



Vitafoods 2022

Report
May the 18th

After 2 years of pandemic, VITAFOOD open its doors to impatient innovators, buyers, professionals and journalists from Europe. Very happy to meet again.

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Introduction

Vitafoods Europe is one of the leading events on nutraceuticals in Europe. The show gathers finished products, ingredient manufacturers, distributors, contract manufacturers, packaging suppliers, equipment providers, service and consulting companies.

The show includes a New ingredient zone, a new product zone, a tasting center, an Omega-3 Resource center, a probiotic resources center, a sustainability area, a start-up pavilion, a market trends and overview area and a main stage with a huge program of conferences.

After 2 years impacted by the Covid-19, the 2022 edition of Vitafoods Europe looked like a revival with crowded aisles and a growing number of exhibitors.

In this report, you will find the main trends of the show illustrated by the main innovative ingredients and products.



Immunity

One of the consequences of the Covid-19 is that consumers are increasingly questioning their vulnerability to disease and illness.

In March 2020, searches on the link between food and immune system increased by 670 %

In July 2020 64% of Global consumers have become more conscious about their immunity (vs 54% in 2019). Vitamins (C & D), Elderberry, turmeric probiotics, prebiotics, postbiotics, Psychobiotics are the main ingredients involved in new formulations

The global immune health supplements market is projected to grow from \$20.18 billion in 2021 to \$31.50 billion in 2028 at a CAGR of 6.6% from 2021 to 2028. North America represents 1/3 of the market.

Source: *Fortune Business Insights*

60 to 80 % of our immune cells are located in our gut → digestive health is linked to immune health

According to FMCG Gurus 73 % of consumers say that they recognize the link between good digestive health and good overall health. Only one in two consumers say they are satisfied with their immune health and 68 % would like to improve their immune health over the next twelve months (2021).

Regulation:

Some nutrients are the subject of claims validated by EFSA. There are 11 of them which focus on immunity and they concern 10 different nutrients.

- Copper: "Copper contributes to the normal functioning of the immune system".
- Iron: "Iron contributes to the normal functioning of the immune system".
- Folate: "Folate contributes to the normal functioning of the immune system"
- Selenium: "Selenium contributes to the normal functioning of the immune system"
- Zinc: "Zinc contributes to the normal functioning of the immune system".
- Vitamin A: "Vitamin A contributes to the normal functioning of the immune system"
- Vitamin C: "Vitamin C contributes to normal immune system function" and "Vitamin C helps maintain normal immune system function during and after strenuous exercise".
- Vitamin D: "Vitamin D contributes to the normal functioning of the immune system".
- Vitamin B6: "Vitamin B6 contributes to normal immune system function."
- Vitamin B12: "Vitamin B12 contributes to the normal functioning of the immune system".

Ingredients

Botanicals: Elderberry, echinacea, mate, shiitake, Ashwagandha, ...

Probiotics: According to a Kerry study, 54% of consumers worldwide know that probiotics are good for digestive health and 46% know that they boost the immune system. These figures are confirmed in a GlobalData study which tells us that 56% of consumers worldwide believe that probiotics have a positive impact on their health.

Prebiotics : fibers that feed good bacteria

Postbiotics: Active compounds (metabolites or products) generated during bacterial fermentation that stimulate the intestinal flora. They are, so to speak, the "waste products" of bacteria, secreted by the living bacteria or released after bacterial lysis.

Exhibitors

- Cidrani

Cidrani fermented microdrinks were created to improve metabolic health through a quick daily ritual. Western diet and a stressful, sedentary lifestyle have caused many to suffer from metabolic syndrome; an accumulation of inflammatory processes that affect everything in the body, and can contribute to autoimmune diseases. Combined with diet and exercise, fermented foods are scientifically proven to increase microbiome diversity, in turn lowering the inflammatory processes that cause metabolic syndrome.

- **Gnosis By Lesaffre: Lynside® Immunity Prebiotic**

Lynside® Immunity Prebiotic is the first patented yeast cell wall with a proven prebiotic effect supported by a dynamic in-vitro gut-model study.

This innovative prebiotic promotes a well-balanced gut microbiota and induces a metabolic dependent-response on the host enterotype. Last but not least, a low dosage is enough to enhance the microbiota diversity for better immune activities!

Thanks to this adaptive improvement of different microbiota profiles composition, Lynside® Immunity Prebiotic offers untapped opportunities in personalized and adapted micronutrition.

- **Gnosis By Lesaffre : LifeinU™ BSCU1**

LifeinU™ BSCU1 is a stable probiotic dedicated to immune health. This micro-organism is a specific strain of *Bacillus subtilis*, a common and safe bacterium, registered in the CNCM collection as I-2745.

The immunity benefits of LifeinU™ BSCU1 are supported by a clinical study. In this clinical study, the biomarker of the immunity is secretory immunoglobulin A (sIgA), an abundant antibody of the immune system. An increase in sIgA levels means a strengthening of the immune system. A supplementation in LifeinU™ BSCU1 is associated with increased concentration of the sIgA in the saliva and in the intestine. These results have been confirmed by a new and dynamic in-vitro model: the intestine-chip, a 3D printed model that mimics the human environment.

Moreover, LifeinU™ BSCU1 is extremely stable, with a shelf-life of 24 months. The stability of this probiotic has been tested under various conditions, even extreme ones. Thanks to this stability, LifeinU™ BSCU1 is strong enough to survive industrial processes.

Contact: Antoine Vanhove - a.vanhove@gnosis.lesaffre.com

- **Lehvoss Nutrition:** In published clinical trials, PureWay-C® has demonstrated to be more effective than other forms of vitamin C in multiple key areas. PureWay-C® is the only vitamin C made using a proprietary fatty acid formulation scientifically researched to increase absorption and retention.

Contact: Teresita.Ruda@lehvoss.co.uk

- **Triballat Ingredients:** Sulfodyne is the only active and natural form of sulforaphane on the market! Sulforaphane is an organosulfur compound which it's obtained from cruciferous vegetables such as broccoli, Brussels sprouts, and cabbage. Its benefits are based on 3 mechanisms of action: Antioxydant activity Anti-inflammatory activity Cell-protecting activity SULFODYNE® gets many health fields: detox, glucose regulation, immune system and joint health.

Contact: claire.boniface@avec-olga.com

- **Strapharm:**

- BACT'IMMUNITY: formula made of probiotic strains, prebiotics, vitamins and minerals for an optimal intestinal health and a stronger immune system. The formula is composed of zinc and vitamin D which, through its immunomodulating effects, contributes to the proper functioning of the immune system.

- BACTI'POST ANTIBIO: a food supplement with a probiotic formula based on 4 strains for optimal intestinal health and a stronger immune system. Chosen probiotic strains benefit from clinical studies. The combination of several strains for complete colonisation.

Contact: Charlène Buisson – charlene.buisson@strapharm.fr

- **Pharmactiv** Immune Health -Isenolic®

Olive leaf is attracting attention for its myriad functional benefits for the immune and cardiovascular systems.

Pharmactive's Isenolic® olive leaf extract (*Olea europaea* L.) is locally sourced from olive trees grown in fields in the Mediterranean and is cultivated and extracted under fully controlled conditions leveraging ancestral know-how in order to provide a final extract of the highest quality and purity.

The extract is standardized to ≥4% elenolic acid by HPLC; - the main bioactive component of olive.

New scientific evidence shows that Isenolic® may decrease the inflammatory response and oxidative stress associated with *Helicobacter pylori* infection; - a common gastric pathogen which can lead to various gastrointestinal diseases if not eradicated. Isenolic® completely inhibited the growth of the eight different strains of *H. pylori* evaluated in the study owed to its potential antimicrobial activity.

Contact: Denise Rubin – denise@nutripr.com

- **Armor Proteines**

Lactoferrin is used to boost the immune system.

Contact: tiphaine.dechivre@armor-proteines.fr

- **NZMP**

NZMP offers 2 probiotic strains that demonstrate their safety and effectiveness in providing support for immunity. The company offers also GOS, a type of prebiotic that supports the growth of good bacteria in the gut.

Contact: odile.conan@fonterra.com

- **Fytexia**

- Rosiom: Novel prebiotic fiber derived from the mycelium of *Aspergillus Niger* and contributing to the promotion of the colonic population of Roseburia, to provide proven benefits on immunity and cardiovascular health. 4.5g/day
- Promunel: New scientific research has reinforced the existing body of evidence to support Promunel™. A pilot clinical study proving its efficacy for the symptoms of coughs and colds was published in *Phytomedicine* and a new ex vivo study recently published in *Biomedicine and Pharmacotherapy* in April 2022 demonstrates the capacity for modulating Promunel™ microbiota of in order to modulate the immune response. Additional data proving the virucidal activity of Promunel™ on viruses responsible for cold and flu will soon be released for publication.

Contact: Laure Nogier – lnogier@fytextia.com

- **AB Biotics:** AB21® is a unique combination of bacterial strains that has been shown to reduce symptoms of viral infection, and can be used to potentiate immunity after vaccination.

- **AronPharma** : Berroxin - line of products based on the highest concentration of Fenactive available on the market. Fenactive is an original composition of chokeberry (*Aronia melanocarpa*) and elderberry (*Sambucus nigra*) extracts double standardized for the content of polyphenols (min. 25%) and anthocyanins (min. 15%). Internal in vitro studies have shown that the combination of chokeberry and elderberry extracts has antibacterial, antiviral and anti-inflammatory properties, which can lead to a reduction in the symptoms of upper respiratory tract infections and a shorter recovery time.

Chokeberry and elderberry polyphenols are very powerful antioxidants and they block the ability of cold and flu viruses to infect cells. Berroxin line consists of three products in various forms:

- Syrup - Berroxin Immuno. Composition (120 mL): Fenactive (DER 55:1), Marshmallow extract (DER 4:1), Dog rose extract (DER 4:1) - Sweetened with agave syrup - No artificial colors - For children from the age of 3 and adults
 - Gummies - Berroxin Gummies. Composition (60 pectin gummy bears): Fenactive (DER 55:1), Vitamin C, Selenium, Vitamin D3 - Sugarfree and vegan - For children from the age of 4 and adults
 - Capsules - Berroxin Complex. Composition (60 HPMC capsules): Fenactive (DER 55:1), Liposomal Vitamin C, Selenium, Zinc, Vitamin B6, Vitamin D3
-
- **Kemin:** Sourced from an exclusive algae *Euglena gracilis*, nutritionally-rich BetaVia™ Complete is obtained through an optimized and sustainable patented process, providing a unique composition of >50% beta 1,3 glucans, proteins (>15%), vitamins, minerals, carotenoids and fatty acids. BetaVia Complete is characterized by a triple-action effect which includes priming key immune cells, fueling the growth of “good bacteria” and supporting a healthy GI tract and has been clinically shown to support the immune system.
 - **Milsing:** Biorela® Choco is clinically proven probiotic developed into chocolate bites. Biorela® Choco boosts immune health, relieves constipation, eases stomach discomfort and restores intestinal microbiota, and can be a great addition to existing probiotic brands.
 - **Svencioniy Vaistazoles:** The immunity can be boosted by using a variety of vitamins and supplements and aside from including fresh fruits and vegetables into the diet, it is suggested to consume a cup or two of immune-boosting tea. Our tea from natural herbal ingredients: rosehip fruit, melissa leaves, chamomile blossoms, and linden blossoms- can increase body's resistance and strengthen the immune system.
 - **Kyowa Hakko Europe:** IMMUSE®, a unique postbiotic (non-viable probiotic), is the first lactic acid bacteria that been clinically researched to directly activate pDC (plasmacytoid dendritic cells), a rare subset of immune cells, to provide comprehensive innate and adaptive immune support.
 - **Probi :** Probi Defendum® is a probiotic immune concept based on the combination of the strains *Lactiplantibacillus plantarum* HEAL9 (HEAL9™) and *Lacticaseibacillus paracasei* 8700:2. Probi Defendum is clinically proven to survive digestive processes and colonize the gut, resulting in a measurable impact on immunity within 2 weeks. Probi Defendum is available for various solutions to meet different consumer needs. It is ideal for dietary supplements such as capsules, tablets, and stick-packs, as well as for functional foods such as beverages and powder products.
 - **Nexira: inavea™ PURE ACACIA by Nexira** is an all-natural, organic and GMO-free dietary fiber sourced from carefully selected acacia trees. inavea™ PURE ACACIA offers a carbon neutral footprint and the value of high digestive tolerance for fiber enrichment and prebiotic effect in a large array of applications. inavea™ PURE ACACIA has been recently evaluated on the predominantly constipated category of IBS people: inavea™ PURE ACACIA has demonstrated its potency in improving constipation for IBS people which is also valuable for occasional constipation in general population.

Contact: j.imperato@nexira.com

- **Chemical resources: Pulmostrong**

The complete respiratory system has become fragile in today's environment. Pulmostrong is a unique blend of powerful nutraceuticals, which addresses this by supporting healthy respiratory function & stronger immunity.

- **IMO S.p.A. – IMOpro COLOSTRUM PLUS**

Food supplement supporting the immune system containing bovine Colostrum and vitamins A, C and D. Colostrum Plus helps strengthen and reactivate the body's organic immune defenses protecting against infections, allergens and pollutants. Helps strengthen inactive defenses, metabolic and energy processes, acting against gastrointestinal functional disorders and alteration of the intestinal mucosa.

- **Laboratoria Natury Sp. Z o.o. – LPP Sugar Free ProBites**

Long Life Probiotics (LLP®) with 24 months stability of live bacteria (Lactobacillus acidophilus & Bifidobacterium lactis). Unique form of administration for supporting the immune system and the upper respiratory tract. LPP® ProBites improve the proper balance of the gastrointestinal flora. It can be used on a daily basis for kids and adults. Enticing smooth and soft texture.

- **BTC Corporation - ActivAMP**

An adaptogenic herb that contains a family of compounds that upregulate alarmins, including the sestrins, which are produced activated protein kinase (AMPK), which is often called the “master metabolic regulator” and switches on the same fat-burning and energy-producing metabolic processes that exercise does.

<https://www.gencorpacific.com/ingredients/activamp>

Glowing from within

Born in Japan in the 80's, nutricosmetics is based on consumers' awareness of the impact of food on their appearance.

If we all know that carrots make us look good and that, on the contrary, alcohol and cigarettes blur our face, the link between food and beauty has given rise to numerous researches on ingredients as well as on the physiological mechanisms at the origin of these phenomena.

Regulation

Authorized health claims

- Biotin, Iodine, vitamin A, vitamin B2, B3, Zinc: maintenance of normal skin
- Biotin, zinc, selenium: maintenance of normal hair
- Zinc, selenium: maintenance of normal nails
- Copper: maintenance of normal skin and hair pigmentation normal hair and nail
- Vitamin C contributes to the normal collagen formation for the normal function of the skin.
- Copper, manganese, selenium, zinc, vitamins C & E contribute to the protection of cells from oxidative stress.

We are still waiting for the positive list concerning botanicals → claims can be used until this positive list.

Market

The Nutricosmetics market represented \$5.1 billion in 2020 on a global scale and is expected to reach \$8.3 billion in 2027 with an annual CAGR of 7.4%.

Source: *Research & Markets 2021*

Skin care should represent 47% of the market in 2027.

Between 2018 and 2021, the number of dietary supplement launches for skin, hair and/or nail care increased 3-fold.
Europe represents 32% of innovation (+37% vs 2020).

Consumer insights

Consumer interest in skin health is growing. In fact, just over one in two consumers (54%) worldwide are satisfied with their skin health.

Source: FMCG Gurus 2022

59% of global consumers want more information to improve their skin health.

59% of global consumers say they are interested in skin health products, even though they don't have any specific skin problems.

Source: FMCG Gurus

Beauty Perceptions: Definition of Beauty



Source: Euromonitor International's Voice of the Consumer: Beauty Survey, fielded June 2021

2/3 of consumers worldwide make the link between their general health and the health of their skin.

We are moving from the era of anti-aging to that of aging well.

Inner health is seen on the outside: feeling good about your skin gives you confidence = feeling good about yourself.

Prospective :

- Gut-skin axis
- Brain skin axis
- Personnalisation

Exhibitors

Biosyntia: Leveraging nature's method of fermentation, Biosyntia is creating a future where vitamins and active ingredients are produced from a natural source, with a substantially lower environmental footprint than today's processes. Biosyntia's BIO-B7 is the world's first fermented, natural and sustainably produced biotin. Let BIO-B7 be your sustainable hero ingredient in your new natural hair or nail care line. Biosyntia also ferment a range of other active ingredients, come to our stand to hear more about how you can leverage these high purity natural ingredients.

- **Novastell - CyanthOx®**

A unique product that contains sea buckthorn extract with a rich combination of polyphenols, flavonoids and proanthocyanidins, which is one of the most powerful plant antioxidants. This ingredient can protect the skin from photoaging and from pollution. It also helps to strengthen collagen formation and increase its stability. CyanthOx® can promote skin regeneration and repair while Omegaia® is a standardised ingredient containing a balanced ratio of omega 3-6-7-9 unsaturated fatty acids. Its high concentration of omega-7 helps reduce inflammation.

Contact: Carla.felgueiras@groupeavril.com

- **Dolcas Biotech – Morikol**

A premium "Glowing from within" active, delivering anti-wrinkling, hydrating and elasticity-enhancing benefits in only 1 gram per day. Supported by 2 clinical research studies, this fish-derived tripeptide formula delivers the industry's highest concentration of directly-absorbable collagen bioactives. The very low molecular weight formula is free flowing, odor-free and mild tasting. Free of BSE and FMD concerns from bovine sources, Morikol's low dosing also does not oblige powder delivery. Morikol is instead very easily adapted to capsules, beadlets and gummies. Morikol's peptides are both bioactive and preventive, stimulating collagen activation by fibroblasts and helping to build collagen substrate pools, as well as defending the skin from the age-accelerating effects of UV-B radiation.

Contact: Denise@nutripr.com

- **Nexira - The NutriBeauty**

A natural, organic and clean label solutions that cover 3 main categories: GLOW & BEAUTY, YOUTH & PREVENTION and HAIR & NAILS CARE.

The scientific study shown amazing results on three products:

HEPURE, our synergistic formulation of immortelle and clove: the new Skin Detoxification, a true bodyguard against pollution, cigarette smoke and UV, our very sensorial **HIBISCUS** extract for Skin Tonicity improvement, **OLI-OLA**, our Brightening ingredient that fights against the aging effects on mature skins.

Contact: j.imperato@nexira.com

- **Activ'Inside - Belight™**

A natural skin brightening nutricosmetic ingredient that corrects hyperpigmentation and regulates melanin production combining the power of grape seed polyphenols, grape viniferin, licorice extract, and vitamin C for a brightening action on skin complexion.

Contact: k.laurent@activinside.com

- **Strapharm**

- PURESKIN BILAYER: a synergy of active ingredients in a bi-layer tablet to promote the beauty of your skin. Take care of your skin from the inside. The first layer of the tablet has a clear skin action thanks to the nettle extract, a botanical extract that contributes to clear skin. The second layer has an antioxidant and elasticity action due to the presence of SkinAx.
- COLLABOOST: made up of a combination of active ingredients known for their benefits for the skin with natural peach flavor. Collaboost is of fish collagen peptides which has clinically demonstrated its role as an ingredient in skin beauty application. The results show that this collagen improve skin elasticity and reduce facial wrinkle appearance.

Contact: charlene.buisson@strapharm.fr

• **Solabia – Algatech:** One of the best ways to protect and maintain healthy skin is by dietary consumption of astaxanthin. AstaPure astaxanthin is one of nature's most potent antioxidants. When consumed as a dietary supplement it reaches the skin and protects it from inside. Clinical studies showed protective effect from UV exposure, improvement in skin elasticity and moisture and a reduction in age spots size and wrinkles following oral consumption of Astaxanthin.

Contact: Liat Shemesh - shemeshl@algatech.com

• **Roelmi – Hyaluronans Molecular Weights**

- EXCEPTIONHYAL® STAR: skin beauty from within, mimicking skin biology and leading to a rejuvenated skin surface from the inside out. Proven quick and long-term efficacy in reducing wrinkles and enhancing skin hydration, elasticity and firmness.
- EXCEPTIONHYAL® JUMP: joint health, mimicking articular tissues biology, recovering functionality and plumping up fluids from the core of joints. Proven efficacy on pain reduction and functionality recovery, most importantly by reducing anti-pain drugs intake.
- EXCEPTIONHYAL® RELIEF: mucosal wellbeing, recovering hydration and regenerating injured tissues. Proven efficacy in enhancing glycosaminoglycans synthesis and modulating aquaporin expression, supporting mucosal integrity and moisturization.

www.roelmihpc.com/news/new-full-spectrum-hyaluronan-improves-skin-profilometry-and-ageing/

• **GELITA: VERISOL® HST** for next generation beauty gummies - is optimized for the production of collagen enriched fruit gummies. It replaces both, gelatin and collagen peptides and enables a concentration of 15% BCP® in fruit gummies without affecting the taste and texture of the final product. In this way VERISOL® HST is the perfect solution to cater fortified gummies of the beauty from within segment with the required high dosage of BCP®.

<https://www.gelita.com/en/soluform-pe>

• **Kowa Europe:** Highly-pure Sodium Hyaluronate for dietary supplements. Skin hydration by oral administration has been clinically proven (published). www.kowa.eu

• **AIS Nutrition – Beauty drink**

This beauty drink is formulated with a high concentration of type I fish collagen. Made in France in synergy with CoQ10, hyaluronic acid, vitamins and minerals. It helps/contributes to:

- Preserve skin's firmness, elasticity & reduce wrinkles
- The maintenance of normal skin & hair
- Protect cells from oxidative stress

www.aisnutrition.com

- **Nutrivitality:** SkinGlo Vegan Collagen A bespoke blend of nutrients and amino acids that are found in high quantities in collagen and the associated connective tissues within the human body. Most forms of collagen are not vegan or vegetarian meaning that customers may miss out on the benefits associated with collagen supplementation. SkinGlo Vegan Collagen delivers the benefits of collagen supplementation from non-animal origins. www.nutrivitality.com/product/skinglo-collagen/

- **Hankintatukky Oy - Vivania Beauty Shot**

Anti-aging food supplement enhances healthy skin from within: with skin's own natural substances counteracting the aging process where it begins, in the deep layers of the skin. Strong, tasty and easy to use drink contains an effective compound of hydrolyzed type 1 Peptan collagen, hyaluronic acid and vitamin C, which strengthen the skin's texture and enhance skin's elasticity and moisture balance. Product's active ingredients provide the skin new vitality allowing skin to look younger, fresher and smoother.

www.hankintatukku.fi/en/tuotteet/bone-and-joint-health/vivania-beauty-shot-liquid-collagen-hyaluronicacid/

- **LC ingredients – Méatine – Dark Keratine Oligopeptide**

Dark keratin naturally containing copper, clinically proven to stimulate melanogenesis to provide a long-lasting tan while protecting the skin against oxidative stress, inflammation and pollution caused by UV light exposure. Faster, intense and persistent tanning after only 10 days (+225 %).

- **Monteloeder – Eternal Young**

A botanical ingredient specially designed to delay the normal skin aging process at the cellular level, targeting the origin of youth: preserving telomeres and delaying the cell senescence. Clinical evaluations demonstrate that eternal young significantly ameliorate key aging skin parameters including wrinkling, hyperpigmentation, barrier function and elasticity.

- **ZUKAN SLU – Erlim**

It's a 100 % natural lemon extract rich in erlocitrin, an extremely valuable flavonoid with great antioxidant benefits for nutraceutical, pharmaceutical and cosmetic applications.

- **Mibelle Biochemistry – FenuKale™ Nu**

Plant extract rich in antioxidants, derived from blue fenugreek and kale. This powerful ingredient fights unwanted epigenetic changes and inflammation caused by air pollutants, UV-rays, and ozone on the skin. It protects the skin from accelerated aging. Positive effects have been demonstrated in a clinical study.

<https://mibellebiochemistry.com/fr>

- **Bioiberica - Dermial®**

A hyaluronic matrix ingredient that supports beauty from within. A source of glycosaminoglycans. It contains a high concentration of hyaluronic acid (60-75 %), dermatan sulfate, chondroitin and collagen to help keep the skin nourished and hydrated. Exhibiting anti-ageing and regenerative properties, manufacturers can develop nutricosmetic products – from dietary supplements to food.

<https://www.bioiberica.com/en/products/human-health/healthcare/branded-ingredients/dermial>

- **Robertet - Holimel®**

Unrivalled SOD which allows skin resistance against UV and oxidative stress. In form of encapsulated melon juice concentrate. Dosage: 20 mg/day.

Mental health

We often think that brain health only concerns seniors and the prevention of degenerative diseases (Alzheimer's, Parkinson's, memory loss, dementia, etc.).

But brain health is a concern for all generations: prenatal nutrition for good brain development, concentration and memory in children and teenagers, attention and focus for active people

Impact of Covid

According to the WHO, 264 million people worldwide suffer from depression.

The pandemic is impacting the market with an increase in stress, anxiety, burn-out, loss of sleep and fear (loneliness, economic crisis, death, ...).

Market

The global brain health supplements market size was valued at \$7,653.4 million in 2020, and is projected to reach \$19,730.1 million by 2030, registering a CAGR of 9.9% from 2021 to 2030.

Source: Allied market research

Consumers

According to the health & nutrition survey conducted by Euromonitor in 2021, 2/3 of European consumers feel they have moderate to extreme stress level.

According to the WHO, 264 million people worldwide suffer from depression.

The pandemic is impacting the market with an increase in stress, anxiety, burn-out, loss of sleep and fear (loneliness, economic crisis, death, ...).

According to FMCG Gurus, 35% of consumers worldwide are worried about their mental health as a result of Covid and 17% that their sleep is impacted.

Consumers globally are looking for new solutions to prevent:

- Stress and anxiety: 50%
- Sleeping problems: 48 %
- Memory issues: 42%

Source: Euromonitor

Ageing of population

The number of people aged 80 or older is expected to triple from 143 million in 2019 to 426 million in 2050 (Source: United nations)

As a result, according to the Alzheimer Europe forecast, in 2050, the European population should see its number of people suffering from dementia (Alzheimer's disease and related diseases) double to reach 3% of the population.

According to the WHO, 50 million people in the world will suffer from dementia, 60 to 70% of whom will have Alzheimer's. 152 million expected in 2050.

Among the most used ingredients, we find botanical extracts such as polyphenols, adaptogenic plants (plants that increase the body's ability to adapt to different stresses), whatever their origin (ginkgo biloba, ginseng, turmeric, Ashwagandha, ...).

Nootropics: natural or synthetic substances that can be taken to improve mental performance and cognitive functions in healthy people. (Ginkgo Biloba, ginseng, rhodiola, caffeine, L-Theanine, Bacopa, ...)

Other ingredients: Omega 3/EPA/DHA, CBD

Regulation

European claims

- Carbohydrates contribute to the maintenance of normal brain function
- DHA contributes to maintenance of normal brain function
- Docosahexaenoic acid (DHA) maternal intake contributes to the normal brain development of the foetus and breastfed infants.

Prospective

Brain-Gut Axis : psychobiotics - Gut neurons "talk" to brain neurons

Exhibitors

• **Foodarom** : Guarana caffeine e-gaming gel shots with our lemon-lime and fruit tornado flavors and a stick pack with our peach flavor.

Contact: dpatry@foodarom.com

• **Abyss Ingredients - Peptidyss®**

- Peptidyss® which has shown benefits on sleep & stress.
- Mnemosyss® which is a patented ingredient dedicated to age-related cognitive decline, both helping to improve our daily life.

Contact: claire@abyss-ingredients.com

• **Novastell - Neuroserine®**

A branded phosphatidylserine, also known as the "brain phospholipid," is an essential nootropic, improving brain performance and protecting nervous cells from stress. The most recent scientific evidence indicate that phosphatidylserine enhances the functioning of **neuromodulators** and receptors.

Phosphatidylserine has been strongly associated with slowing, halting, and reversing the progression of age-related cognitive decline, and has also been shown to enhance mood, motivation, and quality of life at all stages.

Contact: Carla.felgueiras@groupeavril.com

• **Levhoss - Bacognize® Bacopa**

New study on Bacognize® Bacopa on the Quality of Sleep (What we call Restorative Sleep).

Contact: Teresita.Ruda@lehvoss.co.uk

• **Lonza**: Rise & Shine concept part of our Launch with Lonza Innovation Services product concepts

Contact: anne.holderbach@lonza.com

• **Ingredia - Lactium®** is go-to solution for natural products lovers, with no addiction or side effects, this natural milk protein hydrolysate contains a bioactive peptide with relaxing

properties called alpha-casozepine. Lactium® acts as an anxiolytic with an affinity for the GABAA receptor, more specifically for its benzodiazepine site.

9 clinical trials on more than 500 volunteers have already demonstrated Lactium® efficacy on stress issues and sleep disturbances, with a recognition by the scientific community through several published articles.

Contact: s.lemoine@ingredia.com

• **Activ'Inside - Safr'Inside**

The only encapsulated saffron extract with the highest concentration in real safranal acting as a serotonin amplifier.

Contact: k.laurent@activinside.com

• **Polaris:** Sustainable Omega-3 solutions made in France, rich in EPA and DHA, from microalgae.

• **Vaneeghen - VitaCholine™**

VitaCholine™ is the scientifically substantiated source of Choline used in the original study. The new research shows that pregnant women who took more than twice the recommended dose of choline during pregnancy had children that demonstrated significant cognitive benefits through early childhood. This is the first human clinical study to confirm years of previous animal research that the brain-boosting benefits of supplemental choline during pregnancy endure at least into early childhood.

Contact: SnezhanaKirina@vaneeghen.com

• **Mycrophyt – BrainPhyt**

An all-natural extract to enhance mental fitness:

- Natural ingredient extracted from *Phaeodactylum tricornutum* microalgae rich in fucoxanthin, omega-3 fatty acids, phycoprostanes and stabilized with natural MCT oil
- Clinically shown to improve cognitive performance and prevent the decline of cognitive function at low doses
- Safe for human consumption
- Sustainably produced in France.

www.brainphyt.com/

• **Kyowa Hakko Europe - Cognizin® Citicoline**

A potent brain-health nutrient that has been clinically shown to support mental energy, focus, attention and memory. Cognizin® has been selected as the finalist By NutraIngredients.

www.kyowa.eu/branded-ingredients/cognizin

• **Kemin - DailyZz™**

A natural, proprietary botanical blend that clinical research shows can significantly improve both sleep quality and next-day functioning. DailyZz combines natural water-extracts of spearmint and green tea rich in polyphenols that work together to promote a healthy sleep for a better next day.

www.kemin.com/na/en-us/products/dailyzz

• **AB-biotics - Mindbiome®**

It shields the body from the damaging effects of stress and improves cognitive functions, by modulating the gut brain axis.

<https://www.ab-biotics.com/products/brain-health/#contentproducts>

• **Mitsubishi Corporation Life science - GABA**

PharmaGABA® is a natural form of GABA (an important brain component and exists naturally in various foods, especially in fermented food products) produced with the help of *Lactobacillus hilgardii* – a beneficial lactic acid bacteria used in the making of the traditional Korean vegetable dish known as kimchi.

www.mcls-ltd.com

• **Pharmahemp – Leader of CBD Solutions**

PHARMAHEMP is a trusted producer and supplier of superior full-spectrum CBD products to those venturing into the CBD market. Our success is based on traceable, impeccable quality every single time, as well as prompt delivery. We have proven the efficacy and safety of CBD through participation in several clinical and research studies. Our promise is to make everyday life better by developing a sustainable culture in the industrial hemp industry and the highest quality standards. The reliability and trust in our work is constantly monitored. We are being audited by independent certification agencies on a regular basis.

store@pharma-hemp.com

• **Novozymes OneHealth - ProBioBrain™ with the unique Bifidobacterium longum 1714® strain**

Clinically demonstrated probiotic strain, it targets the Gut-Brain Axis and has been shown in two positive placebo-controlled clinical trials to:

- Help maintain a calm state of mind
- Support the ability to cope with everyday stress
- Modulate brain function during stressful times Game changing technology
- Natural strain originated from a healthy human
- Developed to target the Gut-Brain Axis
- Direct evidence for modulation of brain activity
- Clear and proved mode of action
- Researched by internationally renowned experts in neuroscience
- Strong IP position and clinical evidence

https://novozymesonehealth.com/products/probiobrain/?utm_source=https%3A%2F%2Fwww.google.com%2F

• **DSM will introduce** an ingredient attracting attention in the health and nutrition market is cannabidiol (CBD). CBD is set to shake up the dietary supplement category, powered by rising consumer interest in its potential benefits across a number of areas related to brain health, including stress, mood and sleep. At the show, visitors can learn more about DSM's new customized premix and market-ready solutions for CBD, which are designed to enable customers to enter the market with speed and confidence as soon as the ingredient is authorized in the European Union.

www.dsm.com/pharma/en/active-pharmaceutical-ingredients/cbd.html

• **Aker BioMarine : Superba Krill™** is the company's krill oil nutraceutical line for humans and Quill™ covers all krill meal products for both the aquaculture and pet food markets. Superba Krill is the world's most researched krill oil brand. The naturally occurring nutrients in krill oil offer many benefits supporting the heart, liver, brain, skin and joints, allowing for optimal end product differentiation by brand owners.

www.superbakrill.com/

- **PLT Health Solutions - elantria® Algal DHA**

Elantria Algal DHA is the first commercially available Non-GMO Project Verified algal DHA on the market - your vegan source of Omega-3s. When it comes to Algal DHA, promise everything then deliver!

www.plthealth.com

- **Valio - Valio EilaNutri F+**

This powder is a lactose free, nutritionally tailored milk powder made from fresh Finnish milk to guarantee the best nutritional qualities. Specifically designed for the nutritional needs of the seniors and older adults, the powder has a high milk protein concentration and contains vitamins, minerals and phospholipids that help to support healthy ageing by maintaining the normal muscle and cognitive functions.

www.valio.com/food-solutions-for-companies/products/valio-eila-nutri-f-lactose-free-formulated-milk-powder/

- **Indena: Relissa™** is a health-food ingredient based on the formulation of lemon balm extract from *Melissa officinalis* with phospholipids, to optimize dispersion in gastrointestinal fluids and biological performances.

More than 50 compounds have been identified in lemon balm plant (including volatiles), but the major active compound is considered to be rosmarinic acid, an hydroxycinnamic acid derivative shown to have multiple properties, among which are calming and anxiolytic effect. Indeed, lemon balm is traditionally known for its effectiveness against tenseness, restlessness and irritability.

Thanks to *Melissa officinalis*' well-known calming and mood-relaxing effect and to its effectiveness in inducing sleep and improving the sleep duration, Relissa™, Indena's *Melissa* phospholipids, is nowadays a natural important help to face and manage stressing lifestyle. Relissa™ is the result of Indena 100-year experience in botanicals and attention to the ingredient source. In fact, for Relissa™ are chosen the best *Melissa officinalis* extracts (European origin), with an eye to the environmental footprint and sustainability.

- **Kirsch Pharma HealthCare GmbH – Red brain Power**

The dietary supplement "Red brain power" contains astaxanthin (Astafit CWD50), which is a powerful antioxidant that can cross the blood-brain barrier. It has high purity and is sustainably produced in Austria. Also included are B vitamins (B1, B2), pantothenic acid, magnesium as well as zinc to support the nervous system, cognitive function and mental performance.

- **Lallemand Health Solutions – Cerebiome® x Safr'Inside™**

A unique combination of flagship psychobiotics formulation Cerebiome® with Safr'Inside™ encapsulated saffron extract for complementary actions for mood and occasional stress management. After validation of the compatibility, a consumer's study under medical control on the combination was conducted. After 30 days intake, 96 % of consumers reported a reduction in daily stress.

- **UAB Valentis – Benatural Brain booster shots**

For concentration and mental performance. Key benefits: phyto-active formula for concentration and mental performance. Enhance focus, boost concentration, improve memory & clarity. Composition: ginseng root extract, bacopa herb extract, L-théanine, ginkgo leaf extract, arctic root extract, Centella herb extract, folic acid, vitamin B12.

- **Natural Remedies - Holixer™**

Derived from Holy Basil (*Ocimum tenuiflorum*), is clinically shown to manage short & long-term stress and aid in improving sleep quality with scientifically validated objective & subjective parameters. Derived as a patented extract using the proprietary D.A.R.T™ platform, Holixer™ is the low-dose innovation that will enable you to differentiate your product in the stress & sleep market.

- **Greenvit SP. zo.o. - Calmomix®**

Standardized complex of herbal extracts (valerian root + lemon balm + passionflower + hops cone) which have a multidirectional calming effect. Calmomix® is recommended for better sleep quality, in temporarily increased nervous tension and to alleviate mental stress symptoms. Calmomix® effect was confirmed in randomized, double-blind study.

- **Group NaturaCARE**

- **Sleep comfort bi-layer:** two-layer sleep tablet with poppy extract, CBD and melatonin helps to spend a restful night. Immediate release CBD and melatonin and prolonged release Poppy and melatonin.
- **CBD night:** a high concentrated CBD isolate (98%) formula with melatonin & eschscholtzia dry extract for good restorative sleep. Eco-friendly pillbox.

- **Robertet - Extramel®**

Encapsulated melon juice concentrate with anti-stress and sleep properties. It's the most studied SOD (Superoxyde Dismutase). It has clinically proven efficacy with 2 clinical studies and 11 scientific publications.

<https://www.extramel.com/robertet-health-beauty/>

Holistic health

Market and consumers

The link between **food and health** has been widely established by the scientific community.

$\frac{1}{3}$ of the most **frequent cancers** could be prevented through **nutritional prevention** in developed countries and $\frac{1}{4}$ in developing countries

Source: WCRF/AICR

Reducing salt consumption (from 10 to 5 g/d) would reduce the **overall stroke rate** by 23% and the rate of cardiovascular diseases by 17% (WHO Europe, 2011).

A study conducted by the American Tufts University (2019) on 82% of the world's population indicates that 3 million deaths in the world are attributable to a **too low consumption of fruit and vegetables...**

Not to mention the **obesity and diabetes** epidemics affecting the entire planet.

According to a study by FMCG Gurus (2020), consumers' main concerns about the Covid-19 were **their health and well-being** (for 84% of consumers worldwide) and the health of their loved ones (79%).

79 % of consumers are looking to make changes to their diets to stay fit and active until later in life and 52 % say that they have adopted a long-term approach to health in the last 2 years (FMCG Gurus 2020).

Prevention over cure.

60% of global consumers take vitamins or supplement to prevent a health condition.

45% of global consumers use a device to monitor a health condition at the first signs of an issue.

Source: Euromonitor

Prospective : Personalized nutrition analysis

Exhibitors

- **Solabia-Algatech Nutrition** presents:

- **AstaPure MAX®**, designed to reduce post-exercise muscle pain and fatigue. It is based on whole-algae complex of natural astaxanthin combined with magnesium glycerophosphate and vitamin B6.
- **AstaPure®**, a natural astaxanthin, derived from the microalgae *Haematococcus pluvialis*. The AstaPure line includes astaxanthin in the forms of oleoresins and whole alga powder. Both forms are available as USDA organic-certified, beadlets, cold water-dispersible format (CWD), and softgels.

- **Lonza**: With UC-II, you have a more proactive way to keep people mobile and avoiding them to have surgery or take medicines. Our UC-II will cause our own body to start regenerating the cartilage and hence improving the knee flexion and mobility of people.

Contact: anne.holderbach@lonza.com

- **Luzerne -RD - LUZIXINE™** is the only concentrated protein extract made from *Medicago sativa* on the market Unlike other ingredients derived from *Medicago sativa* LUZIXINE™ is not a dried leaf mash LUZIXINE™ is extracted from fresh leaf juice, concentrated to maximize the nutritional benefits of *Medicago sativa*.

Contact: alice.prevoteau@luzerne-rd.fr

- **Aliga – MicroAlgae** : Newly developed Chlorella M12, a white Chlorella ingredient with a neutral taste and flavor, making it highly applicable as a vegan and plant-based ingredient to be used in a broad variety of food & beverage formulations. All Chlorella ingredients are cultivated and produced at the company's facility in Denmark through fermentation to guarantee a stable high-quality batch after batch.

Contact: de@aliga.dk

- **NZMP** ingredients supporting the growing consumer demand for holistic health and well-being. In these times of uncertainty, the demand for solutions supporting total wellbeing is still strong. Consumers are more aware of the importance of health and nutrition's role to proactively support it. Health areas including immunity, mental and digestive wellness are growing trends offering opportunities for products with multiple health benefits. Fonterra's wellbeing ingredients such as lactoferrin, probiotics and milk phospholipids can contribute the consumer desire for holistic health by addressing immunity, gut health mental health, including stress management. Emerging evidence also suggests their ability to support skin health.

Contact: Rachel.marshall@fonterra.com

- **Rousselot – Peptan®** is a fully bioavailable collagen peptide ingredient which delivers a world of science-backed health benefits. Peptan collagen peptides help bones and joints

stay strong, healthy and flexible, so that people can run, jump and age better. They also help hydrate the skin, reduce wrinkles and improve hair strength, thus helping people feel young and vibrant. A holistic ingredient, Peptan collagen peptides contribute to overall mobility and well-being and thus to an healthy lifestyle.

Contact: karine.frechet@rousselot.com

• **Vaneeghen - FruiteX-B™**: A novel (approved in EU per December 2021) mineral complex naturally found in fruits, nuts, and legumes. Low dose, fully soluble, and vegan FruiteX-B™ is supported by over a decade of published research that establishes safety and statistically significant improvement in human joint comfort in only 7 days. In clinical studies, significant improvements have been shown in joint comfort with continued use of FruiteX-B™ when studied over a long term 90-day period of time.

Contact: SnezhanaKirina@vaneeghen.com

• **Pharmactiv - ABG+**

Pharmactive's award-winning proprietary black garlic extract (ABG+) formulation is obtained from fresh garlic (*Allium Sativum* L.) that has been aged, a process which alters the physiochemical properties of garlic resulting in its characteristic deep black hue and a distinctive caramel like flavor making a culinary favorite. This process also profoundly enhances the presence of polyphenols, *flavonoids* and *melanoidins* the most prevalent being S-allyl-cysteine (SAC), noted for its antioxidant and cardioprotective properties as supported by multiple clinical studies.

Supplementation with this unique compound could help maintain proper cardiovascular function, balance lipids, and maintain a healthy blood pressure

Contact: Denise@nutripr.com

• **Sweet Victory - Line of botanical-infused chewing gums**

Israeli start-up Sweet Victory created a delicious line of botanical-infused chewing gums that are designed to stop sugary treat cravings in their tracks.

The proprietary chewy composition works within two minutes by blocking the sugar receptors on the tongue, and its effect can last up to two hours. During that time sweet foods or beverages that normally excite the senses will taste bland or even sour, and the impulse for a sweets binge can be abated, lasting even longer than the physical effect.

Contact: liat@nutripr.com

• **Eurial I & N**: Our ingredients include whey proteins concentrate, native whey proteins from milk, grass fed whey protein concentrates, organic milk powders, milk protein concentrates and functional mixes.

Contact: antoine.dauby@eurial.eu

• **Gnosis by Lesaffre**

- **Quatrefolic®**: metabolic active form of folate, available for its biological action, ubiquitous in all body cells for benefit health and wellbeing.
- **ibSium®**: (*Saccharomyces cerevisiae* CNCM I-3856) is an exclusive beneficial live yeast designed to support a complete intestinal comfort.
- **VitaMK7®**: the naturally fermented vitamin K2 in the form of menaquinone-7 (MK7), produced by Gnosis in its own European manufacturing site through a patent granted biofermentation process.
- **Quatreflora™**: a patented and proprietary strain *Saccharomyces cerevisiae* CNCM I-3856 indicated for vaginal infections caused by fungi and bacteria.

- **Mythocondro®**: the first Non-Animal Chondroitin Sulfate produced by a patented, green, non-animal fermentation-based manufacturing process with a level of use lower than those of animal CS
- **Adonat®**: the S-Adenosylmethionine, the most important methylating agent of human body.
- **Noochy Crisp™**: First extruded nutritional yeast with an excellent nutritional profile full of nutrients, making it a must-have for health meals and snacks. Consumers will discover a new way to consume nutritional yeast thanks to the crunchiness of Noochy Crisp™
- **MenaQ7®**: the only clinically proven vitamin K2 for bone and heart health. With over 20 clinical studies that prove safe and effective health benefits, MenaQ7's ironclad science portfolio gives you the confidence that your products will deliver promised health benefits and the ability to offer claims that will gain attention on crowded shelves.

Contact: a.vanhove@gnosis.lesaffre.com

• **Duas Rodas Industrial - Fruition Botanicals**

A portfolio focused on the natural actives of fruits and plants typical from Latin America that delivers functionality to the final product.

<https://conteudo.duasrodas.com/get-to-know-fruition-botanicals-duas-rodas>

• **Indus Biotech - Fenuflakes™** are a novel fiber and plant protein - High protein-High fiber and Low fat-Ultra Low Carb - derived from defatted fenugreek seeds, with a neutral taste, that can increase the nutritional value in a variety of food applications. Fenuflakes™ are nutritionally dense, providing an excellent source of dietary fiber and plant-based protein.

<https://natrusolate.com/fenuflakes/>

• **Euromed - extracts™ Inspired by the health-promoting properties of the Mediterranean Diet**

Euromed developed a line of evidence-based Mediterranean fruit and vegetable for Healthy Ageing and Wellbeing. The ingredients are made from pomegranate fruit (Pomanox®), olive fruit (Mediteanox®), artichoke flower buds (Cynamed®), fig fruit (ABALife®), lemon fruit (Wellemon®) and spinach leaves (Spisar®) cultivated in the Mediterranean regions of Spain through sustainable farming, under strict quality control of the raw material and are manufactured using an environmentally friendly, proprietary extraction technology, the Pure-Hydro Process®, based on ultrapure water, avoiding undesirable residues of organic solvents.

<https://www.euromedgroup.com/>

• **AIS Nutrition - 100% Healthy Snack Nutrifruit**

Made of fruits that are dried directly from whole fresh fruits, with an exclusive eco-friendly low temperature and low energy technology, together with natural ingredients such as plants and bioactives that combine: good taste, convenience and health benefits in the field of immunity, energy and gut health.

Contact: info@ais-eu.com

• **Essentia Protein Solutions - OmniBroth™ BBB Organic**

A bone broth ingredient derived from natural beef bones from organic Swedish cattle (KRAV-certified) that contains no known allergens. It is organic and contains essential amino acids that are easily absorbed in the human body. The series consists of: • OmniBroth™ BBB Organic • OmniBroth™ BBB+ Organic • OmniBroth™ BBB Paste Organic.

Organic bone broth is rich in protein, collagen and key minerals. These vital nutrients are recognized for supporting a wide range of health benefits.

Contact: charsten.vinther@essentiaproteins.com

- **Esenco**

- **Organic fermented Carrot powder**

Thanks to an innovative fermentation process of organic carrots, Esenco partnered with Laboratoires STANDA offer a 100% natural source of vitamin B12, without cyanide: Organic fermented Carrot powder, with a guaranteed level of more than 10 µg/g of 100% Natural Vitamin B12! This will be the first certified organic solution, produced in France, available for Vegan or Vegetarian formulations! With a recommended daily intake of 2,5 µg, it is possible to achieve a "source of" claim of Vitamin B12 with less than 40mg of our powder.

- **Sea lettuce extract**

This seaweed is one of the most consumed seaweeds in France and is often used in food. It is most often found in the Atlantic Ocean, mainly on the coast of Brittany (French North West coast), as well as in the North Sea, the English Channel and the Mediterranean Sea. Sea lettuce is naturally rich in minerals, particularly in magnesium that helps to reduce fatigue, contributes to relaxation and stress reduction, and plays an essential role in the proper functioning of our nervous system. Our organic sea lettuce extract has 25% magnesium content.

Contact: rcorrado@esenco.fr

- **Gonmisol – Storg Vitamins**

Natural organic certified vitamins and minerals with co-nutrients and co-factors extract from organic herbs, fruits and vegetables, for a better absorption.

<https://gonmisol.suanfarma.com/storg/>

- **Chr. Hansen study paves way for the next generation infant formula**

Tapping into holistic health, Chr. Hansen is presenting how probiotics for infants can benefit the entire family. Two recent studies, with findings relevant for all infants, showed that the probiotic strain BB-12 from Chr. Hansen reduced the number and duration of infants' daily crying episodes.

<https://www.nutritioninsight.com/news/chr-hansen-study-paves-way-for-next-generation-infant-formula.html>

- **Bereum – Post-O Megabiotics**

Exciting revolutions in functional food industry! Collaborating Postbiotics with Omega 3. Due to stability and processability issue, no one ever added postbiotics in soft capsule. Bereum's technology overcome these limits! Take postbiotics and Omega 3 in just one capsule.

- **Nutri-Dynamics.com – Personalized Vitamin Concept**

Complete tailor-made personalized nutrition concept for your brand. 100 % automated pharmaceutical production process with full traceability. High quality formulations. Custom made questionnaire, web, design & quality support. BRC approved production facility. The convenient & reliable way to reach your health solution.

<https://www.nutri-dynamics.nl/en/>

- **Swiss Nutrition Solutions by nahrin – CosmeBeauty – Day & night**

The daily complex for beauty from within. 1 complex with vitamins – 2 capsules with DracoBelle™ and ZeroPollution®. 1 goal: good-looking and healthy skin. The morning capsule

to activate the inner anti-aging mechanisms and the evening capsule to threat skin problems caused by pollution.

Sports nutrition

Exhibitors

- **ViNitrox™** offers a number of exceptional sports nutrition properties including enhanced and lasting performance. Already supported by a clinical study, Nexira has conducted two new consumer studies: 70% agree that ViNitrox™ reduces muscle fatigue and cardio-respiratory fatigue.

Contact: j.imperato@nexira.com

- **Laiita Nutrition is launching 3 concepts of high protein ready-to drink beverages:**

- **High-protein plant-based beverage**

Based on legumes, this product has been designed for consumption before, during and after exercise, packaged in a 300ml bottle. It contains 20 g of protein per bottle, and is enriched with minerals and vitamins, without sugar, chocolate hazelnut taste. Its texture is liquid and smooth. It is not necessary to keep it in a cool place because of its long conservation with a sterilized bottle UHT.



- **Pre-workout stimulant shot with amino acids: energy boost!**

To seduce the hardened sportsmen who wish to develop their muscular growth and their performance, Laiita Nutrition proposes a shot of 70 ml, composed of water and amino acids to ensure an optimal performance. The beta alanine allows for example to increase the muscle mass. Caffeine improves concentration and reduces fatigue, and taurine promotes muscle contraction and therefore performance.

- **High-protein drinks based on cow's milk proteins**

Thanks to their functionalities, dairy proteins bring flavor, fluidity, naturalness and performance to high-protein drinks. 25 g of protein per 200 ml bottle.

Contact: mlucot@laita.fr

- **Fuelling athletic performance**

Prinova Europe will launch a new high-purity trehalose ingredient for athletic endurance. Made from trehalose, **enduracarb®** is a slow-acting 'double sugar' designed to fuel muscles over long periods of time. It has been shown to enhance performance, reduce insulin spikes and combat dehydration while masking bitterness and providing stabilization properties.

Contact: isabelle.bodin@prinovaeurope.com

- **Kappa Bioscience highlights the synergistic effect of vitamins K2 and D**

K2VITAL® and **K2VITAL® DELTA** are all-trans vitamin K2 MK-7 products, with unmatched stability and 99.7% isomeric purity. The high-quality molecular structure is an all-trans menaquinone 7 isomer, meaning that it only contains the bioactive form of the molecule. K2VITAL has become the Reference Standard for the United States Pharmacopeia, used globally as the benchmark for K2 analysis and cis/trans purity assessments.

Produced in their factories in Norway using patented, cutting-edge production processes, K2VITAL is identical to the vitamin K2 found in nature. It is proven to activate vitamin K-

dependent proteins, and it plays a key role in directing calcium to build and maintain strong bones, as well as to avoid deposits in the arteries.

Different nutrients from a biochemical perspective, the two vitamins work together to support bone and soft tissue maintenance, cardiovascular health and immune-modulating functions.

www.kappabio.com

- Inspired by this nutritional model, **Euromed** will be highlighting its portfolio of extracts and presenting its new **Spisar®** spinach extract. Obtained from the nutrient-rich leaves of spinach cultivated in southern Spain, it is gently processed with the Pure-Hydro Process®, an eco-friendly, proprietary extraction technology that uses only purified water as a solvent. Spinach leaves have a naturally high content of phytoecdysteroids, plant secondary metabolites with a wide range of potential physiological and health benefits, such as improved physical performance and skeletal muscle fitness. Spisar® is standardized for 20-hydroxyecdysone (20E) – the major naturally-occurring ecdysteroid in plants.

www.euromedgroup.com/products/

- Spain-based **Nektium's** portfolio includes **Zynamite®**, a proprietary mango leaf extract (*Mangifera indica*) that is clinically proven to help boost the mental and physical aspects of sports performance.

<https://nektium.com/zynamite/>

- **Kyowa Hakko**

- **Setria® Performance Blend**

- Setria® Performance Blend is a clinically researched blend of glutathione and made in the USA L-Citrulline that may support nitric oxide production. New research in resistance-trained males suggests that Setria® Performance Blend may help sustain NO levels which could lead to reduced fatigue and speed post-workout recovery.

- www.kyowa.eu/branded-ingredients/setria-performance-blend

- **VELOX™ Patented Performance Blend**

- VELOX™ Blend is a clinically studied blend of two made in the USA amino acids-L-Citrulline and L-Arginine— that has been shown to boost Nitric Oxide levels more rapidly than L-Arginine alone. Help your customers achieve their personal best with VELOX™ Patented Performance Blend.

- www.kyowa.eu/branded-ingredients/velox

- **PLT Health Solutions - zümXR® Targeted Release Caffeine**

Developed by leading biochemists, the Targeted Release Caffeine delivery system of zümXR® represents a new benchmark in controlled, targeted and sustained release for supplement, beverage and powdered drink applications.

www.plthealth.com

- **EVP Group GmbH – FOCUS – EYE – ENERGY Shot**

Our innovative product reflects the new ways of working of gaming with extended screen time. With selected plant extracts (Brahmi, Ginseng, Ashwagandha), Carotenoids (Lutein and Zeaxanthin, beta-carotene) as well as Choline and Vitamin B5 and B12, the formula equally supports mental performance, energy and eye health – without caffeine.

Others

- With **Sunphenon EC**, **Taiyo** offers a new variant in addition to existing green tea extracts. This product in the Sunphenon range is rich in epicatechin, which is found predominantly in cocoa and green tea, and has a proven positive effect on the cardiovascular system. Furthermore, a decrease in morbidity and mortality from cardiovascular diseases is associated with the consumption of flavanols. Therefore, it is perfect for elderly people or other consumers who have problems with muscle health, such as muscle atrophy. The product has been specially developed for use in instant tea sticks, instant beverages or supplements.

<https://taiyogmbh.com/en/start-en/brands/sunphenon-en/>

- **Innovative excipients Omyanutra® 300 DC and Omyanutra® 300 Flash suitable for nutraceuticals**

Omya presents **Omyanutra® 300 DC**, based on the company's proprietary technology, a directly compressible, enables excellent tablet compactability and free-flow. **Omyanutra® 300 Flash** comes with additional super disintegrant and is therefore a perfect all-in-one solution for manufacturers of orally and fast-dissolving tablets. Both ingredients are non-nano, free from GMOs and made of high-purity, natural minerals. When combined with other ingredients such as those offered in the company's distribution portfolio – for example, vitamins or natural flavors – customers can benefit from interesting synergies and create market differentiated products.

Contact: julia.sumpf@omya.com

- **DSM** will introduce **ampli-D®**, currently pending approval from the European Commission as a novel food and source of vitamin D, it is a bioavailable source of the biologically active metabolite of vitamin D and will be available as a market-ready solution. Through its more efficient action, ampli-D® will enable customers to support the health of the 88% of individuals globally reported to have suboptimal vitamin D levels.

www.dsm.com/human-nutrition/en/AP/products/vitamins/ampli-d.html

- With **XiaPure®**, a finely milled, high-quality vegan protein powder from Chile, **Taiyo** provides a new formulation for their Vegan Protein Shake. The chia protein makes the mouthfeel much smoother and Taiyo's ingredients: Sunfiber®, Raw Coffee Powder and SunActive® Zinc deliver added nutritional value. The concept can be used for ready-to-drink shakes or protein-enriched ice cream and is available in three different flavours.

<https://taiyogmbh.com/en/start-en/brands/xiapure-en/>

- **Cambridge Commodities**

- **Tribul40®** is an extract derived from a natural herb, Tribulus terrestris, known for its uses in Ayurveda for men's health including virility and vitality. Tribul40® is an ingredient ideal for improving libido, optimizing testosterone production and improving cardiovascular and urogenital health.

www.cambridgecommodities.com/ingredients/our-brands/tribul40.htm

- **Coll-egan®**- a bespoke blend of amino acids derived by fermentation and are 100% vegan suitable. Supported with Vitamin C for approved EFSA health claims.

www.cambridgecommodities.com/ingredients/our-brands/coll-egan.htm

- **PLT Health Solutions**

- **Artesa® Chickpea Protein**

Artesa® Chickpea Protein is a highly nutritious plant protein concentrate that can match dairy proteins for taste, texture, mouthfeel and functionality. Deliver higher levels of protein in consumer-pleasing products with easier, faster processing, cleaner labels and unleashed creativity.

- **Artesa® Chickpea Flour**

Artesa Chickpea Flour delivers a taste profile similar to premium wheat flours, along with great mouthfeel and texture characteristics. It is today's best option for consumer pleasing gluten-free food products such as breads, baked goods and pasta. You'll love how easily it can help you deliver high quality.

www.plthealth.com

• **Indena: Anthocran® phytosome®: the strength of cranberry to support urinary tract health**

Anthocran® Phytosome® is Indena's cranberry extract, a new health-food ingredient based on Phytosome® formulation proprietary technology, able to enhance and optimize the delivery of the extract where the effects are needed.

Anthocran® Phytosome® boasts a unique phytochemical characterization, which makes it the highest quality cranberry extract on the market. In fact, it is standardized in proanthocyanidins (PACs: 6.0-9.0% UV-visible spectrophotometric contents - DMAC method) and contains the full polyphenols profile of natural cranberry, including flavonols, anthocyanins and phenolic acids.

Some recent studies have been carried out by Indena to verify that the complex mixture of proanthocyanidins (PACs), flavonols and phenolic acids contained in Indena's cranberry extract seems to level biofilm formation.

The effectiveness and the safety of Indena's cranberry extract, includes a pilot registry study which investigated the effects of the oral supplementation of Anthocran® Phytosome® for the support of urinary tract health. The clinical evidence shows that Indena's cranberry extract is a valid supplementation for subjects wishing to keep their urinary tract healthy, with a good tolerability profile.

• **Meriva: a natural and safe help for body detox**

Meriva®, Indena's curcumin Phytosome®, is the real-life guardian, as it continues to reveal new area of efficacy for human wellbeing.

In fact, new clinical evidence shows that Meriva® is an effective oxidative stress modulator, also in the support of kidney detoxing and filtering function.

Meriva® is the most studied curcumin bioavailable formulation on the market, documented with over 35 clinical studies involving more than 2000 subjects. Its efficacy is demonstrated in many different health conditions, in particular in the areas of cardiovascular, intestinal and ocular health, nutrition in sports, joint health, healthy blood levels, supportive care and today also renal ageing. It is a natural solution for conditions where response on oxidative stress is involved, including also kidney discomforts.

• **BERBEVIS®: Keep your metabolism balanced, naturally**

Berberine is a quaternary ammonium salt (contained in species of the Berberis genus, among which the most important is Berberis Aristata DC) derived from isoquinoline alkaloid and it is supported by reliable scientific literature proving its health benefits in multifactorial conditions. Indena's Berbevis® is a new and innovative Phytosome® composition applied to Berberis aristata to face the issue of berberine poor bioavailability and to optimize the extract's health benefits. Clinical evidence shows that Berbevis® is a potent, natural health-food ingredient that might help blood sugar control in a plethora of multifactorial challenges, which represent one of our time's main global health targets.

Contact: marketing@indena.com

- **GELITA**

- **SOLUFORM™ PE** – the protein booster for your confectionery - is optimized for the production of fruit gummies with high protein content. By combining the performance of gelatin and the protein source in one functional ingredient, the manufacturing of protein enriched gummies gets as easy as possible.
- **SOLUFORM™ SR** – next generation gelatin for sugar reduced confectionery! SOLUFORM™ SR allows to reduce the sugar concentration of confectionery without affecting the texture. Thereby a sugar content of a fruit gummy can be cut down from 70% to 40%. Furthermore, this leads to a reduced carbohydrate content. Even no-sugar concepts are possible using SOLUFORM™ SR.

- **Herbaland Naturals INC – Iron Plus gummies**

Containing a fortified blend of essential vitamins and minerals that provide an excellent and delicious way to help prevent iron deficiency anemia, boost red blood cell formation, and support energy metabolism in the body.

<https://www.herbaland.ca/collections/essentials/products/iron-plus?variant=39675668856926>

- **Inlabs BV - Curocaps**

Drinkable food supplement in biodegradable Nespresso®-compatible capsules. The delicious drinks are associated with health in combination with enjoyment and fit seamlessly into your daily routine for a higher therapy adherence. The formulas are also available in private label. Let's have a cup and team up!

<https://inlabs.be/en/>

- **Laboratoire CCD – Oligobs 28**

A food supplement that helps maintain a comfortable menstrual cycle, helps maintain emotional balance and helps reduce swelling. Its formula associates extract of plants (saffron, butcher's broom extract) and micronutrients (magnesium, zinc and vitamin B6).

<https://laboratoire-ccd.fr/p/oligobs-28/>

- **Primex Iceland – ChitoCare Medical Scar Healing Gel**

A topical natural gel for treating scars after accidents surgery and C-section. Minimizes scar formation and reduces existing scars, forms a film to protect skins, promotes natural skin healing, protects against infections, reduces redness, itching and pain.

<https://www.chitocarebeauty.com/products/chitocare-medical-wound-healing-gel>

- **Synbalance – Femme, probiotics for her**

Probiotics for different women life-stages composed by L. plantarum – PBS067, L. rhamnosus – LRH020, B. lactis – BL050. In-vitro, ex-vivo and clinically tested showing, quick vaginal colonization, antimicrobial activity against urogenital-infections, strong reduction of BV relapses and vaginal microbiota restoration, shifting from a dysbiotic to a lactobacillus-enriched environment. Further trials on menopause and VVC are on-going.

- **Vit2go (Mad Ventura S.L.) – Drink recovery**

You can counteract your hangover before it even develops. By ensuring optimized liver performance and supplying the right nutrients, you support your body when it comes to regeneration. Vit2go has combined the most effective ingredients to create a revolutionary formula that not only soothes your hangover but also makes you feel healthier and more vital.

<https://www.vit2go.net/fr/shop/drink-recovery-30pack/>

Conclusion

A very successful “back-to-Normal” edition of Vitafoods with a full of innovative ingredients.
Rendez-vous next year.