particularly children, to the probiotic supple-
ment category,” said Niklas Bjärum, president
of Probi USA, global sales and marketing.

Probi Fast Melt is currently formulated
with the company’s flagship LP299V probiotic
strain, but Probi said that it will also be avail-
able with other Probi strains. The first con-
sumer product on the market using Probi Fast
Melt launched in Sweden in October, Probi
said, under the Probi Mage brand, a leading
probiotic supplement brand in Sweden.

Prinova Promotes Reginator
Amino Acid Blend for Sports
Thanks to a new manufacturing and distri-
bution agreement with ingredient supplier
Zanda LLC, ingredients firm Prinova high-
lighted an advanced essential amino acid
ingredient called Reginator at SupplySide
West. Reginator is a patented blend of nine
essential amino acids, plus arginine, that has
been shown to increase muscle synthesis,
enhance athletic performance, and support
a healthy, balanced diet for active people
of all ages, the company said.

The formulation was developed by Robert
Wolfe, PhD, who is currently the Warmack
Chair in Nutritional Longevity, a professor
of geriatrics, and director of the Center for
Translational Research in Aging and Longev-
ity, at the University of Arkansas for Medical
Sciences. “Dr. Wolfe is internationally rec-
ognized for his work on muscle metabolism
and has recently turned his attention to ag-
ing muscle,” said a Prinova press release. “In
their previous research, Dr. Wolfe and his
colleagues demonstrated anabolic responses
of muscle protein to essential amino acid
supplements, resistance exercise, and aero-
bic exercise in normal young volunteers.”

The company explained that Reginator
helps replace essential amino acids that are
lost during digestion, exercise, and aging.
“Exercise and aging reduce a body’s abil-
ity to rebuild muscles, and the body does
not replace amino acids naturally,” it said,
meaning that supplementation is key. The
ingredient is FDA GRAS affirmed, non-GMO,
gluten/allergen-free, and can be provided in
vegan or non-vegan blends. It can serve as a
standalone supplement or be included with
other protein ingredients and is suited for
beverages, powders, capsules, and tablets. A
36-g dose is considered efficacious and can
significantly affect muscle protein synthesis,
the firm says.

“Extensively Hydrolyzed”
Whey Protein Designed for Athletes
Whey protein specialist Arla Foods Ingre-
dients (Viby J, Denmark) introduced a new,
“extensively hydrolyzed” whey protein in-
gredient targeting “serious gym goers and
athletes.” The new ingredient has a “degree
of hydrolysis (DH) of 20,” the company said,
which makes it significantly more absorb-
able in the body compared to other forms of
protein. As an extensively hydrolyzed pro-
tein, the protein has been reduced into small
pieces in which the majority of amino acids
are present as small di- and tri-peptides. The
ingredient offers as much as 10.3 g of the
key muscle-building amino acid leucine per
100 mg and only 3% fat, attributes athletes
will appreciate.

The company said that the ingredient is
ideal for formulating in powder shakes. At
SupplySide West, visitors were able to taste
tales of the new extensively hydrolyzed
whey protein ingredient in chocolate-orange,
chocolate-mint, and cappuccino chocolates.
Ingredion Launches Energy-Boosting, Slow-Digesting Carbohydrate

Longtime carbohydrate nutrition leader Ingredion (Westchester, IL) introduced to the U.S. a new, clean-label, energy-boosting, slow-digesting carbohydrate at SupplySide West. The ingredient, called Sustra 2434, is a blend of native corn starch and tapioca flour and, according to the company, has been scientifically shown in the company’s proprietary research to promote a lower glycemic index and steadier blood sugar levels over an extended period of time. The result is balanced, long-lasting energy rather than the sharp energy spikes and drops that some other carbohydrates cause.

Sustra 2434 is also a clean-label ingredient, the company says. It is gluten- and FODMAP-free and can carry the claims “low glycemic index” and “sustained blood glucose.” It is also certified non-GMO by Ingredion’s own TrueTrace traceability program.

Sustra 2434 is geared toward manufacturers looking to create energy-focused nutritional bars, shakes, mixes, snacks, and supplements, Ingredion said. It has both a clean taste and appealing consistency, the firm says.

"Unlike some carbohydrates that cause a sharp spike followed by a drop in blood sugar, leading to a ‘crash,’ Sustra 2434 slowly digestible carbohydrate is designed to be slowly digested and produce a reduced glycemic response, an effect that has been confirmed in clinical studies," added Maria Stewart, PhD, clinical research lead at Ingredion, in a press release.

Probiotic Chewable Tablet Debuts

Contract manufacturer Elite One Source (Missoula, MT) featured a chewable probiotic tablet at SupplySide West. The probiotic energy tablet the company exhibited at SupplySide West contained 2 billion CFU of probiotics per tablet, but the firm said it can also manufacture other probiotic chewables that contain up to 25 billion CFU probiotic/tablet. The company said that, with appropriate overages, most probiotic strains can be produced in the chewable format, although some probiotic strains may be better suited to tablets.

Doug Lefler, Elite One Source’s director of client services, explained some of the potential challenges involved with formulating a chewable probiotic tablet, including the product’s required compression force, the pH of the formula, environmental humidity, friction, and dealing with hygroscopic ingredients. "Understanding environmental impact on probiotic viability, it is critical that a manufacturer has robust material-handling procedures in place from the beginning of the process to the finished product," Lefler added.

Elite One Source can also provide the chewable tablets organic certified. The company claims to be one of the few dietary supplement manufacturers to be certified organic by Quality Certification Services (QCS). In addition to the new chewable probiotic, the company formulates and manufactures a range of capsule and tablet supplements, including modified-release, multilayer, and sublingual tablets with aqueous, enteric, and film coatings, and clear or colored gelatin capsules available in vegetarian, delayed-release, and imprinted versions. The company says it is certified organic, kosher, vegan, gluten-free, allergen-free, non-GMO, and vegetarian.

NP Nutra Debuts Triple-T Supply-Chain Traceability Program

NP Nutra (Gardena, CA) formally rolled out its new Triple-T Verification Program at SupplySide West. The Triple-T program takes a three-pronged approach to supply-chain traceability: trace, test, and trust.

Starting with “trace,” the company said that it works closely with all of its manufacturing partners and their growers to verify ingredient traceability and to ensure that sustainable growing and harvesting practices are used. In the “test” stage, the company’s quality-control teams use “stringent, in-house quality-control and third-party validation [to] guarantee safety and compliance to regulations and consistent conformance to our quality standards.” All product lots are tested by certified ISO/IEC17025 labs for, in most cases, heavy metals (via ICP-MS), including cadmium, lead, mercury, and arsenic; microbials (AOAC/USP), including mold, E. coli, and Staphylococcus; as well as GMOs and more. Finally, in the “trust” phase, the company emphasized, each of its manufacturing partners is required to pass a strict vendor-qualification program, which includes visits to farms and regular audits of manufacturing facilities. “The majority of our partner facilities have attained GFSI (Global Food Safety Initiative) certification status, under which accredited third-party schemes like BRC (British Retail Consortium), SQF (Safe Quality Food), and FSSC (Food Safety System Certification) provide comprehensive guidance at each step of the supply-chain process,” the company added.

"NP Nutra has been working diligently over the past few years to build solid relationships with our manufacturing partners and their growers, taking all possible steps to..."
INGREDIENT SUPERIORITY

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ensure the traceability of our supply chain and the quality of our products,” said Helga Villanueva, NP Nutra’s quality assurance and regulatory compliance director, in a press release. “Our Triple-T Verification Program is a direct result of this collaboration and hard work.”

In addition to rolling out Triple-T, NP Nutra introduced four new ingredients at SupplySide West: 1) a quinoa powder containing all nine essential amino acids, 2) an amaranth powder that is gluten free and rich in protein and lysine, 3) a chia powder packed with protein, carbohydrates, fiber, vitamins, minerals, and more omega-3 than flaxseed, and 4) a goldenberry powder with high levels of carotenoids to help boost immune health and maintain healthy weight, blood pressure levels, and sugar levels.

**New Heat-Stable Hydrolyzed Whey Protein Targets Hot Foods and Beverages**

A new heat-stable, soluble hydrolyzed whey protein ingredient aims to make formulating high-protein hot food and beverage products possible. Glanbia Nutritional (Carlsbad, CA) highlighted its new ProTherma agglomerated whey protein ingredient at SupplySide West. The ingredient is designed to withstand high temperatures and stay soluble and stable when added to hot water. It dissolves completely with no coagulation, the company said, outperforming conventional whey proteins.

“Consisting of 85% high-density, low-lactose protein, ProTherma is a convenient way to achieve protein fortification in hot, ready-to-mix powdered applications that include coffees, teas, hot chocolates, malt drinks, soups, oatmeal, coffee pods, and coffee creamers,” the company said in a press release. The ingredient is also GRAS, kosher, and halal approved.

“With the growing demand for hot beverages and the continued interest from consumers for protein-enriched products, the addition of ProTherma to our portfolio will provide an exciting new alternative for our customers and their consumers,” said Ram Nimmagudda, PhD, senior director, performance and wellness bioactives, for Glanbia, in a press release. “We have made it easier to formulate heat-stable and protein-rich ready-to-mix powdered applications”.

In addition to ProTherma, Glanbia also highlighted the following recently launched ingredients at SupplySide West. First, the company showcased two new pea protein ingredients: 1) Crunchie pea protein crisps, which add a crunchy texture to products like bars and healthy snacks, and 2) for powdered drink mixes, BevEdge Pea Protein, an ingredient that sidesteps the dispersibility and flavor challenges typical of pea protein ingredients. “Unlike conventional pea protein, which mixes poorly and tends to clump, BevEdge Pea Protein dissolves instantly in water [and] is clean label and neutral to taste.” The company also showcased SatieTein, a milk protein isolate designed to increase feelings of satiety; and Crystal Bursts, a carbonated-crystals delivery system for vitamins, minerals, and a wide range of bioactives.

**New Green Banana Flour Resistant Starch Acts as Prebiotic**

A new company called International Agriculture Group (IAG; Mooresville, NC) made its debut at SupplySide West with an innovative new ingredient: a green banana flour rich in resistant starch. Resistant starch, which acts as a prebiotic fiber, resists digestion and instead stimulates the growth of beneficial bacteria in the large intestine. As a result, the company said, this ingredient offers benefits such as low glycemic and insulin response and healthy bowel function.

The new ingredient is called NuBana N200. According to IAG, it has the highest concentration of resistant starch than any other resistant-starch ingredient currently on the market. It contains a minimum of 65% RS2-type resistant starch. In December 2016, FDA approved a qualified health claim for RS2 resistant starch, linking RS2 resistant starch with the ability to lower the risk of Type 2 diabetes. According to IAG, moderate intake of resistant starch (10–15 g) helps improve regularity, satiety, and fat burning, while a high intake (20–35 g) can help improve digestive health, insulin sensitivity, and other metabolism markers.

Resistant-starch expert Rhonda Witwer, vice president of marketing and business development for IAG, called NuBana N200 green banana flour an exciting addition to the resistant-starch category. She said that interest in the health benefits of resistant starch has only increased since FDA granted its health claim.

In addition, she added, the ingredient is label friendly. “It’s not corn; it’s fruit,” she notes. The ingredient labels as “dried green banana” or “green banana flour.” It is non-GMO and gluten-free and is also rich in potassium, magnesium, and manganese.

NuBana N200 is suited for powders, beverage mixes, cold-fill beverages, and bars, the company says. “Because the resistant starch in NuBana N200 breaks down during cooking at temperatures over 180 °F, the ingredient is well suited for raw vegan foods,” the company added.
For 20 years, *Nutritional Outlook* has remained the leading publication in the North American nutraceuticals market. Now with the UBM family of brands inclusive of magazines, websites, digital products, and trade shows, the leading information provider has become the biggest international powerhouse in the industry. *Nutritional Outlook* is the most comprehensive and effective platform providing you with innovative content, reliable products and services and unlimited ways to reach your potential customers across the world!
New Full-Spectrum Vitamin K2 Is a “Game Changer”

Vitamin K2 specialist NattoPharma (Oslo, Norway) unveiled its latest vitamin K2 innovation at this year’s show: the industry’s first and only full-spectrum vitamin K2 ingredient that comprehensively provides menaquinones (MK) 6, 7, 8, and 9, all vital to heart health.

The company said that this is the only vitamin K2 ingredient on the market to contain this gamut of menaquinone isomers and, as a result, provides “optimal and maximal delivery of vitamin K2 with respect to absorption, half-life, and biological activity.”

The new MenaQ7 Full Spectrum ingredient is naturally fermented using chickpea protein, rendering an all-trans vitamin K2 ingredient that is free of gluten, soy, and known allergens and that is suited for vegans and vegetarians.

Hogne Vik, PhD, NattoPharma’s chief medical officer, described how the company produced MenaQ7 Full Spectrum. “The important epidemiological studies that led us to our groundbreaking human clinical research used fermented cheese as the source of vitamin K2, which led us to create MenaQ7 Full Spectrum...The Rotterdam and Prospect Studies have shown that food-derived vitamin K (such as from cheeses) improves long-term cardiovascular health outcomes because it more specifically delivers the long-chain menaquinones MK-6, 7, 8, and 9.”

However, he noted, most consumers cannot consume enough fermented cheese to obtain optimal amounts of vitamin K2, which is where the new full-spectrum ingredient can play a role. “NattoPharma has once again broken the mold and offers to the market a raw material that delivers the range of menaquinones found in foods,” said Vik.

References

Naturex Showcases New Digestive, Cognitive Concepts

Digestive and cognitive health took center stage for Naturex (Avignon, France). The company rolled out several botanical-based concepts centered on these two hot-topic health areas.

For digestive health, Naturex unveiled a beverage ingredient that harnesses the gastrointestinal benefits of organic ginger and Turmipure, Naturex’s premium-grade organic turmeric extract (95% curcuminoids).

“The digestive-health benefits of ginger root and turmeric—two of the major Ayurvedic herbs—are documented in a significant body of scientific research,” the company explained in a press release. “Ginger has been known for centuries to relieve nausea, to calm and soothe digestion, and to promote gastrointestinal comfort. Turmeric has been shown to support the digestive system and reduce incidences of gastrointestinal disorders.”

For cognitive health, Naturex introduced a new product concept based on its ThinkBlue wild blueberry extract: ThinkBlue gummies. “ThinkBlue is associated with improvements in episodic memory, which is the recollection of personal experiences and specific events, including location, time, and emotions. The association of blueberry with episodic memory is based on results from a study conducted on healthy people aged 65-80 at a daily dose of 111 mg, compared with a placebo,” the firm said.

Naturex’s second cognitive-health concept at SupplySide West was a beverage made with ginkgo and Panax ginseng, flavored with cucumber and watermelon juice concentrates.

Also at SupplySide West, Naturex continued to highlight the company’s traceability initiatives. The company launched a new “customer-centric” campaign called “Source–Convert–Deliver” that it says emphasizes the company’s three pillars of traceability, including 1) sustainable ingredient sourcing through its Pathfinder program, 2) comprehensive ingredient verification via the firm’s ID Packs, and, finally, 3) delivering science-based natural solutions for nutrition and health.

Frutarom Harnesses Fruit-Based Delivery System

Frutarom BU Health (Ridgefield, NJ) announced that it is now using Taura Natural Ingredients’ (Winchester, VA) fruit pieces as a delivery system for some of its most popular dietary supplement ingredients. Taura Natural Ingredients, which Frutarom acquired in 2015, specializes in creating pieces, flakes, and pastes featuring a range of fruit, savory, and specialty ingredients. Frutarom is dubbing the new fruit pieces “Frutaceuticals.”

“Frutaceuticals are made from real fruit and designed to deliver the taste, texture, and
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Frutarom is proposing Frutaceuticals for supplement consumers suffering from “pill fatigue.”

goodness of true fruit chews. The fruit pieces, flakes, shapes, and pastes are produced using Taura’s URC [Ultra Rapid Concentration] process to quickly evaporate moisture from heat-sensitive fruits and maintain the raw material’s integrity,” explained Peter Dehasque, CEO of Taura, in a press release. “The fully automated system creates stable products that do not need added sugar, bulking materials, or preservatives.”

Frutarom is proposing Frutaceuticals for supplement consumers suffering from “pill fatigue,” noting statistics showing that alternative delivery formats are gaining traction in the supplements arena. The company is also contrasting Frutaceuticals with standard gummies. “While gummies are popular, they can be perceived as unhealthful sometimes because of added sugar and gelatin,” said Maider Gutierrez, Frutarom Health’s director of marketing, in the press release. “These real fruit pieces allow manufacturers to maintain cleaner labels by using simple ingredients that consumers trust.”

The new Frutaceutical supplements contain some of Frutarom’s most notable branded ingredients, including Neuravena (a green oat extract for cognitive health), AB-Fortis (micro-encapsulated, bioavailable iron), and Portusana (a purslane herb extract).
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