



Vitafoods Europe 2024

Geneva – 2024, May the 14-16th

- 1 100 exhibitors
- 25 000 m²
- 20 000 attendees
- 160 visiting countries

Why Vitafoods Europe

The only place to...



Discover the latest nutraceutical innovations and trends



Build new partnerships and grow your business



Connect with industry leaders and experts



Showcase your thought leadership to the most relevant audience

Innovation Tours Vitafoods 2024

Sports and Active Nutrition

According to a study conducted by Allied Market Research¹, the global sports nutrition market size was valued at USD 43.7 billion in 2023 and is expected to reach USD 78.3 bn by 2032, growing at a CAGR of 6.7% from 2023 to 2032. With the Olympic Games in Paris this year, no doubt that sports will be on the agenda of many people in Europe this year.

According to FMCG Gurus², 59% of global consumers say that fitness and physical activity are the best way to measure their state of health.

Sports nutrition moved into the mainstream over the past decade with consumers looking for a wide range of health benefits and products that delivers it quickly and easily.

There is a wide range of consumer's profile in the sports nutrition market.

- Endurance athletes, who are looking for products that are technical, on-the-go, and designed for endurance and recovery.
- Moderates, who are putting a bit of sport into their lives and choosing protein-rich products instead of their fattier and sugary equivalents. For example, 56% of the world's consumers say they have replaced traditional snacks (chocolate, sweets, etc.) with products that are richer in protein and lower in sugar.
- Women, who are less interested in slimming down than in reshaping their figure, in particular by (re)building muscle.
- Senior citizens, who want to age better and remain mobile for as long as possible.

Since the pandemic, 64% of global consumers have turned to a more preventative approach of their health. (FMCG Gurus 2022)

The Sports nutrition market is impacted by:

- Plant-based,
- functional health benefits,
- consumer health pursuits,
- the cost-of-living crisis

Drinks Lead the Market followed by bars and powders, respectively.

Vietnam, China, and Japan lead in terms of highest purchase of sports drinks.

Consumption is Increasing (Innova Market Insights 2023)

- 31% of global functional and sports nutrition consumers have increased their consumption of sports nutrition products compared to a year ago. Nearly half of these increasers did so because they consider it healthy and it supports their healthier living goals, while 43% increased their consumption because they exercise more and increased their physical activity.
- 60% maintained their consumption.
- One third of the 9% that decreased their sports nutrition consumption attribute the decrease to a change in their budget.

¹ <https://www.alliedmarketresearch.com/sports-nutrition-market>

² FMCG Gurus Top Trends 2024

Consumers are influenced by High-protein, low sugar and functional ingredients claims. They are more likely to consume functional and sports nutrition products for breakfast, an afternoon snack, or lunch.

Trends:

- Sports and cognitive health: a good mental health improves physical performances.
- Vegan
- E-gaming: concentration, eye health, convenient packaging to eat/drink while gaming.
- High proteins, No/low sugar
- High-tech nutrition/personalization
- Hydration

Authorized health claims in Europe

- Vitamin C contributes to maintain the normal function of the immune system during and after intense physical exercise
- Carbohydrates contribute to the recovery of normal muscle function (contraction) after highly intensive and/or long-lasting physical exercise leading to muscle fatigue and the depletion of glycogen stores in skeletal muscle
- Carbohydrate-electrolyte solutions enhance the absorption of water during physical exercise
- Water contributes to the maintenance of normal physical and cognitive functions
- Water contributes to the maintenance of normal regulation of the body's temperature
- Daily creatine consumption can enhance the effect of resistance training on muscle strength in adults over the age of 55
- Magnesium, calcium, potassium, Vitamin D contributes to normal muscle function
- Potassium contributes to normal muscle function
- Protein contributes to a growth in muscle mass
- Protein contributes to the maintenance in muscle mass

Selected exhibitors

Symrise

Symrise launches its Diana food™ Coconut water powder, a natural solution standardized in potassium to support normal muscle function and hydration, for performance and recovery. Specially for Vitafoods, Symrise developed the HydraBoost application concept featuring its new solution. As an alternative to classic sports drinks or electrolyte waters – which often contain excessive sugars, and artificial dyes – HydraBoost contains a minimum guarantee of vitamin C from Diana food™ acerola juice solution contributing to normal energy-yielding metabolism, as well as a natural source of potassium coming from a Diana food™ coconut water ingredient, supporting normal muscle function. The concept includes magnesium as well, contributing to electrolyte balance. The efficient HydraBoost solution comes in refreshing strawberry and yuzu natural flavorings. marine.merle@symrise.com

PB Leiner

PB Leiner, a global gelatin and collagen solutions manufacturer, presents SOLUGEL® Dynamica: the clear collagen solution for high protein (>20%) bar formulations .

When formulating bars with a high protein content, manufacturers and brands face many challenges. These include hardness, graininess, bitterness, or disappearing flavor over time. To overcome these issues, PB Leiner has developed SOLUGEL® Dynamica, a clear collagen solution for protein bar applications that allows a protein content of 50% to be realized while ensuring a good taste, soft texture, and appealing appearance throughout the shelf life. eburu.costa@pleiner.com

Ingood By Olga

PEAKARA® is an upcycled plant-based ingredient densely nutritious derived from European yellow pea guaranteed non-GMO.

PEAKARA® has been developed for sports nutrition recovery post-workout. In fact, essential amino acids are the key element in rebuilding muscle proteins and specifically BCAA (the leucine stimulates protein synthesis while isoleucine and valine help regulate blood glucose levels to ensure a stable supply of energy post-workout.

PEAKARA® is an innovative protein and highly nutritious with high quality protein that is concentrate at 55%, rich in branched chain amino acids (BCAA: 22,4% per 100g of proteins) and rich in essential amino acids (EAA: 46% per 100g of proteins). PEAKARA® is closer to that of dairy protein with complete source of essential amino acids (Chemical index: 152, regulation 96/8 CE) and highly digestible (PDCAAS : 1, FAO 1991).

PEAKARA® is a response to the growing demand for nutritious, protein and plant-based products that do not sacrifice indulgence. PEAKARA® is perfect for healthy and tasty plant-based protein-enriched applications targeting recovery for a high-quality plant-based proteins enrichment. Neutral in taste and non-allergenic, it is perfect for ready-to-mix protein powders, protein bars, energy balls, desserts, spreads, etc. claire.boniface@avec-olga.com

Activ'Inside

Responding to the increasing apprehensions of consumers regarding joint health, AiFlex'inside™ aims to establish new benchmarks for joint health, mobility, and overall well-being, specifically catering to the needs of athletes and seniors. Formulated primarily with natural botanical ingredients proven to possess anti-inflammatory properties and to decrease pain sensitivity, AiFlex'inside™ not only targets joint discomfort but also enhances crucial factors for both athletes and seniors, such as sports performance and overall quality of life.

Scientifically Proven Efficacy: AiFlex'inside™ contains a patented saffron extract, backed by a proprietary clinical ex vivo study demonstrating a reduction in inflammation. This evidence supports its efficacy in addressing joint concerns. The formula also contains meadowsweet which has a proven mechanism of action for a pain decreasing effect.

Backed by Official Recognition and User Affirmation: AiFlex'inside™ not only boasts a range of pending-claims from EFSA and but also stands out with 82% of athletes expressing reduced exercise challenges, underlining its adaptability for diverse lifestyles. 72% of seniors incorporating AiFlex'inside™ into their routine witness a remarkable enhancement in their quality of life, affirming its profound positive influence on overall well-being.

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Friesland Campina #A106

Biotis® Fermentis, a first-of-its-kind solution which combines the benefits of whey protein, prebiotic galacto-oligosaccharides (Biotis® GOS) and probiotic cultures by fermenting them

together, to create a unique formulation that supports both athletic performance and holistic health. jennifer.rodrigues@frieslandcampina.com

ADM

Our concept blends Fibersol® prebiotic dietary fiber with DE111® (*Bacillus subtilis*) probiotics and functional botanicals, as well as on-trend flavors including waffle, mango rose, and lemon basil. This versatile powder is suitable for diverse applications including curd, yogurt, bakery items, beverages, or desserts, enhancing functionality across various culinary creations.

ADM's DE111® (*Bacillus subtilis*) spore-forming probiotic is backed by studies showing that it may support digestive health* and may help support healthy immune function**/***. Ongoing research is also examining microbial strains impact on muscle, bone and joint health, in addition to overall body composition.

DE111® has been examined during the offseason training of female collegiate athletes, with results showing decreased body fat percentage****. This indicates how a probiotic strain may improve body composition in female athletes, which may in turn support goals for the wider consumer and age groups, including senior athletes.

In addition, DE111® retains functionality through challenging processing conditions that may otherwise damage conventional lactic acid bacteria probiotics – making it an exceptional option for food products. christopher.saynor@adm.com

(*Labellarte, G., et al. (2019) Food and Nutrition Sciences, 10, 626-634, **Freedman, K.E., et al. (2021) Int. J. Mol. Sci. 2021, 22, 2453, ***Townsend, J., et al. (2018) Sports, 6(3), 70, ****Toohey J.C., et al. (2020) J Strength Cond Res., 34(11):3173-3181).

Gelita

PeptENDURE® the first endurance protein relevant to athletes of all level engaged in endurance exercise such as swimming, biking, and running in addition to team sports and high intensity gym-based exercise. It allows to perform at higher speed and reduces recovery time. By driving consumption to a daily base, it compliments, rather than replaces, existing endurance solutions. Thus, it is a perfect extension to any sports nutrition portfolio.

PeptENDURE® can be easily integrated into daily routines. Due to its various technological properties the Bioactive Collagen Peptides are an ideal protein for a variety of applications such as powder, gels, beverages, or bars. oliver.wolf@gelita.com

Lehvoss

Introducing Uninvestin™ to the European market aligns perfectly with the growing demand for natural, clean-label, and plant-based ingredients. Ideal for improving exercise recovery and promoting joint support, Uninvestin™ stands out. Research demonstrates its ability to alleviate stiffness and pain in just 3-7 days. Furthermore, with its extensive track record of safe human consumption and production in the US, Uninvestin™ assures quality and reliability.

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Leiber

YeaProt® Sanus - The alternative to whey protein

YeaProt® Sanus is a natural and vegan yeast protein based on *Saccharomyces cerevisiae*. It is neutral in taste and odor, free-flowing powder, non-hygroscopic and well dispersible in many different matrices. YeaProt® Sanus is the perfect vegan “whey” protein alternative due to the comparable BCAA score of min. 21 % and the good bioavailability. j.blank@leibergmbh.de

Fine Foods and Pharmaceuticals

Fine Foods has developed Hydralibrium™, an innovative range of hydrating solutions catering to diverse needs. These new formulations ensure a well-balanced cellular hydration, inside and outside, by harnessing the power of four essential electrolytes. Sodium, Potassium, Magnesium, and Calcium are paired to achieve the perfect balance between intracellular and extracellular liquids. Our holistic hydration is integrated with selenium to protect cells from oxidative stress, while polydextrose, a prebiotic fiber, maximizes mineral absorption.

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Cosun Protein L261

Currently, one of the biggest limiting factors for the growth of plant-based sport shakes are taste and texture. Consumers expect a clean and natural taste. The same goes for texture: a plant-based product should replicate the creaminess of its dairy counterpart. A big opportunity for Tendra lies ahead, as our Fava Bean Protein Isolate excels in taste and light and creamy mouthfeel. bart.pennings@cosun.com

Other innovations

Nektium

Zynamite® Side effect free, this patented ingredient supports faster reaction times, speeds up mental activation and helps to increase performance and recovery. Now we have launched a soluble version (Zynamite® S) that helps that expands product applications.

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Layn

SophorOx is a selected high-quality extract of the plant Sophora Japonica standardized to ≥ 90% total flavonoids. SophorOx is a scientifically supported polyphenols-rich potent natural antioxidant. It is a bright yellow powder which finds main application in dietary food supplements capsules and tablets as nutritional aid to support a healthy balance of oxidative stress and inflammation in the body to maintain homeostasis.

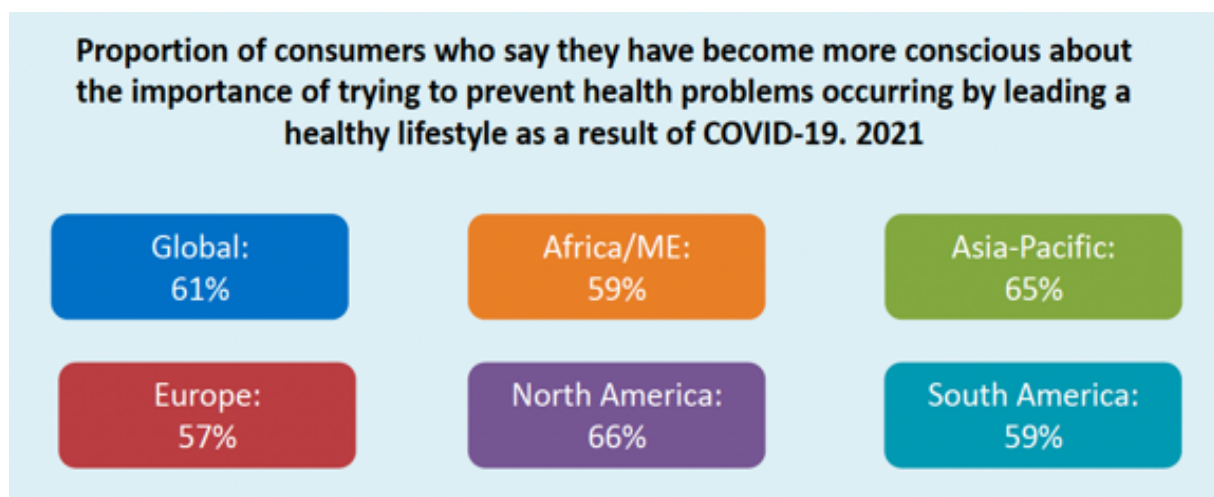
The *in vitro* and *in vivo* studies have been published and proved that the product is able to significantly reduce the main markers of oxidative stress and to inhibit pro-inflammatory compounds (with an equivalent daily dose for humans of 500 mg). crisrina.boncinelli@layn.eu

Day 1: 3 pm Cognitive and Emotional Health

As 49% of global consumers³ making a link between their mental wellbeing and their overall good health, the global cognitive health supplement sales are expected to experience significant growth, with a projected valuation of US\$ 16.8 billion by 2033 (from US\$ 9.0 billion in 2023) driven by a robust CAGR of 13.3% in the forecast period 2023 to 2033⁴. Nootropics, adaptogens, psychobiotics but also polyunsaturated fatty acids are among the main ingredients driving the trend.

The Covid-19 pandemic has put health back at the heart of consumers' concerns throughout the world. Physical health on the one hand, with the need to protect oneself against the virus by reinforcing one's immune system and limiting co-morbidity factors (obesity, diabetes, high blood pressure, cardiovascular problems, ...) and mental health on the other hand, with the phenomena of stress, anxiety and loss of sleep linked to the lock-down, isolation and the hyper-mediatization of deaths and illnesses.

This awareness leads consumers to seek physical and mental well-being through preventive rather than curative health.



FMCG Gurus Top 10 trends 2022

Far from the nutritional diktats (don't do this, don't do that) of the 2000s, consumers are now adopting a more holistic approach to their health: a better diet coupled with a better lifestyle.

Health goals will continue to be holistic, proactive, and focused on long-term wellness.

The global brain health supplements market size was valued at USD 8.63 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 13.3% from 2023 to 2030 (Gran View Research).

Aging of the population

In 2018, for the first time in history, there were more people aged 65 or over than children under five worldwide. The number of people aged 80 or over is expected to triple from 143 million in 2019 to 426 million in 2050 (UN).

³ FMCG Gurus Top Trends 2024

⁴ <https://www.futuremarketinsights.com/reports/cognitive-health-supplement-market>

As a result, according to Alzheimer Europe's forecasts, by 2050 the European population is expected to see a doubling of the number of people suffering from dementia (Alzheimer's disease and related disorders) to 3% of the population.

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

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, ...

The pandemic has caused a lot of damage to mental health: loss of sleep, stress, difficulties to stay focus ... According to FMCG Gurus data, 4 in 5 consumers said their mental well-being was as important as their physical health and 46% of global consumers planned to improve their mental wellbeing in the next 12 months.

According to FMCG Gurus, in 2021 50% of European consumers said looking to improve their sleeping pattern (28% in 2019). The global sleep aids market size was valued at \$59,815.10 million in 2020, and is projected to reach \$111,920.10 million by 2030, registering a CAGR of 6.9% from 2021 to 2030 (Allied Market Research).

Main ingredients

- **Nootropics** are substances that are oriented (tropes) towards the psyche (Noos, spirit in Greek). Plants, foodstuffs, nutrients, etc. that improve an individual's cognitive performance (memory, creativity, decision making, improved intellectual performance, etc.). The global nootropics market alone is set to triple from about \$10bn in 2020 to almost \$30bn by 2028, according to Grand View Research – an impressive 15% growth per year. Ginkgo Biloba, Panax Ginseng, Rhodiola Rosea, Nicotine, Caffeine, L-theanine, CDP-choline, Creatine monohydrate, Bacopa monnieri, Noopept, Omega-3 fatty acids.
- **Psychobiotics** are defined as probiotics that confer mental health benefits to the host when ingested in a particular quantity. They produce and release neuro-active substances (gamma amino butyric acid, serotonin, etc.), or provide a substrate for the bacteria that produce them, which act on the intestine-brain axis. Thus, they would have a potential antidepressant or anxiolytic activity.
- **Botanical adaptogens** like Panax ginseng, rhodiola, schisandra, ginkgo biloba, echinacea, tulsii, lion's mane, cordyceps, and astragalus. They are linked to cognition benefits like stress reduction and boosted mental energy and focus, especially after long-term use.
- **CBD**: Canabidiol is well-known for stress-reduction.

Authorized health claims in Europe

Some nutrients in the brain health space do possess authorized claims around “neurological and psychological functions”. In regions like the European Union, for instance, this includes many members of the B vitamins family as well as vitamin C, omega 3, and minerals like zinc, magnesium, iron, and iodine.

- Iodine, Iron and Zinc contribute to normal cognitive function
- DHA, carbohydrates contribute to the maintenance of normal brain function
- Vitamin B2, B12, C contribute to normal functioning of the nervous system

- Vitamin B2, B12, B6, C, Iron contribute to the reduction of tiredness and fatigue
- Vitamin B12, B6, C, B1 magnesium contribute to normal psychological function
- Vitamin B6, B12, B2, B1 contribute to normal functioning of the nervous system.

Selected exhibitors

IMCD

IMCD's "Think Well" contains a unique and patent-pending extract of Bacopa monnieri, a well-known and established ingredient from the Indian traditional medicine system known as Ayurveda.

When you consume a standard Bacopa extract in a dietary supplement, bacosides are taken through several conversion steps during the digestion process within your body, and ultimately metabolize to a compound known as Ebelin Lactone. Since every person is different and has a more or less efficient digestive system, the extent of that conversion process may vary, meaning some consumers will get more or less benefits from a standard Bacopa extract than others. The proprietary production of Ebel.One™ ensures a standardized dose of Ebelin Lactone every time.

Think Well has been developed in a tasty chewable tablet, that can be taken on demand.

- Promoting cognitive function
- Enhancing mood
- Promoting focus

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Novastell

Premenstrual syndrome, or PMS, affects up to 30% of women. Its psychologic manifestations are strong enough to be disabling in at least 6% of them.

PREMINITY is scientifically proven to improve the stress level linked to PMS, allowing to maintain social relations and professional activity in women suffering from PMS. PREMINITY is backed by human scientific studies and patented. eric.dumont@novastell.com

PB Leiner

PB Leiner, a global gelatin and collagen solutions manufacturer, presents its latest clinical study conducted by Florida State University on how SOLUGEL® collagen peptides intake improves the mental well-being in active middle-aged adults.

The research showed significant improvements with SOLUGEL® on various levels:

Those consuming 10 g per day of SOLUGEL® collagen peptides saw an improvement according to the Knee Injury and Osteoarthritis Outcome Score, indicating significant reductions in pain and improvements in knee functionality.

The study also found that collagen peptides may increase the number of activities of daily living (ADL), involving everyday activities such as commuting, cleaning, shopping, etc. One-third of those participating who consumed 10 g of SOLUGEL® each day saw significant improvements in their scores while undertaking such activities. Conversely, none of the participants in the placebo group saw any improvements.

Finally, the study also established that SOLUGEL® collagen peptides improved the mental health scores, while none of the participants in the placebo group saw any improvement. This is the first study to examine the effects of collagen peptide supplementation on The Veterans RAND 12 Item Health Survey (VR-12) and to also find significant mood improvements with the supplementation. ebru.costa@pbleiner.com

Suannutra

RelaxPLX® is a proprietary botanical ingredient formulated with Lemon Verbena extracts, known for their richness in verbascosides and flavones. Scientific research supports their efficacy in sleeplessness and occasional stress. Unlike traditional sleep inducers, RelaxPLX improves sleep without leaving you groggy or sleepy during the day, with a recommended dosage of 400 mg. Scientifically validated, it aids in extending sleep duration and potentially boosting endogenous melatonin levels, as demonstrated in two clinical studies. Secondly, it fosters a positive mental outlook by effectively managing occasional stress. In essence, RelaxPLX's multifaceted approach to improving sleep quality, coupled with its natural botanical ingredients and compatibility with GABA modulation, sets it apart as a premier sleep enhancer, providing users with a comprehensive solution to their sleep needs.

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Roelmi HPC

SelectSIEVE® Zen, the ROELMI HPC brand-new botanical synergy dedicated to promoting mental relaxation and emotional well-being, is based on Holy basil (*Ocimum sanctum*), Lemon balm (*Melissa officinalis*) and Elderberry (*Sambucus nigra*) extracts.

SelectSIEVE® Zen induces calmness and relaxation increasing GABA circulation (inhibition of GABA-T), enhances memory and neuroplasticity (inhibition of Ach-T) and promotes the positive mood thanks to the reduction of MAO (monoaminoxidase) activity.

It is an adaptogen, able to modulate the biochemical pathways involved in the body response to stressors.

In this way, SelectSIEVE® Zen perfectly targets mental health conditions of stress and anxiety at 360°, helping mental relaxation, mood and sleep quality improvement.

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Glac Biotech

PRONULIFE® IntBrain is a pre-formulated probiotic blend consisting of 4 strains of *Bifidobacterium* spp. and 1 strain of *Lactobacillus plantarum*. It has been proven to support cognitive health. The mechanism of action involves selecting the top five probiotic strains and their metabolites with high antioxidant properties. Further testing on middle-aged mice (10 months old) confirmed brain health benefits after consumption, along with elevated serum levels of beneficial butyrate for brain health and melanin regulation [Lin et al., 2022]. Clinical trials with Alzheimer's patients showed positive cognitive health outcomes after 12 weeks of PRONULIFE® IntBrain intake, demonstrating a 36% increase in brain-derived neurotrophic factor (BDNF) and antioxidant enzyme SOD, while reducing various oxidative factors for overall health [Hsu et al., 2023]. For companies interested in developing cognitive health support, brain health support, and healthy aging products.

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Lubrizol

Microencapsulation is a useful technique to create nutraceuticals with desired properties and functionality. This process protects the active ingredients, making them more effective in enhancing cognitive function by increasing their absorption while minimizing side effects such as bad taste or stomach upsets. During this innovation tour, we will demonstrate how microencapsulation can substantially assist nutraceutical manufacturers in introducing a wide range of iron and magnesium-fortified products with superior performance claims.

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Indena

Discover Indena top quality ingredients and their evidence-based efficacy in improving cognitive function and emotional health: Virtiva® plus, Mirtoselect®, Enovita®, Relissa®.

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Shankar

Actiserine is a unique and well researched proprietary complex made from Phosphatidyl Serine together with Arbinose and catechins from green tea, which makes it a complete nootropic supplement for brain health and cognitive functions. Roberto.bellomo@shankareurope.com

Nektium

We are working on Vanizem patent so at this stage we can't reveal much information. This ingredient will be focus on stress relief, improving overall mood and mental well-being in adults.

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Other innovations

Ingredia

To optimize brain performance, good stress management is key.

By acting both on daily stress and night recovery, Lactium® enables optimal day and night brain functions.

Born 20 years ago after 10 years of R&D, Lactium® is still, up to now, unique. Opposite to many ingredients, its mode of action has been proven, its efficacy on stress extensively certified through 9 golden standard clinical studies. s.jemoine@ingredia.com

Secom Healthcare

CALM-YOUR-MIND, an innovative formula addressing the cognitive and emotional health segment, based on 4 key ingredients, GABA and 3 Phytonutrients: Melissa extract, Ashwagandha and Saffron standardized extracts, to help maintain a peaceful mind, ease nervous tension, support emotional balance and mental health. Vegan formula, no gelatin and clean label with no yucky stuff.

The synergistic mechanism resets dopamine and serotonin levels and contributes to relief stress and anxiety, enhance mood, and support mental fatigue. mihaela.lungu@secom.ro

Lehvoss

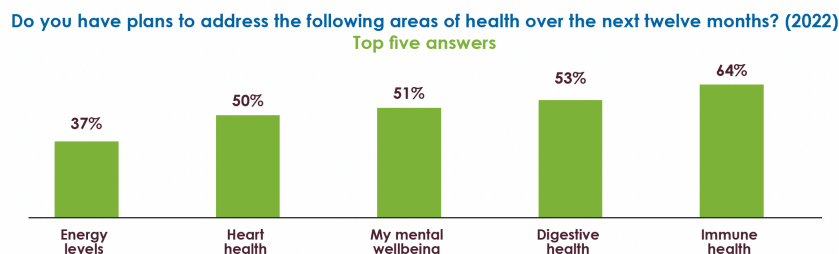
This groundbreaking new study has examined the impact of Witholytin® on fatigue and stress with significant findings. Results indicated a remarkable 45.81% decline in the Chalder Fatigue Scale (CFS) and a 38.59% decrease in stress levels. Witholytin® is derived from sustainably sourced ashwagandha extract and offers a unique profile of withanolides.

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Day 2: 11 am Immune and gut Health

According to Precedence research report⁵, the global digestive health products market size was valued at USD 47.77 billion in 2023 and it is expected to hit around USD 96.52 billion by 2032 with a registered CAGR of 8.12% from 2023 to 2032. The desire to protect ourselves from the virus and the growing awareness of the link between gut health and overall health are among the main reasons of the market growth. Thus, according to FMCG Gurus², 53% of global consumers have planned to address their digestive health in the next 12 months.

According to Polaris market research report⁶, the global immune health supplements market size & share was valued at USD 55.29 billion in 2021 and is expected to reach USD 144.61 Billion by 2030, growing at a CAGR of 11.4% during the forecast period. The desire to protect ourselves from the virus and the growing awareness of the link between gut health and overall health are among the main reasons of the market growth. Thus, according to FMCG Gurus, only one in two consumers say they are satisfied with their immune health. So, 64% of global consumers have planned to address their immune health in the next 12 months.



FMCG GURUS Top 10 Trends 2023

Main ingredients :

- Fermented foods
- Pro, pre, syn, post, psycho -biotics
- botanical options such as polyphenols and antioxidants showing potential to promote the growth of probiotics
- Antibodies are a protein produced naturally by the body that protects us from harmful substances such as bacteria from infections. We talk about Immunoli, colostrum, and IgY (from chicken egg yolk)
- Personalized nutrition: Microbiota analysis and nutrition tailored to individual gut nutrition needs

Authorized health claims in Europe

- Copper contributes to the normal function of the immune system
- Foliates contributes to the normal function of the immune system
- Iron contributes to the normal function of the immune system
- Selenium contributes to the normal function of the immune system
- Vitamin A contributes to the normal function of the immune system
- Vitamin B12 contributes to the normal function of the immune system
- Vitamin B6 contributes to the normal function of the immune system

⁵ <https://www.precedenceresearch.com/digestive-health-products-market>

⁶ <https://www.polarismarketresearch.com/industry-analysis/immune-health-supplements-market>

- Vitamin C contributes to the normal function of the immune system
- Vitamin D contributes to the normal function of the immune system
- Vitamin D contributes to the normal function of the immune system in children
- Zinc contributes to the normal function of the immune system
- Vitamin C contributes to maintain the normal function of the immune system during and after intense physical exercise

Selected exhibitors

Laboratoires PYC

At Vitafoods, Laboratoire PYC will be unveiling 10 food supplement concepts in a recyclable box.

Each formula addresses a key promise within the food supplement market: sleep, stress, vitality, immunity, circulation, digestion, weight-management and nutricosmetics. These 10 food supplement formulas come in the form of powders packaged in stick-packs. 8 formulas are intended to be rehydrated and 2 formulas are orodispersible.

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Activ'Inside

ImprovD3™ is a formula that harnesses the synergistic power of green tea flavanols and vitamin D to actively convert vitamin D3 into its active form by 17%. With a patent-pending formulation, scientific validation, and validated and pending EFSA claims in Europe, ImprovD3™ offers a unique and customizable solution for businesses and consumers seeking optimal health support.

ImprovD3™ has:

- A Validated Proprietary Mechanism of Action: With up to 17% conversion of vitamin D3 into its active form, the synergistic action of ImprovD3™ has been proven to exist.
- A Patent-Pending Innovation.
- Customization Possibilities for Your Brand: One of the standout features of ImprovD3™ is its availability for private labelling and complete customization.
- Validated and Pending EFSA Claims: ImprovD3™'s effectiveness is further underscored by the fact that the ingredients benefit from validated and pending EFSA claims in Europe.

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Symrise

Symrise launches a natural digestive health solution from 100% Chilean prune. This new Prune Juice Concentrate is backed by a clinical study demonstrating improvements, at a low dose of 15 ml, in supporting normal bowel function and activity, as well as improving quality of life. Specially for Vitafoods, Symrise developed the HappyBelly Shot, an application concept showcasing one of their newly launched Prune juice concentrates and supporting digestive health. The HappyBelly Shot is a convenient on-the-go solution with science-backed health actives, and a sorbitol minimum guarantee. marine.merle@symrise.com

Paradise Fruits Health

Delicious fruit matrix accompanied by the well proven probiotics*. With our fortified fruit gums we've finally found a convenient and delicious way to end pill fatigue. The brand-new product in our health division merges several trends. Global markets for gut health products is growing rapidly, as is the interest in functional foods and fruit gums. merle.oesterling@paradise-fruits.de

Berkem

Next to conventional categories such as probiotics and fibers, Biombalance unlock the inner power of gut health with grape seed polyphenols: a plant-based, science-backed and low effective dosage solution.

Biombalance has a 360° action on gut health with 5 demonstrated proprietary results:

1. Prebiotic effect with a selective stimulation of good bacteria
2. Prebiotic effect with a positive impact on SCFA production
3. Antioxidant: a natural shield against free radicals
4. A key role on intestinal permeability
5. Supporting healthy immune and inflammatory responses.

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Kemin H129

ButiShield™, an encapsulated source of butyric acid, provides nutrition and support for gut health and beyond. It offers controlled release, superior handling, and low odor.

ButiShield is produced using MicroPEARLS™, a proprietary spray-freezing technology which helps to mask the typical unpleasant odor of butyric acid and promote a targeted, slow release throughout the gastrointestinal tract to deliver butyric acid where it delivers maximum benefit.

For over 60 years, Kemin has designed, finetuned, validated and mastered our encapsulation technologies. Our cutting edge MicroPEARLS technology with butyrate has serviced the animal health industry for years and today Kemin has elevated it to the next level in human health.

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Ainia

This innovation aims to develop *in vitro* models to assess the interactions between the gastrointestinal system and food compounds (bio actives, ingredients and products). To achieve this, we introduce two advanced systems:

- i) a dynamic digestion model simulating the small intestine (including the stomach, duodenum, jejunum, and ileum) to measure bio accessibility, and
- ii) a miniaturized gut system representing the entire gastrointestinal tract (covering gastrointestinal digestion and colonic fermentation) to evaluate interaction with colonic microbiota.

In addition to the studies with these systems, further investigations are conducted using cellular models to extend the understanding of the compounds' effects on various biological targets. These tools provide scientific evidence on the efficacy of food products, including bio accessibility, gastrointestinal resistance, and probiotic and prebiotic effects, among others.

ltamarit@ainia.es

Vidya

Vidya Europe is expanding its expertise by introducing a new range of probiotics.

Our diverse portfolio includes over 25 advanced probiotic strains, offering unparalleled benefits for digestive health, immune support, mental wellbeing, and much more. From combating skin aging to optimizing metabolic health, our strains are designed for holistic wellness.

Each Vidya probiotic strain is meticulously developed to guarantee high effectiveness and stability. With strengths reaching up to 500 billion CFU, our products are tailored for optimal efficacy and preservation, ensuring you benefit from the complete health advantages for the entirety of the product's lifespan. aurore@vidyaeurope.eu

Bionap

ODILIA™ is a powder extract obtained from Opuntia cladode juice standardized in polysaccharides and piscidic acid, a characterizing fingerprint of this plant. Thanks to its composition, ODILIA™ acts as prebiotic agent, supporting a healthy gut microbial population and may acting indirectly on overall health such as immune and mucosal support and gut-brain and gut-muscle axis. ilaria.disalvo@bionap.com

Lehvoss

Discover the remarkable innovation of Pomella® Pomegranate Extract. Outstanding findings from a new study using 250mg Pomella®/day revealed that gut functional analyses are consistent with circulating short-chain fatty acids (SCFAs), reinforcing the idea that Pomella® supplementation improves SCFA levels by influencing the gut microbiome. These results imply that consuming Pomella® pomegranate extract promotes a healthier gut and improves gut-body communication. teresita.ruda@lehvoss.co.uk

Glac Biotech

Lactobacillus rhamnosus MP108, developed by Glac Biotech Co., Ltd., is a strain known for its immune support benefits and high safety profile. Unlike typical immune-supporting probiotic strains, MP108 has been shown both to assist with adult seasonal allergic rhinitis [Ried, et al. 2022] and infantile atopic dermatitis [Wu, et al., 2017]. This strain has obtained the highest safety certifications, including FDA GRAS certification in the United States and recognition by China Health Authorities for infant and toddler food use, along with published toxicology test results [Zhang et al., 2021]. Positioned at a reasonable price point among globally renowned L. rhamnosus strains, MP108 is ideal for companies interested in developing the allergy market and prioritizing strain safety in food products. eric.shih@glac.com.tw

Other innovations

Levhoss

BeniCaros® is a sustainable, plant-based, award-winning, "precision" prebiotic, offering a clean-label with good solubility and excellent organoleptic properties. BeniCaros® is backed by research demonstrating support for smarter, faster, and better immune responses by training innate immune cells and the promotion of a healthy microbiome by stimulating specific beneficial bacteria in the gut. The patented, cRG-I (carrot pectin-derived polysaccharide enriched in rhamnogalacturonan-I) is extracted from upcycled carrot pomace which offers specific capacity to modulate the gut microbiota composition, allowing not only a healthier gut ecosystem but also specific immune health benefits. teresita.ruda@lehvoss.co.uk

Fytexia

Promunel® is a brown propolis extract obtained from the patented Multi Dynamic Extraction process, guarantying a full spectrum of characterized polyphenols. Promunel® contributes to support immune and respiratory health. Promunel® is clinically proven to improve the comfort of the upper respiratory tract within 3 days.

Benegut® is a patented botanical extract from shiso leave combining antispasmodic effect and action on tight junction leakage to impact the root causes of functional dyspepsia. Benegut® is clinically proven to contribute to a significant reduction of intestinal discomfort on both acute and chronic patterns. New clinical study available. 300mg/day.

Inogier@fytextia.com

LiveSpo Pharma Company

LiveSpo Navax - The 1st Nasal Medical Probiotics - Reduce concentration of Respiratory Syncytial Virus (RSV) 600x. loc.nx@livespo.com

Day 2: 3 pm Healthy aging and metabolic health

Europe has one of the best life expectancies on Earth, but our life expectancy in good health reaches only 78% of our life⁷. The priority now is not to live longer but to improve the quality of life of ageing people. Since the Covid-19, people are switching from "anti-ageing" to "healthy ageing" and food seems one of the best ways to achieve this goal. According to Innova Market Insights⁸, 1/3 of global consumers claims to be proactive in preventing health issue. Moreover, 1/3 of global consumers globally says that weight management and observing a balanced diet is the most important steps taken for a healthy ageing.

Metabolic health

Metabolic health concerns a lot of people in the world:

In 2020, 10 million people died from cancer, 17.9 million from CVD (1st cause of death) and 1 million from diabetes in the world. In 2016, 39 % of adults were overweight and 13 % obese. 1.3 bn of adults were concerned by high blood pressure in 2021 among which 46 % who didn't even know it! (WHO).

Food and the lack of physical activity are the main causes of all these deaths.

The link between food and health is obvious for obesity, diabetes and high blood pressure but it is also 1/3 of more common cancers that could be avoided by nutritional prevention in Western countries and ¼ in developing countries. 3 million people are dying every year because they do not eat enough fruits and vegetables. Moreover, meat consumption is responsible of 1.8 million death every year.

Healthy Ageing

For years, people were trying to fight aging and many anti-aging products were launched on the market.

Since the pandemic, it seems that we have realized that all of us will age and die one day. Then we turned from anti-aging to healthy aging. We want to age in good health and even die in good health.

As a consequence, we are turning to a more preventative approach for our health instead of a curative one.

- Adopt a more active lifestyle for muscle, joint and energy
- Adopt a healthier diet
- Taking care of our cognitive function
- Improving sleep and reducing stress

Selected exhibitors

Dr Paul Lohmann

Calcium Citrate Malate is an excellent source of Calcium that effectively promotes bone health and combats osteoporosis. It is convenient and easy to use: Calcium Citrate Malate is gentle on the stomach and can be taken without food. Good flow properties of the fine granules ensure easy handling, consistent dosing and uniform tablets. Calcium Citrate Malate fine granules by Dr Paul Lohmann® are ideal for tableting. a.loth@lohmann-minerals.com

⁷ Eurostat

⁸ Top 10 Trends 2024 – Innova Market Insights

Nutribio

Nutribio offers two ranges of products to meet seniors' needs:

- "Eat Well" is dedicated to people with diabetes and prediabetes; it consists of: "Eat Well Advanced 21.5" and "Eat Well 31.1". Packed with dietary fibers, proteins and low in calories, they promote satiety and aid in blood glucose management. They contain essential nutrients like Vitamin D, iron and chromium for pancreatic function, cognitive health, and blood glucose regulation.
- "Age Well" is tailored to meet seniors' protein and calcium needs to fight against sarcopenia and osteoporosis. "Age Well Active" supports overall and cognitive health with iron, Vitamin B12, choline, zinc, and Omega-3 fatty acids. "Age Well Balanced" promotes overall and digestive health with a blend of vitamins, minerals, and fibers. "Age Well Advanced", a complete formula supporting overall, mental, and physical health with essential vitamins and minerals. "Age Well Care" prioritizes cardiovascular health with flavanols aiding blood vessels elasticity and normal blood flow.

zoe.chastagnol@nutribio.com

Circul Egg

Circul'Egg introduces a groundbreaking innovation in the nutraceutical industry through its unique process of eggshell valorization. They have developed an advanced industrial method that transforms eggshell waste from egg-breaking facilities into two high-value products, focusing particularly on the nutraceutical potential of the eggshell membrane. This fine, powdery substance, rich in essential biomolecules such as collagen, elastin, and glycosaminoglycans (including hyaluronic acid), is extracted through an environmentally friendly, chemical-free process that ensures the highest purity and quality.

Their eggshell membrane powder stands out in the nutraceutical market for its all-in-one composition, offering a natural, vegetarian, and sustainable alternative to traditional sources of these biomolecules. Ideal for dietary supplements, the membrane's high protein content and unique combination of nutrients support joint health, skin vitality, and overall well-being. This innovation not only taps into the growing demand for clean, effective nutritional supplements but also contributes to a circular economy by utilizing an underexploited by-product of the egg industry. yacine.kabeche@circulegg.fr

Nexira

VinOgrape™ Plus, launched at Vitafoods 2023, is a natural grape extract rich in powerful antioxidant compounds. VinOgrape™ Plus has shown proven prebiotic effect by significantly modulating the gut microbiome profile. VinOgrape™ Plus has also significantly increased the abundance of Akkermansia muciniphila, suggesting a beneficial role in metabolic disorder. This year, Nexira will present new study results demonstrating a positive modulation on glycemia, a significant production of SCFA, including acetate and an improvement of the diversity index.

inavea™ Cinnamon & Acacia is the new addition in the inavea™ range, organic and carbon neutral. The new ingredient is a combination of Acacia fiber and Cinnamon extract standardized to 25% polyphenols. Nexira has demonstrated its prebiotic activity with a gut microbiota modulation, a significant increase of SCFA such as propionate and an enrichment in healthy bacteria such as Parabacteroides distasonis. Both propionate and Parabacteroides distasonis are recognized healthy markers of metabolic health. An *in vivo* study has also shown a synergistic effect of inavea™ Cinnamon & Acacia with a positive and significant modulation of glycemia and insulinemia. j.imperato@nexira.com

Ingredia

Pep2Dia® is a patented whey hydrolysate with active dipeptides AP.

Its efficacy is supported by pre-clinical and clinical studies showing significant effects vs. placebo. It acts on reducing post-meal glycemia, post-meal maximal increase of glycemia, and glycated hemoglobin levels (HbA1c). s.lemoine@ingredia.com

Monteloeder

Metabolaid is an innovative blend of hibiscus and lemon verbena extracts, offering a groundbreaking solution that targets the complex interplay between weight management and satiety. With over 7 years of rigorous research supporting its efficacy, resulting in an impressive over 6-fold increase in AMPK activation, Metabolaid stands out. Backed by 7 clinical trials, including 2 specifically focused on weight management and 2 on promoting satiety, and with a recommended daily dosage of 500 mg, it excels in supporting weight loss while enhancing feelings of fullness. This dual-action mechanism on AMPK, promoting satiety and fat-burning, positions Metabolaid as a leader in ingredient innovation for those seeking effective weight management and a satisfying, holistic approach to overall wellness.

EternalYoung's unique formulation works deep within the cellular structure, specifically targeting telomeres, the essence of youthful vitality. By maintaining telomere length, it extends the lifespan of cells and prompts aging cells to behave with the vigor of their younger counterparts. Moreover, its potent blend effectively reduces oxidative stress and glycation, key drivers of both chronological and photo-induced aging. Remarkably, visible enhancements in skin quality, including reduction in wrinkles, hyperpigmentation, and improved elasticity and barrier function, can be experienced within just four weeks of incorporating a daily intake of 225 mg of EternalYoung. mariapineda@suannutra.com

Vaneeghen

The Daily Mobility Gummies are made from all-natural flavor and color, gelatin-free, and containing FruiteX-B®, a patented vegan mineral complex clinically shown to improve joint comfort and mobility in 7 days with continued improvement at 90 days. This is a major differentiator on the market where similar formulations can bring some of the joint relief benefits in weeks even months after starting with supplementation.

Introducing Vital Trio, the latest premium chelated formulation designed to promote overall health and well-being. This innovative blend combines three vital ingredients: Albion® Minerals MetaMag® chelated magnesium bisglycinate, vitamin D3, and the world's only patented double microencapsulated vitamin K2, K2VITAL™ DELTA. This innovative formula provides essential support of bone and heart health, healthy calcium metabolism and immune system. The relationship among calcium, vitamin D3, vitamin K2, and magnesium is crucial. Vitamin D3 helps absorb calcium and synthesize calcium-binding proteins, while vitamin K2 activates these proteins to direct calcium into the bones. Magnesium plays a pivotal role in enabling this interaction making D3, K2 and magnesium a vital trio. calypsosohird@vaneeghen.com

Aroma NZ

Dahlia4 botanical extract provides natural blood glucose support and backed by scientific research is grown and processed in New Zealand.

Further studies around cognitive health has started and the future looks very bright for this potent dahlia extract which as USA, Japanese patents. Dahlia4 comes in a bulk powder and retail form. benjr@aromanz.com

Puredia

Omegaia: Vegan omega 3, 6, 7 and 9. Clinically supported to improve beauty (skin hydration by 49%, elasticity by 26%, wrinkle by 9%, skin glow, sensitive skin, and collagen level) and menopausal symptoms by 30% (vaginal dryness and health). It's available in oil, vegan softgel, and cold-water-soluble powder.

CyanthOx: Standardized with Proanthocyanidins and Flavonoids, CyanthOx™ is one of the strongest plant antioxidants. Its ORAC antioxidant capacity is 9 times higher than Grape Seed and 1.7 times higher than Pine Bark. It's clinically proven to stimulate stem cells by over 40%, supporting healthy aging.

Algia 30 % DHA powder: Our proprietary CrystaDry™ technology sets a new standard in the industry by transforming DHA oil into high-purity crystals using Calcium. This state-of-the-art technique efficiently converts 94% of algae oil into powder, achieving an impressive DHA content of over 30%. Crucially, CrystaDry™ does this without resorting to unwanted additives like maltodextrin or starch, ensuring a cleaner and more desirable product.

michael@puredia.com

Mibelle

MonaJuventa™ Nu is made from Scarlet Beebalm (Monarda didyma), which is rich in didymin, a strong antioxidant.

In vitro trials conducted on human cells confirm that this extract counteracts cell senescence, improves mitochondrial function, reduces inflammation, and prevents epigenetic aging, among other benefits. Further testing in a placebo-controlled human study showed that supplementation of 100 mg MonaJuventa™Nu daily, significantly reduces the shortening of telomeres. They are known to be one of the most critical hallmarks of aging. Additional findings affirm that MonaJuventa™ Nu positively influences the epigenetic age, another powerful aging indicator, in study participants. Sleep quality and physical activity were also monitored during the same study by using a digital fitness watch. Both factors noticeably improved after just three months supplementation, resulting in an improved general wellbeing.

aline.bartels@mibellegroup.com

Other innovations

Biolumen

Biolumen Inc presents Monch Monch®: The Micro sponge that Absorbs Calories all natural, all fiber, all food. Clinical studies show improved body composition (increased lean mass, reduced fat mass), improved microbiome (SCFA), and improved metabolism (reductions in blood pressure, blood glucose and insulin, hunger). marco@biolumen.tech

Pharmaline

PharmaLinea is about to reveal >Your< Prediabetic Sticks – a clinically supported food supplement for an immediate improvement of glycemic response that can be measured in real-time. The formulation is synergistically designed to improve glycemic response through two mechanisms: reducing post-meal blood glucose levels on one hand and improving insulin efficacy and sensitivity on the other.

Formulated with patented, awarded, and clinically studied ingredients to achieve balanced blood glucose and reduced insulin resistance.

The product has an immediate effect that can be seen and measured by consumers in a matter of hours, which is crucial due to the advances in wearable technology. Balanced blood

glucose levels are key for a growing number of diabetics, prediabetics, or anyone looking to control their blood sugar for other reasons, such as weight management, longevity, sustained energy, and focus, or sports performance. urska.kosir@pharmaline.com

Day 3: 11 am Sustainability

63% of people in the world believe that choosing the right food is a commitment to society. It means choosing the world we live in⁹. Thus, 49% of global consumers have changed their diet in the last two years to adopt a more sustainable lifestyle¹⁰. They are interested in the labelling on the products they buy (organic, carbon neutral, local, ...), but also in the farming methods (regenerative, biodynamic, vertical farming).

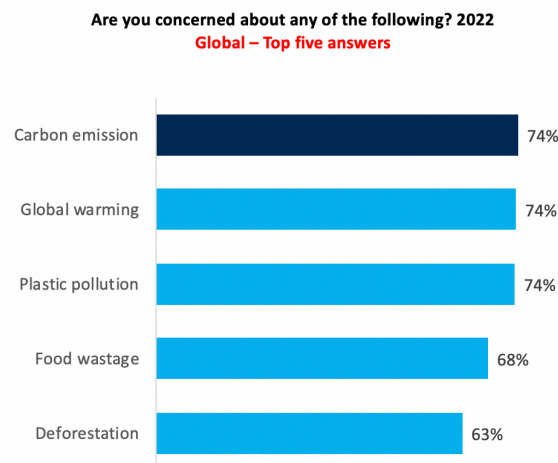
As the world's population continues to grow and the climate continues to unravel, a new food transition seems more than necessary to save the planet and all that lives on it.

Worldwide, from farm to fork, food is responsible of 26% of greenhouse gas emissions¹¹. From food waste, water and energy reduction, upcycling, decarbonation, animal welfare, plant-based alternatives, fair trade, organic and local ingredients, ... a lot of solution can be found, and consumers are now aware that changes need to be done.

27% of global consumers have actively boycotted a brand in the last two years due to their environmental/ethical credentials (2022).

Consumers are making greater efforts to protect the planet and expect the industry to mirror these efforts.

Brands must continue to make efforts to offset their carbon footprint and regenerate any natural resources used in the formulation.



Source: FMCG Gurus Top Trends 2023

Food Waste & upcycling

Addressing waste is something that will be of high importance from an ethical, environmental, and financial perspective.

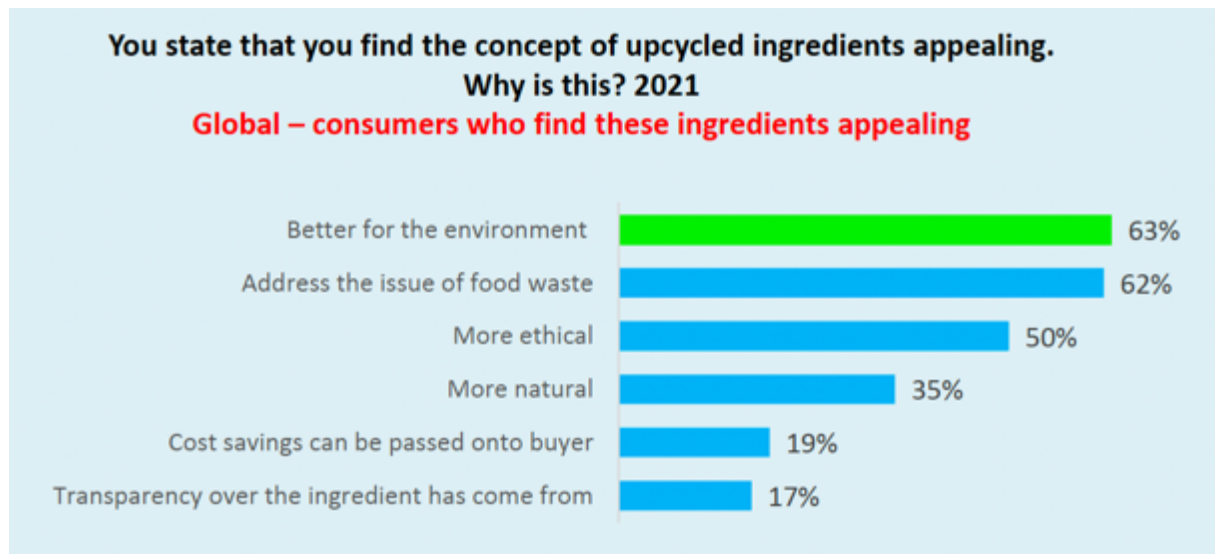
1/3 of food is wasted in the World. Food waste costs € 143bn to the EU economy each year, and it is responsible of 15% of all the gas emissions linked to the food channel. Therefore, reducing food waste is a main concern not only to feed the 10 bn people who will live on earth in 2050, but also to limit climate change.

⁹ Kantar worldpanel 2022

¹⁰ FMCG Gurus 2022

¹¹ <https://ourworldindata.org/greenhouse-gas-emissions-food>

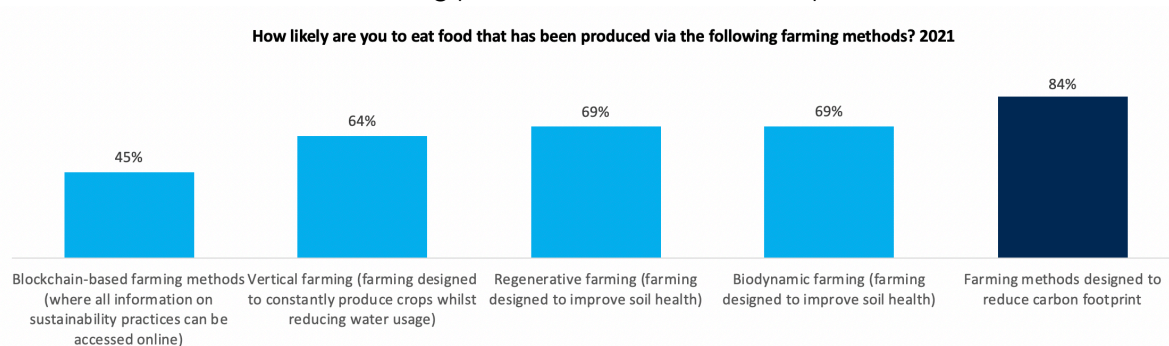
According to Future Market Insights, the global market for upcycling products is expected to reach nearly \$53 billion by 2022. It could exceed \$83 billion by 2032¹² driven by consumer enthusiasm. Indeed, 61% of consumers in the world are in favor of upcycling, both for environmental reasons (63%) and to reduce food waste (62%)¹³.



Source: FMCG GURUS

Decarbonation

Consumers are being more attentive to farming methods, wanting reassurance that natural resources – and farmers – are being protected and carbon footprint reduced.



Source: FMCG Gurus Top Trends 2023

For the food system to become a net carbon sink by 2040, we would need at least to:

- Double our fruit and vegetable consumption
- Reduce by 50% our consumption of red meat and added sugars.

A vegan diet reduces by 49% gas emissions linked to food and by 76% the land dedicated to food.

A diet where half animal-based products are replaced by plant-based products reduces by 36% gas emissions linked to food and by 51% the land dedicated to food.

¹² Source : <https://www.futuremarketinsights.com/reports/products-from-food-waste-market>

¹³ Source: FMCG Gurus Top 10 Trends 2022

Consumers

57% of global consumers pay attention to sustainable production and fair trade. 53% wonder about the impact of meat consumption on environment and animal welfare, 58% choose product with low carbon footprint, 65% look for recyclable packs (Kantar insights Food 360 2022).

The changes for a more sustainable consumption vary according to countries: in the US (+ 4 pts), in China (+ 8 pts), Europe (=).



Source: FI Global Insights 2022

Selected exhibitors

Nexira

Launch of the Acacia Program, phase 3.

In association with the French NGO, SOS SAHEL, its industrial partners, as well as national organizations and producers, Nexira is particularly involved in sustainable development of acacia forests for future supply. This innovative and collaborative approach combines economic and social development for local populations with environmental protection to prevent deforestation.

The Acacia Program, spanning Phases 1 and 2 (2009-2020), included many commendable achievements on reforestation, enhanced biodiversity, and socio-economic development for local populations.

The ongoing Phase 3 (2023-2030) further strengthens Nexira's commitment, involving 300,000 ha of forest, 200 villages and 50,000 producers, with an expected annual carbon sequestration of over 60,000 tCO₂e. Focus is made on women to reinforce their leadership.

Nexira has been selected as a finalist of the Nutraingredients Awards, in the Sustainability category! This is a recognition of Nexira's long-term commitment in the Acacia Program and a great highlight of inavea™ carbon neutral footprint. j.imperato@nexira.com

Marinova

Sustainably sourced and clinically validated, Maritech® organic fucoidans are high purity seaweed extracts sought after by some of the world's most trusted healthcare brands. They are included as premium ingredients in market-leading nutritional supplements, functional foods and beverages, skincare and dermatological formulations, and animal health products.

Maritech® fucoidan is the world's only high purity, certified organic fucoidan with global regulatory acceptance. Efficacious and supported by an extensive dossier of scientific evidence, Maritech® organic fucoidans represent the new frontier in natural marine ingredients. amanda.mackinnon@marinova.com.au

Large Lucas Health Ingredients

Eggshell membrane, a by-product of the egg-industry, is a sustainable way to do good to your joints. Eggbrane is mildly processed in Europe, keeping its bioactivity levels high. A recent clinical study demonstrated effects of Eggbrane at low dose of 300 mg per day.

Karkuma contains a sustainable and organic source of highly active turmeric harvested at a large proprietary farm in Sierra Leone. Its natural curcumin content, average of 7%, is among the highest reported. jeroen@largelucas.com

Jbichem

VegiFlexCosamine is vegan Glucosamine HCl/Sulfate & NAG, extracted from the fermentation broth of glucose, that is HALAL and KOSHER certified. Its composition and nutrition value are equivalent to that of conventional shellfish-derived Glucosamine.

parton@jbichem.com

Elementa

Vintera: sustainable grape based natural ingredients: grape extracts rich in polyphenols.

valerie.petit@elementa-ingredients.com

Ainia

The increase in the world population makes it essential to search for protein sources that are alternative to those of animal origin.

In this sense, microalgae and Water Lentil (Lemna) are optimal alternatives due to their high protein content and high production yields in artificial cultivation systems. These crops can be enriched in minerals and bioactive substances of interest (lutein, vitamin B12, etc.), giving rise to a high-value vegetable protein that can be included in food matrices and nutritional supplements. ltamarit@ainia.es

Alvinesa Natural Ingredients

Hytolive® is an upcycled olive fruit extract, containing a high purity of natural hydroxytyrosol (up to 25%). Hydroxytyrosol is the major phenolic compound (natural antioxidant) found in olives and is responsible for a significant portion of the health benefits of both olive fruit and virgin olive oil.

Hytolive®, standardized in hydroxytyrosol, offers a range of health benefits supported by EFSA (European Food Safety Authority) claims. EFSA has recognized hydroxytyrosol's role in protecting blood lipids from oxidative stress, contributing to cardiovascular health.

Hytolive® is manufactured under an internationally patented, clean, gentle and sustainable technology. Hytolive is a unique olive extract produced exclusively by mechanical and physical means, without the use of solvents or chemical compounds. We only use water as a solvent. ccodeghini@alvinesa.com

Lonza G90

Lonza presents significant strides in sustainability, from innovative energy-saving measures to waste reduction strategies. These achievements aren't just for us—they're for our customers too. We will also discuss how our customer can leverage our environmental successes with consumers, enhancing their brand reputation while contributing to a greener future. We will be providing insights in which products of our portfolio are most suited for sustainability positioning.

catherine.lehmann@lonza.com

Layn Natural ingredients

SustaNX003 is a natural powdered flavoring characterized by a broad spectrum of action against moulds, yeasts and bacteria, including pathogens such as *E. coli* and *Listeria*.

Numerous microbes have been tested in laboratory challenging tests carried out in collaboration with the University, where SustaNX003 proved to be effective in most cases with a dosage of 500-3000 ppm.

If SustaNX003 finds its main application in food industry, having proved already great performance in many kinds of foodstuff, this new product by Layn is perfectly suitable for natural preservation in liquid food supplements as well. It can be pre-dissolved for its use in water-based hydrophilic supplements or directly dispersed in lipophilic ones.

crisrina.boncinelli@layn.eu

Roelmi

SelectSIEVE® Glitter, the ROELMI HPC brand-new botanical synergy dedicated to the beauty and skin care world, is based on a pool of extracts of olive by-products (*Olea europaea* L. Var. Coratina) and licorice root (*Glycyrrhiza glabra*). The ingredient is the result of the Company's strict commitment in promoting an ethical and responsible approach and, it represents the perfect example of circular economy integrated with the valorization of local crops.

francesca.beretta@roelmihpc.com

Other Innovation

Lehvoss Nutrition

Golden Omega Fish Oil concentrates go beyond Purity and Quality! Sustainability is key and we are proud to see Golden Omega focus on four main pillars: taking care of the environment, helping their team grow, doing business ethically, and giving back to the community. They are also aligned with the United Nations' goals and work towards clean energy and responsible production. To help the environment, Golden Omega are building a sea water desalination plant which will help reduce the consumption of potable water. In addition to this, Golden Omega premium fish oil concentrates hold certifications from Friend of the Sea (FOS), Dolphin Safe, and Marine Trust. teresita.ruda@lehvoss.co.uk

Other innovations

Beauty

Secom Healthcare

HAIR-NUTRITION, an innovative formula addressing the beauty segment, based on 15 ingredients, including 3 patented ingredients and standardized extracts, providing nutritional support in reducing the causes of hair loss and supporting hair resistance, hydration, and elasticity. The synergistic mechanism also contributes to the maintenance of healthy skin and nails. mihaela.lungu@secom.ro

BHI Biohealth International L102

Tasty Toning! A kick for skin, hair and connective tissue, but without animal collagen? Try Biohealth's vegan collagen cocktail Strawberry Daiquiri! This delicious feel-good drink is based on a broad spectrum of essential amino acids supplemented with valuable vitamins and minerals. Manganese and copper contribute to normal connective tissue formation, while biotin supports the maintenance of normal hair and skin. i.reichstein@biohealth-int.com

New technology

ScentSational technologies

Scented desiccants that control moisture while delivering enticing aromas. Made with All-Natural FDA/EU compliant FEMA GRAS Flavors, utilizing our proprietary Encapsulated Aroma Release® technology. lisa@scentt.com

Aqvita

Revolutionary technology to enhance any purified water with customized minerals. Patented mineral formulation technology can increase water mineral content while proving that enhancing nutrition in water doesn't have to compromise taste. philippe@aqvita.com

New delivery format

Vitux

ConCordix Smart Chews are the next generation of dietary supplements. This patented dosage form combines oil- and water-soluble ingredients in high payloads for increased bioavailability. Our production process and thoughtfully designed packaging provides unsurpassed stability of active ingredients. Our Smart Chews are sugar free and taste delicious. The newest innovation by Vitux is plant-based ConCordix Smart Chews delivering omega-3s in a pectin base. Catherine.Nardone@concordix.com

Gellpell

Their attractive dosage form is ideal for valuable active substances – a premium product at first sight.

GELPELL® pearls have a clinically proven higher bioavailability. Active substances dissolve slowly and evenly in the body and are well absorbed.

The round beads with a diameter of 0.8 to 2.0 millimeters are transparent, available in different colors and pleasant to swallow.

The gelatine encloses the raw materials in an odorless and tasteless way. On request, we can supply the beads flavored.

We can incorporate raw materials that are difficult to handle or react with each other into a three-dimensional gelatine network with a concentration of up to 50 percent. Sensitive substances are protected from oxidation and hygroscopic substances are stabilized.

Sensitive, oxidative raw materials or combinations of raw materials that react with each other can be processed gently and effectively. They are transported in their active form to where they are of best use in the body.

As GELPELL® does not contain any additives such as preservatives and adjuvants, Clean Labelling is possible. kristina.edvinsson@gelpell.com

Sferalp N260U

Sundalp® is an auxiliary preparation that facilitates the digestion of a substance, extract, salt, or vitamin, particularly suitable for fat-soluble substances. It is composed of sunflower lecithin and triglycerides of vegetable origin.

The main characteristic of the mixture is that it forms a multilayered lipid dispersion and a micellar system upon contact with water or gastric juices. [mlin@sferalp.com](mailto:milin@sferalp.com)

New ingredient zone

Sabinsa

Curcumin C3 Reduct®, from *Curcuma longa*, is the first EFSA-approved Tetrahydro curcuminoids (THCs) in Europe, addressing bioavailability with its innovative formulation. Offering colorlessness, pH stability, and notable health benefits like organ protection and anti-inflammatory effects. This new dispersible ingredient is perfectly suited for beverages and Sports Nutrition Market.

Probiotical

Probial® HMO Baby&Kids is an advanced symbiotic blend for infants to adolescents, uniquely blending a carefully selected HMO with *Bifidobacterium bifidum* BB10 and *Bifidobacterium infantis* BI02. These strains selectively metabolize HMOs, supporting the intricate balance of gut health and immune function, crucial from early development onwards. A personalized solution in stick packs for young microbiomes.

Acadian seaplant

Cultivated dulse seaweed (*Palmaria palmata*) provides superior prebiotic and protein ingredient options for innovative product formulators and is available in both dried flake and powder formats. Careful cultivation and harvesting ensure consistent supply and premium quality. Global certifications for the nutraceutical, food and beverage and cosmetics industries are in effect.

Bereum

beLP1 is a heat-killed postbiotics derived from pyeonchang Kimchi-cultivated *Lb. Plantarum* strain. A 3 trillion cell/g high-concentrated postbiotics of unparalleled quality. It proudly holds vegan, KMF Halal, US GRAS certifications & EFSA QPS Listed, ensuring its safety and quality. Immune & Gut Health for all kind of product!

Colorcon

Improve the branding of your gummies and soft gels with Opatint® ready to use color concentrates (now titanium dioxide free). Batch-to-batch color reproducibility is assured, and concentrates are available in opaque, translucent, or pearlescent finishes. Use with HAT®-B Handy Active Tube to avoid soft gel or gummy stickiness.

Cargill

Innovative, science-backed postbiotic ingredient shown to support immune health. Derived from the fermentation of *Saccharomyces cerevisiae*, EpiCor® contains a beneficial mix of metabolites and bio actives. EpiCor® has a long history of success as the focus of 15+ published studies.

Molecules Biolab

Berberine is well known for its extensive health benefits, spanning metabolic support to cardiovascular health. However, Berberine's full potential is often constrained by poor bioavailability and limited efficacy when consumed in traditional forms. Addressing these challenges, our innovative ingredient BerbiQ introduces a pioneering approach by complexing Berberine with complementary molecules using advanced bio-nanotechnology.

Euromed CuberUp®

Amino acid standardized extract of cucumber grown in Spain and obtained by water extraction technology. It is clinically studied and promotes joint health by reducing knee pain, improving mobility and muscle function, ideal for healthy agers and athletes affected by joint problems.

Biogen Carorite® CWS power

Rich in key carotenoids, offers potent antioxidant support. Supported by clinical research for visual health, cognitive wellbeing, and immune function, it helps reduce oxidative stress. Our proprietary, ActiSpense™ technology, makes it water-soluble and adaptable for oral powders, thin films, beverages, effervescent tablets, granules, and drink mixes.

Ingredients4U

L-5-methyltetrahydrofolate calcium (5-mthf) is a naturally produced salt forming methyl derivative form of folic acid. 5-mthf is also called L-methylfolic acid. It is the most biologically active and functional form of folic acid and is easier to absorb than ordinary folic acid.

NutriLeads (see page 25)

Puredia (see page 19)

New product zone

Vitux

- Introducing Beauty Essentials ConCordix Smart Chews, the secret to unlocking beauty from within. Formulated with a powerful concentration of borage oil, rich in gamma-linolenic acid, and biotin, this innovative blend is designed to nourish hair, skin, and nails to reveal radiant beauty.
- Plant-Based Omega-3 ConCordix Smart Chews deliver a potent dose of omega-3 fatty acids sourced from algal oil plus vegan vitamin D3. Each Smart Chew contains 465 mg of algal oil and delivers 250 mg of DHA, offering all the benefits of omega-3 in a deliciously convenient chewable format.

Naturacare

- ELECTROLYTE is a cocktail of 4 vitamins and 5 minerals carefully selected to reduce fatigue and cramps during exercise and improve endurance. Quick Effervescence! Tasty drink! Different available flavors!
- Unique formulation containing ovomucoid from quail eggs, which has clinical study that shown the attenuation of physical symptoms of nasal provocation. The addition of Zinc and turmeric extract (*Curcuma longa L*) helps you to maintain the efficacy of the immune system, making Ovo Immune a comprehensive solution for allergy relief.
- Vital Extend is bi-layer tablet: immediate boost from energizing plants and natural caffeine in the top layer, followed by sustained release of vitamins and caffeine for 8-hour action in the bottom layer. Experience revitalization and focus throughout the day.
- A combination of prebiotic, probiotics, ashwagandha and vitamin B6 and for an optimal relaxation. Discover Bacti Serenity, powered by *Lacticaseibacillus paracasei* Lpc-37, a natural solution for stress relief. Clinical studies have shown the impact of *Lacticaseibacillus paracasei* Lpc-37 on the perceived stress by restoring the balance of the gut microbiome The addition of a plant extract, Ashwagandha (*Withania somnifera L.*), promotes emotional balance and general wellbeing. Stress relief effect is enhanced by the presence of vitamin B6, that reduces tiredness and contributes to normal psychological functions.

Esserie

Powerful formulation based on proprietary pomegranate extract PunicaPLUS™, with proven anti-inflammatory effects, vitamin B complex and vitamin C for prolonged fatigue. Clinical studies demonstrate its significant effectiveness in reducing fatigue and the improvement in fatigue symptoms even after the food supplement is discontinued. In convenient sachets, it is halal certified.

Fine Foods Pharmaceuticals

- A series of cutting-edge products for superior capsules experience. These new solutions allow for innovative combination of powder and liquid in a hard-shell capsule.
- Biotic3: A wide product range available in various health categories with a successful combination of prebiotics, probiotics and postbiotics in a single formulation! Gut |

Healthy ageing | Metabolic | Women's health | Healthy ageing | Oral care | Sport | Mental well-being.

Phyto Pharma

KRILIXIR Fit is tailored for weight loss, improved metabolism, and enhanced fitness acting on cellular level. The supplement helps reduce hunger and contributes to reducing calorie intake. KRILIXIR is an innovative series of exclusive food supplements based on SUPERBA™ Antarctic Krill Oil & special formulas containing clinically proven ingredients for numerous health benefits.

Colostrum Biotec

Armacura® Lactoferrin Serum: The world's first and only liquid lactoferrin on the market. Contains original Lactoferrin CLN® with a purity of over >97%. Contains >200mg lactoferrin per ampoule, has high bioavailability, is lactose and gluten free as one of the body's most valuable proteins, lactoferrin is a natural component of the immune system. Lactoferrin only develops its best possible effectiveness when it is of high purity. We achieve this with armacura® Lactoferrin Serum using a state-of-the-art extraction and purification process.

Nutrisun by olga

Sweet vanilla collagen, targeting healthy ageing women, is an "ode to femininity". Formulation includes type I and II hydrolyzed marine collagen with organic ashwagandha KSM-66® extract, buckwheat (source of Vitamin B), and acerola (source of Vitamin C). Health benefits: skin, joint, cognition.

DSM-Firmenich

Humiome® Post LB Gut Bliss gummies, innovative delivery form for postbiotic. Clinically proven to boost digestive health, reducing abdominal pain, bloating and improving gut distention. Indicated for daily digestive health and to boost immune system. Suitable for Adults & Children. Explosion of natural peach flavor and unique warming effect.

Aconitum

Experience the premium and innovative provider of youth and beauty solutions through a revolutionary nutritional supplement NoAGE. NoAGE harnesses nature's power to offer a promising solution for promoting longevity and well-being at the cellular level. It enhances cognitive sharpness, boosts energy, and revitalizes the body.

IVC Nutrition Corporation

A vegan-friendly formulation. Create a memorable taste experience and promote mental wellbeing. STRESS-NOMORE is a yummy chewable burstlet to keep your mind calm throughout the day and keep your stress and anxiety levels in check. Made with a blend of ingredients! Contains essential Vitamins fortified with Serenzo® by Nexira.

Pharmextracta

- Food supplement in tablet form containing the probiotic strain *Clostridium butyricum* CBM 588®, useful for maintaining intestinal health. CBM588 is capable of synthesizing butyrate directly in the human large intestine. Ideal for those with dysbiosis-related conditions, including IBS, IBD, and potentially in oncology. Supported by clinical studies.
- Mirgeal® Gel: Food supplement in stick pack form, containing a thick gel made up of alginate plus licorice extract and a special bilberry extract. It has demonstrated

effectiveness in improving symptoms of non-erosive gastroesophageal reflux disease and documented anti-inflammatory and anti-ulcer properties on the mucosa. Gluten-free and lactose-free.

Sirio Europe

One of the shining stars from Sirio's primary PureOrganix organic supplement range! Crafted with premium organic apple cider vinegar, their first-to-market vegan organic gummies serve as a dynamic powerhouse, enhancing metabolism, promoting digestive health, and aiding in weight management.

EMPWR

Fancy a playful bar that will melt your heart? This protein core bar with creamy hazelnut nougat filling, topped off with roasted hazelnuts, coated in milk chocolate is the perfect healthy snack. With 12 g Protein and only 2,1g sugar, this guilt-free indulgence is redefining the boundaries of healthy snacking.

Naveh Pharma

Postbiotics Plus is the next generation of Probiotics and the next evolution of immune and gut health. Made from 7.5 trillion live probiotic bacteria per gram, postbiotics plus is 200 times more effective than probiotics.

Livespo (see page 26)

Startup Innovation Challenge 2024

Most Innovative Finished Nutraceutical Product

- **Winner: Flavolife** Srl develops medical foods containing a patented and proprietary mix of flavonoids, which can help treat toxicity induced by chemo and radio therapies in cancer patients.
- **Ciscarex** develops a patented and trademarked novel vitamin, called vitamin A5, a dietary supplement that help mediate important pathways within the nervous system.
- **Circular Fiber** produces The Fiber Bars, which are made using Karshof, upcycled artichoke-derived flour that is high in fiber.
- **Mandu-care** produces Moltea, a prebiotic one-shot drink that contains enzymatic-derived lactulose to help empower the gut and prevent constipation.
- **Nuhpro** develops Swee-thy, a patented “protein cream low carb” product, which is free of polyols and lactose. It aims to support a low FODMAP diet and promote gastrointestinal health.

Most Innovative Nutraceutical ingredients

- **Winner: BIOkuris** produces KIOtransine® (Chitin-glucan), a dietary prebiotic that offers a novel approach to managing intestinal disorders.
- **Maolac** develops bioactive proteins to address various health needs such as inflammation-related ailments and gut health. This process is driven by the company's proprietary AI and proteomic intelligence system.
- **Rawga** extracts sustainably sources plant-based collagen in the form of glycoproteins, which is derived from the outer cell walls of plants such as hibiscus.
- **Edonia** transforms microalgae biomass into a sustainable, tasty and convenient super-ingredient. Their first product presents spirulina in an unprecedented form, allowing brand new applications.
- **Avea Life** develops a plant-based collagen precursor called Colgevity® with three additional components (Calcium AKG, astaxanthin and vitamin C from acerola cherry) to stimulate the body to produce its own collagen.
- **Fermedics** focuses on premium botanical ingredients that were submitted to a targeted fermentation mimicking the action of a healthy microbiome by metabolizing the active plant component.
- **Gova** develops natural, healthy white sugar that reduces cravings, has satiating properties and does not spike blood sugar levels.

Most innovative service, technology or digital solution supporting the nutraceutical industry

- **Winner: Reso Health** develops a proprietary vending technology that turns health data into personalized health products in real time, helping individuals achieve their wellbeing goals and sustain performance.
- **Apex Compliance** addresses the need for accurate marketing in the nutritional sector through their AI-driven platform. This technology streamlines the compliance process, enabling companies to focus on product innovation and consumer health.
- **Naeo Nutrition** creates smart supplement dispenser jars with subscription-based vitamin gummies, designed to remind consumers to take their supplements daily whilst fighting one-off packaging.

- **Gaston** is a B2B SaaS platform delivering AI-generated personalized food and ingredients recommendations based on users' biological and genomic profiles.
- **Universal Omics** is an AI-driven biotech company designing multi-targeted drugs and nutraceuticals for cardiac diseases primarily caused by lifestyle, timing and diet-related metabolic dysfunction.
- **Ani Bioma** uses proprietary machine learning models to non-invasively assess one's psychophysical state and predict the most potent molecules to stimulate the production of short-chain fatty acids.

Nutraingredients Awards 2024

Ingredient of the year: Beauty from within

- **Winner: SynBalance ProBeautyShield**

ProBeautyShield, composed by *L. plantarum*-PBS067, *L. rhamnosus*-LRH020, *L. reuteri*-PBS072, is a patented probiotic ingredient focused on skin health and beauty. It is designed for people of all ages and diverse lifestyles seeking solutions for skin concerns or looking to prevent the signs of aging. Tested pre-clinically & clinically, ProBeautyShield has demonstrated its efficacy against photoaging, eczema and acne, establishing its value not only in specific conditions but also in volunteers with different habits and thus, intestinal microbiota compositions. The growing attention to skin health & beauty health from within in recent years has led to a multitude of ProBeautyShield applications.

- **Finalists:**

- **Seppic: Ceramosides** (Wheat phytoceramides) is a nutricosmetics solution specifically designed to improve skin hydration, elasticity, and the appearance of wrinkles as well as hair elasticity and hair strength. It is a unique wheat extract, highly concentrated in phytoceramides that also contains digalactosyl diglycerides (DGDG), a natural self-emulsifying compound found in wheat, that improves ceramides' absorption.
- **Monteloeder by Suannutra: Zeropollution** serves as a powerful shield against the harmful effects of pollution on skin. Formulated with extracts of rosemary, olive, *Lippia citriodora*, and *Sophora japonica*, this patented multi-herbal ingredient works synergistically to strengthen skin's protective barrier. By combating both outdoor and indoor air pollution, Zeropollution repairs damage and promotes a more radiant, smooth, and healthy complexion.

Ingredient of the year: cognitive function

- **Winner: Indena Relissa**

RELISSA™ (Melissa Phytosome™) is the new health food ingredient supporting mental, emotional and sleep health. Leveraging on the acknowledged properties of *Melissa officinalis*, RELISSA™ exploits lemon balm health benefits thanks to the formulation with Indena Phytosome™ technology, the delivery system is able to ameliorate properties of natural ingredients. Published preclinical and human studies provide evidence of RELISSA™ effectiveness in ameliorating sleep, mood, stress, emotional health and quality of life with significant results, thanks to a positive interaction with microbiota and an optimized melatonin-free mechanism of action in favor of natural GABA pathway function. RELISSA™ is also deeply committed to environmental footprint and sustainability

- **Finalists:**

- **Enovate Biolife: RedNite** is a fresh beet juice powder stabilized for two years and standardized for higher natural nitrate + antioxidants. It has diverse applications supported by two groundbreaking clinical studies conducted in USA & Italy to prove improved ergogenic & cognitive performance.

- **Nutriventia: Melotime™** is a patent-pending sustained-release melatonin ingredient which ensures the presence of Melotime in plasma for an extended period thereby promoting quicker sleep and improvement in quality sleep. It is an exceptionally versatile ingredient, utilizing proprietary encapsulation technology that makes it suitable for a range of applications, including powders, stick packs, tablets, capsules, and even gummies. Its unique gummy stable coat is designed to endure the intensive gummy manufacturing process, setting it apart in terms of stability and effectiveness. Melotime mimics an 8-hour natural sleep pattern, showing 50% release in the 1st hour, with periodic release in a 6-hour interval for uninterrupted sleep.

Ingredient of the year: Healthy Aging

- **Winner: Chromadex Niagen®**

ChromaDex launched Tru Niagen® in 2017 to provide people around the world the benefits of the most efficient, studied, and high-quality NAD+ booster in the healthy aging space and it features Niagen® as the sole active ingredient. Known as the gold standard in the NAD+ industry, Niagen® and Tru Niagen® meet the highest and most rigorous scientific, quality, and transparency standards, are backed by over 30+ human clinical studies, 300+ published scientific studies, and have been accepted by the world's most rigorous regulatory bodies including the EU.

- **Finalists:**

- **Akay Bioactives: FenuSMart** is a distinctive plant-based solution for women's health, promoting "hormonal balance" during perimenopause, menopause and post-menopause, and even helps to support sexual health in young menstruating women. Its patented composition and process along with clinically substantiated health claims, underscore FenuSmart's success at a low dosage of 250mg x 2 per day. Supported by five published studies, including four trials involving post-, peri- and healthy menstruating women, it consistently demonstrates its remarkable ability to restore hormonal balance in maturing women, effectively alleviating vasomotor and urogenital discomfort while improving mood and well-being for healthy aging.
- **PB Leiner: Solugel Collagen Peptides** supplements are composed of high-quality collagen peptides obtained from natural animal sources (porcine, bovine and fish). By breaking down proteins enzymatically into smaller peptides, bioactive Solugel® is obtained and can be easily absorbed by the human body. As a highly digestible pure protein free of sugar, fat, cholesterol and carbohydrates, Solugel® offers a range of potential health benefits, such as bone & joint health, healthy aging and skin beauty. A wide range of consumer requirements can be provided for, such as halal collagen, kosher collagen, pasture-raised collagen and certified grass-fed collagen peptides.

Ingredient of the year : Microbiome modulation

- **Winner: Synbalance Femme**

Femme, composed by *L. plantarum* PBS067, *L. rhamnosus* LRH020, *B. lactis* BL050, is a patented probiotic ingredient which supports women's health throughout life-stages. Femme targets urogenital infections while modulating the inflammatory response. Clinically tested, it demonstrates swift colonization and effective restoration of the vaginal microbiota, by increasing resident lactobacilli abundance and reducing negative genera associated with infections. The deep investigation on Femme elevates it as a strong ally for women, opening opportunities on new applications where menopause, fertility or other chronic conditions are just the tip of the iceberg, thus contributing to overcome the taboos on women's health.

- **Finalists :**

- **Kyowa Hakko Europe: Immuse®** is a unique postbiotic strain derived from the lactic acid bacteria (*L. lactis* strain Plasma), targeting the plasmacytoid dendritic cells (pDCs), key immune cells residing in the gut. Unlike traditional approaches, IMMUSE® provides a well-coordinated comprehensive immune response through pDC activation. It is supported by a growing body of scientific evidence, with over 30 publications and more than 15 human clinical trials, demonstrating its immune health benefits. This research-driven approach sets a new standard in immune health solutions.
- **Glac Biotech: Totipro®Postbiotics PE0301** is a unique ingredient crafted for upper gastrointestinal health, benefiting both oral and stomach care. Derived from the fermented metabolism of three probiotic strains, it preserves valuable nutrients like lactic acid, organic acids, amino acids, enzymes, polysaccharides, extracellular vesicles and more. Scientifically validated and formulated in precise ratio without additives, PE0301 boasts anti-bacterial, anti-inflammatory, and antioxidant properties *in vitro* and *in vivo* studies. In clinical studies, it naturally boosts immunity by elevating saliva IgA levels, optimizing oral microbiota, enhancing mouth and stomach mucosa, and preventing acid reflux. These comprehensive benefits promote overall upper digestive well-being.

Ingredient of the year: Sports nutrition

- **Winner: Fitoplancton Marino: TetraSOD®**

TetraSOD® is a unique natural marine ingredient, grown under patented technology, with a high indirect antioxidant capacity. The outcomes of both *in vitro* and *in vivo* research strongly suggest that TetraSOD® is a cellular health promoter, a statement based on the ability to: i) enhance antioxidant defenses for an adequate redox balance, ii) strengthen cell structure and integrity, iii) modulate cell response to stimuli, iv) modulate inflammatory and immune system state, and v) protect DNA from damage. These positive effects at cellular level are translated to physiological level to aid physical performance and recovery, increase muscle strength and power.

- **Finalists:**

- **Astareal: AstaReal® Astaxanthin**, a microalgae-derived carotenoid, is the strongest known natural antioxidant, with anti-inflammatory properties. Thanks to a distinctive molecular structure, it fully spans the entire cell and the mitochondrial bilayer membranes and scavenges free radicals. It protects mitochondria-rich muscles against oxidative stress. Astaxanthin has ameliorative effects on muscle function (muscle force, endurance, and energy metabolism). Clinical studies show that AstaReal® Astaxanthin supports muscle recovery in elite soccer players, improves athletic performance in elite cyclists and functional training in paramedics. It enhances the effects of training in both young and elderly athletes. In non-athletes, it reduces daily levels of mental and physical fatigue.
- **Gelita: PeptENDURE®** improves endurance exercise performance by positively influencing metabolic adaptation and running economy, not yet shown by any other protein source. Athletes experience this as they can perform at higher speeds over longer times, PeptENDURE® is a long-term training partner for endurance athletes. For Brand Owners, it will target a white space in sports nutrition by establishing a direct role for protein in endurance performance, opening a platform to bring increased frequency of purchase for strategic customers in endurance sports and active nutrition.

Product of the year: Botanical

- **Winner: PharmExtracta Sophy®**

Sophy® is a food supplement designed for women battling Polycystic Ovary Syndrome (PCOS). Harnessing the potent Berberine Phytosome®, Sophy® effectively addresses PCOS symptoms by restoring regular menstrual cycles, addressing fertility issues, reducing ovarian polycystosis, treating acne, and enhancing overall quality of life within just three months of treatment. With each tablet containing 550 mg of Berberine Phytosome®, it ensures maximum therapeutic impact, thanks to its enhanced bioavailability making it ten times more effective than berberine alone. Supported by clinical trials, Sophy® offers tangible help to women with PCOS, improving their well-being.

- **Finalists:**

- **Calocurb: Calocurb** is the world's first patented 100% natural GLP-1 activating supplement, designed to manage long-term weight changes and control appetite. The active ingredient, Amarasate® bitter hops extract, has been demonstrated to reduce feelings of hunger by 30%, cravings by up to 40%, and caloric intake by an average of 18% in one hour.
- **Life Extension: Serene Sleep** combines two clinically studied ingredients, Shoden® ashwagandha and BlaQmax® black cumin seed, to help your body manage stress and promote quality, restorative sleep. This melatonin-free formula helps support several aspects of healthy sleep, including how long it takes to fall asleep, how long you remain asleep, and sleep quality without causing next day grogginess. It works by helping maintain already-healthy cortisol levels to encourage a calm state of mind before bedtime.

Product of the year: Immune support

- **Winner: Life Extension: Mushroom Immune with Beta Glucans**

Mushroom Immune with Beta Glucans combines a clinical dose of Wellmune®, the most clinically studied beta-glucan with a trifecta of immune modulating mushrooms (shiitake, maitake, and chaga) equal to nearly one and a half servings of fresh mushrooms. This combination helps activate your immune system's primary defenders: macrophages, neutrophils, and natural killer cells, and helps your immune system to react faster and smarter when faced with challenges.

- **Finalists:**

- **Health and Happiness Group:** Inostime is the only infant milk formulation (IMF) in France and Europe enriched in a bioactive protein, steopontin/lactopontin, which has been clinically proven to support infant immunity. It contains the dominant human milk oligosaccharide (HMO), 2'-fucosyllactose, that has been clinically substantiated to support infant gut health and immunity. And Bifidobacterium infantis M-63, a sophisticated HMO utilizer, isolated from infant feces, recently clinically documented to support infant gut microbiome development.

Product of the year: Microbiome Modulation

- **Winner: PharmExtracta Crispact®**

Crispact® is a probiotic supplement designed for women's health. With a focus on addressing crucial issues such as HPV, unexplained infertility, BV, thrush, and genitourinary infections, Crispact® stands out as a unique solution in the market. Its exclusive strain *Lactobacillus crispatus* M247 has been clinically proven to offer significant benefits. Clinical trials demonstrate its ability to clear HPV infections, normalize cervical cytology, and improve outcomes in assisted reproductive technology (ART). Moreover, its efficacy in restoring the vaginal microbiota makes it a versatile option for combating various infections.

- **Finalists:**

- **Sun genomics: Floré GI SereniT™** is the leader in comprehensive stool analysis via Whole Genome Sequencing (WGS) of the gut microbiome. Available through Floré Clinical, this stool test provides clinical insight into gut dysbiosis, microbiome diversity, IBS, IBD and more. It identifies 100,000+ genomes and 30,000 organism species while revealing information about gastrointestinal symptoms like gas and bloating. The GI SereniT report is delivered to a clinician and patients can engage on Floré's eHealth app to learn about their diet and microbiome.
- **The Akkermansia Company Gut Support with Stress Management** was made to support people living with irritable bowel syndrome, including those experiencing stress and anxiety. It is a unique dietary supplement with natural ingredients: 30 billion cells of pasteurized Akkermansia muciniphila MucT (new generation postbiotic), chamomile, vitamin B2 and B9. Pasteurized Akkermansia muciniphila MucT has been proven to have a positive impact on various health conditions, particularly influencing key metabolic indicators and gut brain axis.

Enhanced with chamomile extract, which contributes to the regulation of gastro-intestinal motility. Additionally, vitamin B9 contributes to normal psychological functions and B2 contributes to the maintenance of normal mucous membranes.

Product of the year: Sports Nutrition

- **Winner: Life Extension Testosterone Elite**

Testosterone Elite is a combination of Tesnor®, a proprietary blend of pomegranate and cacao extracts, and luteolin in a once-daily capsule. In clinical studies Tesnor® supported healthy levels of free and total testosterone and physical strength. It is combined with luteolin, a plant flavonoid, that has been shown in preclinical studies to help inhibit the activity of the aromatase enzyme and promote testosterone production by encouraging the conversion of cholesterol into the precursor hormone, pregnenolone. Testosterone Elite can help support a man's mood, strength, and help them achieve youthful vigor.

- **Finalists:**

- **ESN:** Infused with an optimal blend of patented Bio-Active Collagen Peptides, L-Glutamine, Creatine, and L-Leucine, ESN's Daily beverage provides essential nourishment for joints, tendons, ligaments, and cartilage – the foundation of peak performance. It also ensures athletes start their day with L-Leucine and Creatine to support muscle health and energy.
- **Ringana: RINGANA SPORT protein** is a sports-shake that delivers more than “just” proteins. B-Vitamins and minerals (e.g. biotin and magnesium) support protein metabolism. Naturally contained iron contributes to normal oxygen transport in the body. Vitamin B12 supports the energy-yielding metabolism and riboflavin contributes to the reduction of tiredness and fatigue. WATT's up® citrus extract brings the extra boost for the sports performance.

Innovations in Women health award

- **Winner: Solabia Nutrition Bonolive**

Bonolive® is a patented olive leaf extract standardized for high levels of oleuropein. It is a safe, natural and oestrogen-free solution for women in peri- and post-menopause. At a low daily dose of 250mg, Bonolive® is clinically validated to increase the number of osteoblasts, stabilize bone mineral density and improve mobility. After just 2 weeks intake, women report improvement in mood swings, night sweats and skin hydration. This makes it a perfect fit to address both the immediate needs of women who enter this stage of life, as well as those who need long-term post-menopause support.

- **Finalists:**

- **IFF: IFF Menopause** formulations have been developed to help brands successfully seize the menopause opportunity while delivering trust and credibility to the market. Co-created with peri and menopausal women, they support the most prevalent and reported symptoms of this life stage. The six formulations include exclusive probiotics and botanicals backed by science.

Available as ready-to-market or customizable solutions, each formulation has been granted the MTick, an accreditation delivered by GenM which through robust processing, recognize menopause-friendly products.

- **Lo.Li Pharma International: Pervistop®** offers a new approach to HPV infection management by fortifying the immune system and directly targeting HPV at its core. This once-daily supplement challenges conventional methods, delivering a scientifically formulated blend of epigallocatechin gallate, hyaluronic acid, folic acid, and vitamin B12. Clinically proven with an impressive 85% clearance rate within three months, Pervistop® stands as a beacon of hope amidst the prevalence of silent HPV infections affecting 30% of women. Left untreated, these infections pose a risk of progressing to cervical cancer.

Nutrition Research Project

- **Winner: BrudyLab - The Effect of Docosahexaenoic Acid Triglyceride (Tridocosahexanoína-AOX®) and Citicoline on the Visual Field of Patients with Glaucoma**

This project highlights the potential role of nutraceuticals in aiding the treatment of glaucoma, a primary cause of blindness. During the study, 73 patients with glaucoma were randomly assigned into one of four groups and treated for three months with Vitamin C, DHA, Citicoline, or a combination of DHA and Citicoline. Only the combination of oral treatment with our DHA (Tridocosahexanoína-AOX®) along with Citicoline significantly enhanced visual capacity and decelerated disease progression in glaucoma patients after three months of intervention. At BrudyLab, they prioritize scientific rigor and aim to elevate the nutrition industry through robust clinical evidence.

- **Finalists:**

- **Chromadex External Research Program uncovers the full potential of NAD+ for healthy aging with research on Niagen**

ChromaDex is advancing the science of NAD+, through the ChromaDex External Research Program (CERP), a novel program that promotes bioscience advancement through the study of the company's patented nicotinamide riboside (NR) ingredient, Niagen®, one of the most studied modern NAD+ precursors in the healthy aging space. Celebrating 10+ years of collaborative research, through CERP partners with third-party leading universities and research institutions worldwide and upon request, provides Niagen®, other materials, and placebo, to uncover the full potential of NAD+ and develop novel, science-based ingredients. This research is paramount as NAD+ is required for every cell in the body.

- **Probi: The probiotic strain, LpHEAL9, as a potential psychobiotic to improve cognition, mood and sleep in healthy individuals**

With the growing concern of mental health issues globally, this research project aims to investigate the impact of the probiotic strain LpHEAL9 on aspects of mental health such as cognitive function, mood, and sleep, and to also investigate possible mechanisms of action via the gut-brain axis using both clinical and pre-clinical studies. The primary focus is to help improve general

cognitive health, targeting healthy individuals with high demands and stress. Key outcomes are improvements in cognitive function, mood, and sleep – important pillars for a healthy life.

Start-Up Award

- **Winner: Maolac (see page 33)**

- **Finalists**
 - **BiOkuris: BiOkuris** crafts medical nutrition solutions for patients with digestive health concerns. Born from the KitoZyme Group in 2021, a renowned global provider of natural fungal-derived ingredients, BiOkuris thrives on innovation. Their core expertise lie in harnessing the potential of their proprietary ingredients, chitin-glucan, and chitosan, to pioneer the advancement of next-generation products. Through combination with meticulously selected ingredients and/or probiotics, they engineer tailored solutions to address the underlying physiology of chronic intestinal conditions thereby enhancing the quality of life for millions who struggle with such challenges.

 - **TravelSana:** TravelSana pioneers the travel wellness sector with its bespoke natural line of dietary supplements designed exclusively for travellers. addressing unique health challenges encountered during travel, their meticulously formulated products target issues like blood circulation, digestive function, energy burst, immune system, and mental-mind balance. Prioritizing natural ingredients ensures efficacy and safety for diverse travellers, bridging a market gap for convenient solutions for disrupted routines and new environmental exposures. Committed to Swiss standards, their products guarantee efficiency and consistency.

Sustainability Initiative of the year

- **Winner: Finzelnerg Go Zero**

“Go Zero” will achieve climate-neutrality in Scope 1,2,3 according to the International Greenhouse Protocol by 2025. In other words, they take responsibility for all relevant emissions in their supply chains – from raw material cultivation all the way through to delivery to their customers. The actions are linked to global targets defined to achieve the UN's Sustainable Development Goals and they have joined the science-based targets initiative (considered the gold standard of climate protection) to monitor and assess their climate goals.

- **Finalists**
 - **Nexira: Inavea caring for nature** (See page 24)

 - **Artic Blue Omega: The world's first high dosed Omega-3 gummy** made with MSC-certified Norwegian cod oil is sugar-free and has relevant levels of Omega-3 DHA & EPA per gummy. Made with fish oil, not just having the highest ocean ecology standard available in the world (Marine Stewardship Council), but with

oil made from 100% fish trimmings of wild cod from Arctic waters means no requirement for any fish to be specially caught for this oil.