



Vitafoods™
INSIGHTS



GLOBAL HEALTH & NUTRITION NETWORK™
expertise | connections | business results

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What's **HOT** at Vitafoods **Europe** 2017



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Discover the Latest at Vitafoods Europe 2017

This is a great time to be in the nutraceutical and functional food industry. With consumers increasingly interested in nutrition, markets opening up across the world, and innovative new ingredients emerging every day, there's a lot to be excited about.

So it's not surprising there's a lot to be excited about at this year's Vitafoods Europe. The exhibition will be buzzing with energy as visitors enjoy a wealth of attractions, and as one of our thousands of visitors, you'll have the opportunity to connect with more than 1,000 global exhibiting companies, learn about new ingredients and products from around the world, participate in forums, and hear from top industry experts.

We're introducing a range of new visitor attractions at Vitafoods Europe 2017, and we've worked extremely hard this year to ensure we provide for your every business need, whatever that may be. We've got every area of the industry covered, with content across four distinct sectors: Ingredients and Raw Materials, Branded Finished Products, Contract Manufacturing and Private Label, and Services and Equipment.

This special Digital Magazine 'What's Hot at Vitafoods Europe' details the key highlights we're particularly enthusiastic about for this year's show. On [\[p 32\]](#), we introduce our new Probiotics Resource Centre, and our new Advice Centre featuring 'Innovation Profiling' is featured on [\[p 48\]](#). On [\[p 38\]](#) you can get further advice on sports nutrition from the European Specialist Sports Nutrition Alliance in our Sports Nutrition Zone, and see the new products ready for tasting at our Sampling Bar dedicated to sports nutrition. We're delighted to announce the return of the Omega-3 Resource Centre on [\[p 28\]](#), which has doubled in size since last year, and make sure you take a look at the Vitafoods Centre Stage programme on [\[p 14\]](#) for industry insights across all four industry sectors. We've picked out some of the new products and ingredients you can see on [\[p 7 to 8\]](#), and on [\[p 42\]](#), you can learn more about the Vitafoods Europe Education Programme, which offers cutting-edge information tailored to your job role. The Education Programme has been completely revamped, to increase flexibility and offer more focused education opportunities to suit your business needs.

We couldn't possibly fit everything in the event into one Digital Magazine, and there's plenty more to see at Palexpo from 9 to 11 May.

Vitafoods Europe remains the place to be for insight to the nutraceutical and functional food industry.

I look forward to seeing you there!



Chris Lee
**Managing Director, Global Health
& Nutrition Network, Europe**

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General Information

Exhibition

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

Tuesday 09 May: 10.00 – 18.00

Wednesday 10 May: 10.00 – 18.00

Thursday 11 May: 10.00 – 16.00

Education Programme

Education Programme rooms Q, R and V,
are accessible via Hall 3.

Tuesday 09 May: 09.00 – 18.00

Wednesday 10 May: 09.00 – 18.00

Thursday 11 May: 09.00 – 13.00

Register Now

Visitor registration and entrance are located in Hall 3.

[Register for free entry](#) by Monday 8 May at 12.00 British Summer Time.

At event registration fee: €145 / 160 CHF

Exhibition VIP Fast Track Entry

We know your time at the event is precious and want to ensure that you have the best possible experience at Vitafoods Europe 2017, enabling you to do more business. Upgrade your entry to VIP and receive fast track entry into the Exhibition, complimentary cloakroom, access to the VIP Lounge with refreshments, a complimentary Euromonitor industry report, reserved seating in all Exhibition Theatres, and mobile phone charging. The [VIP upgrade](#) is €75 before Monday 8 May 2017 or €220 at the event. Purchase your VIP Passes online or from the Exhibition VIP Registration Desk.

Public Transport to/from Palexpo



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



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



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



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

**DON'T FORGET TO DOWNLOAD THE
EVENT APP TO HELP MAXIMISE YOUR
TIME AT THE EVENT!**

vitafoods.eu.com/app



Official Sponsors

We would like to thank all our Sponsors that have contributed to Vitafoods Europe 2017.

Official Natural
Astaxanthin Sponsor



Stand H29

Official Innovation
Sponsor



Stand E84

Official Digestive Health
Sponsor



Stand E22

Official Collagen Protein
Sponsor



Stand I20

Official Vitamin K2
Sponsor



Stand D10

Official Botanical
Sponsor



Stand I21

Official US Market Entry
Sponsor



www.nutricompany.com

Official Probiotics
Sponsor



Stand G40

Official Curcumin
Sponsor



Stand H30

Official Contract
Manufacturing Sponsor



Stand D12

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Stand I2

New Products Zone

Located at the entrance to the show, the New Products Zone is the perfect place to discover the latest innovative products to hit the market in the last 12 months. This zone offers visual displays of the products launched, and is a great way to get an overview of the product development expertise available to you at the show. Start your visit here to evaluate which products are best suited to your business and then dive into the show.

Here's a sneak peek at some of the products to be found in the New Products Zone, but click [here](#) to view the complete list.

Yummy Healthy Smoothie from Unidiet

Stand M73

Made with real fruit purees, chia seeds and wheat germ, this yummy smoothie contains less than 100 kcal and is rich in fibre, with no added sugar.



OlioVita® Sun from VITAE Natural Nutrition

Stand M61

OlioVita® Sun is a food supplement designed to protect the whole body from the sun's rays. Natural extracts help to avoid photo-ageing and sunspots, and repair the skin after harmful exposure.

Tab-in-Gum from Ambrosia SupHerb Ltd.

Stand F86

Tab-in-Gum is a new and innovative technology in the dietary supplement world: a tablet wrapped with chewing gum. The tablet contains a precise dosing of active ingredients, which are released within 45 seconds.



Fit-day Superfood Long Life from Enigem

Stand J88

Fit-day Superfood Long Life is an energising and nutritious drink combining high quality vegetable protein, blueberries, cranberries and acai.



Feminine Excellence Premenstrual Comfort from Activ'Inside

Stand B30

Feminine Excellence Premenstrual Comfort helps women with both the emotional and physical symptoms involved in premenstrual discomfort and is formulated with organic botanical ingredients, including saffron, yarrow, feverfew and hibiscus.

Make sure you also check out the **Launchpad products in the New Products Zone** and visit the Exhibitor Presentation Theatre at 14.00 on Tuesday ([p.7](#)) to see the Launchpad presentations and find out more.

Launchpad products

Liposomal formulas from Doctors Formula

Stand N29



Cibdol CBD oil from Cibdol BV

Stand N64



New Ingredients Zone

Stand F1

Sponsored by:



Searching for the latest innovative ingredients? Look no further: the New Ingredients Zone features exciting new ingredients that have hit the market in the last 12 months. This zone offers visual displays of the latest ingredients and raw materials launched, and is a great way to get an overview of the knowledge and expertise available to you at the event. Stop here first as you enter the event to evaluate which products best fit your range and business, and plan your visit effectively.

You can find the full range of ingredients on display here, but here's a quick preview of what's on offer at in the New Ingredients Zone:

EpiCor® from Gee Lawson

Stand H20

Gee Lawson's EpiCor® is a whole food fermentation ingredient to be used in dietary supplements. It comprises proteins, fibre, polyphenols, vitamins, amino acids, antioxidants, beta-glucans and other metabolites that work together to support a strong immune system. When taken daily (500mg), EpiCor® is a safe and effective way to naturally support your immune system.



Phytofare™ from Cambridge Commodities Ltd.

Stand F50

Phytofare™ is the only clinically-proven green tea extract shown to be bioavailable and is exclusively distributed by Cambridge Commodities. Generic green tea extracts are thought to be only 1 to 10 percent bioavailable, while Phytofare™ is believed to have a bioavailability of 60 to 80 percent.

Healthberry® 865 from Evonik Industries AG

Stand I51

Healthberry® 865 is a unique natural berry extract, made from wild bilberries and blackcurrants. Multiple international studies suggest Healthberry® 865 has broad health-promoting properties including cardiovascular disease risk prevention.





Theracurmin® Super from Theravalues

Stand J166

Theracurmin® is a form of curcumin with enhanced bioavailability and potential benefits for the prevention and treatment of chronic inflammation-based diseases.

Saffr'Activ from Green Plants Extracts

Stand G76

Saffr'Activ® is an all-natural saffron extract from *Crocus sativus* red stigmas and is used as a natural way to improve sleep and reduce feelings of stress and anxiety.



Devil's Claw from Nexira

Stand F20

Devil's Claw is the natural solution for joint health and comes from a root found only in southern Africa.

Make sure you also check out the Launchpad products in the New Products Zone and visit the Exhibitor Presentation Theatre at 14.00 on Tuesday ([\[p 23\]](#)) to see the Launchpad presentations and find out more.

Launchpad ingredients:

Prodigest® in GI disorder from Indena

Stand G22



PhytoClean™ from Mazza Innovation

Stand B58



Bone₄Kardio™ from Capsugel and Kappa Bioscience

Stand I10



Vitafoods Tasting Centre

Stand M100



You can see, touch and taste a wide variety of functional foods and beverages at the Vitafoods Tasting Centre. From protein bars to meal replacements, coffee to gummies, syrups to chocolate, the Tasting Centre is awash with flavours and aromas to tempt the taste buds. All showcased products are retail-ready and come from exhibitors at the forefront of the nutraceutical industry.

This centre is the ultimate in interactivity and will help you find your next taste-tingling, top-selling functional food or beverage to push your company forward in 2017 and beyond.

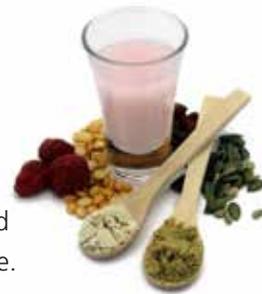
Taste as many as you can, and then vote for the best tasting functional food and beverage in the Vitafoods Tasting Centre Awards 2017. The winners will be announced at 15.00 on Wednesday at the Tasting Centre.

You can see everything on offer at the Tasting Centre [here](#), but let us tempt you with the following products:

ProEarth™ Vegan Protein Blend + InstAA™

Stand F50

Cambridge Commodities' exclusive ProEarth™ vegan protein blend contains pea, rice, sunflower and pumpkin protein, plus vegan amino acid blend InstAA™. Its smooth texture and wild raspberry flavour provides a delicious way to boost protein intake.



Chocolate with Veri-te resveratrol from Evolva

Stand G85

Dark chocolate (53 percent cocoa) containing 1 percent Veri-te resveratrol. Veri-te resveratrol is a high-purity, contaminant-free fermented resveratrol and clinical data suggests resveratrol can play a role in bone health, cardiovascular health, blood glucose control, healthy cognitive function, skin youthfulness and oral health.

Ferrolip from U.G.A Nutraceuticals Srl

Stand L40

Ferrolip is a dietary iron supplement and comes in a lemon-flavoured powder that dissolves immediately in the mouth with no metallic aftertaste. The sophisticated coating technology and transmittal of the iron pyrophosphate in liposomes ensures high bioavailability and excellent gastric tolerability.





Chewable Calcium Softgels for Kids from PHIL Inter Pharma

Stand K52

Containing 440 mg of anhydrous dibasic calcium phosphate, these strawberry-flavoured sweet and chewable softgels can provide children with their daily calcium intake. The flavours and sweeteners are formulated to mask the taste of calcium, and taste like a sweet jelly.

Organic Pure Fruit Protein Bar – Spicy Lemon from SternLife GmbH & Co.

Stand K84

A healthy between-meal snack and ideal for athletes before, during and after workouts, the Organic Pure Fruit Protein Bar contains 20 percent protein, a balanced amino acid profile, and a source of fibre. Suitable for vegetarians and vegans, the vegetable protein sources come from rice, pea and hemp, and all ingredients are all-natural and organically grown. The Spicy Lemon bar is flavoured with dates, lemon, ginger and chilli.



OLIVIE Desert Olive Tree Pearls from Atlas Olive Oils

Stand N98

Growing in an arid, harsh climate, desert olive trees have evolved a survival mechanism that produces distinctive olives. Laboratory analysis shows that one teaspoon of pearls derived from these olives contains as many antioxidants (hydroxytyrosol) as found in ten litres of extra virgin olive oil.



Your Good Night syrup from PharmaLinea Ltd.

Stand H21

A good night's sleep is one of the most crucial factors in school performance and mood disorders in children, but achieving this can be a struggle for their parents. Your Good Night syrup, featuring the clinically-proven Qnight, supports natural relaxation and sleep.





Vivania Beauty Shot from Hankintatukku Oy

Stand L74

Vivania Beauty Shot liquid with a delicious peach taste contains hydrolysed Peptan fish collagen, hyaluronic acid and vitamin C, all of which strengthen the skin's texture and improve moisture balance. In liquid form, collagen is absorbed easily by the small intestine where it can be digested to form dipeptides and tripeptides, or free amino acids.

ProViva from Probi AB

Stand N102

ProViva is a unique probiotic fruit drink, created to alleviate IBS symptoms such as abdominal pain, bloating, constipation and flatulence. ProViva comes in several different flavours, including Swedish Blueberry and Indian Kesar Mango.



Diet Shake Cherry-Banana from Huegli Nahrungsmittel GmbH

Stand O92

This high-protein diet shake is 41 percent protein and contains all the essential vitamins and minerals required by EU law for meal replacement products. The excellent-tasting diet shake is enriched with 11 percent linseed powder to enhance the omega-3 content, and goji berry extract to provide extra antioxidants.

Honey-based throat syrup from Laboratoria Natury

Stand K41

Icelandic lichen, marshmallow root, peppermint, sage leaf extract, propolis and multi-flower honey combine to make a throat syrup with a superior taste. Recommended for those who suffer from throat irritation and dry cough, the product is 100 percent natural.



The Spotlights are another added benefit of the Vitafoods Tasting Centre, in which certain exhibitors offer interactive presentations alongside the sampling sessions, to give you a more in-depth explanation of their product. Check the programme below for timings.

TUESDAY 9 MAY AND WEDNESDAY 10 MAY	
11.00 – 12.00	Nutratrix
12.15 – 13.15	Adiuvo Group
13.30 – 14.30	Intermed S.A.
14.45 – 15.45	Cambridge Commodities Ltd.

Vitafoods Centre Stage

Stand K90

This innovative hub offers an industry overview, addressing key issues and highlighting emerging trends for 2017 and beyond. Central to the whole event, the Vitafoods Centre Stage offers a one-stop shop for industry insights across all four of the industry sectors.

Presentations on core topics include sports nutrition, the European supplement market, personalised nutrition, a focus on consumer preferences, contract manufacturing, and new technology in the nutraceuticals and functional food industry.

Tuesday morning is dedicated to sports nutrition, focusing on the current regulatory environment and the rapidly expanding global market. Enjoy the keynote panel discussion with Dr Adam Carey from the European Specialist Sports Nutrition Alliance (ESSNA) and then head over to the Sports Nutrition Zone ([p 38](#)) in the afternoon for more information and advice.

Interested in contract manufacturing? Don't miss the Thursday morning's keynote panel discussion 'Accountability: setting the standard and raising the bar in contract manufacturing' and take 20 minutes to learn all there is to know about 'How to successfully engage with a contract manufacturer'.

Discover the future of personalised nutrition, the driving factors behind consumer trust, and more at the heart of Vitafoods Europe.

The Vitafoods Centre Stage also includes Vitafoods Venture Den, an informal, fast-paced business pitch competition, which gives nutrition and health and wellness start-ups the opportunity to pitch to investors. Fifteen professionally-screened companies will battle it out at the Nutrition Capital Network European Investor Meeting, before three final contenders compete in front of the judges to win a prize package valued at €75,000. Enter the Den and join the audience at 16.00 on Tuesday.

PROGRAMME

TUESDAY 9 MAY	
	FOCUS ON SPORTS NUTRITION
11.00 – 11.40	<p>Keynote Panel Discussion</p> <p>A new era of innovation in sports nutrition</p> <p>Chair: Nathan Gray, Senior Editor - Nutraingredients</p> <p>Dr Adam Carey, Chair, European Specialist Sports Nutrition Alliance (ESSNA)</p> <p>Albert McQuaid, Chief Innovation Officer, Kerry</p> <p>John Travis, Senior Research Scientist, NSF International</p> <p>Jeff Hilton, Partner & Co-Founder, BrandHive</p>

11.45 – 12.05	<p>Sports nutrition: new performance platforms Juliette Kuiken, Market Analyst, Innova Market Insights</p>
12.10 – 12.30	<p>The long and winding road – sports nutrition regulation in 2017 Stuart Shotton, Vice-Chair, European Specialist Sports Nutrition Alliance; Head of Nutrition and Regulatory Affairs, MyProtein</p>
12.35 – 13.05	<p>Balancing innovation and risk in sports nutrition ingredients John Travis, Senior Research Scientist, NSF International Sponsored by: David Trosin, Business Development Manager, NSF International </p>
13.10 – 13.40	<p>Evaluating the effects of acute ingestion of a black elderberry (sambucus nigra) compound on nitric oxide biomarkers, blood pressure, and exercise capacity in healthy adults Sponsored by: Dr Matthew Higgins, Senior Lecturer in Sport and Exercise Nutrition, Iprona AG/Spa </p>
FOCUS ON EUROPEAN SUPPLEMENT MARKET	
13.45 – 14.25	<p>Keynote Panel Discussion The impact of EU regulation on innovation in the ingredient sector Chair: Maryse Hervé, Regulatory Affairs Director, Managing Director, the European Consulting Company (ECCO) Anne-Laure Tardy, Scientific & Regulatory Consultant, RNI Conseil Liza Van den Eede, Regulatory Affairs Director, Pen & Tec Consulting GmbH Petr Mensik, EU Affairs Manager, EU Specialty Food Ingredients, Belgium Beate Kettlitz, Director Food Policy, Science and R&D, FoodDrinkEurope</p>
14.35 – 15.05	<p>Generating healthcare cost savings through greater use of food supplements Patrick Coppens, Director – Scientific and Regulatory Affairs, Food Supplements Europe</p>
15.10 – 15.50	<p>Keynote Panel Discussion Setting upper limits for vitamins and minerals in Europe Chair: Jade Mitchell-Ross, Assistant Editor, Vitafoods Insights Liza Van den Ede, Regulatory Affairs Director, Pen & Tec Consulting GmbH Inga Koehler, Director, Regulatory Affairs, Country Cluster Lead Central Europe, Pfizer Consumer Healthcare GmbH Prof Peter Weber, Professor of Nutrition, Corporate Science Fellow, DSM Nutritional Products Ltd</p>

<p>16.00 – 17.00</p>	<p>Vitafoods Venture Den</p> <p>Presented by Nutrition Capital Network</p> <p>Sponsored by Herbalife and AIDP</p> <p>Presented by </p> <p>Sponsored by  </p>
<p>WEDNESDAY 10 MAY</p>	
<p>FOCUS ON PERSONALISED NUTRITION</p>	
<p>11.00 – 11.40</p>	<p>Keynote Panel Discussion</p> <p>Health by design: the future of personalised nutrition</p> <p>Chair: Heather Granato, Vice President, Content, Informa Global Health & Nutrition Network</p> <p>Mine Uran, CEO, Alver Futurprotein as speaker</p> <p>Dr Astrid Stuckelberger, Institute of Global Health, Faculty of Medicine, University of Geneva; President, Geneva International Network on Ageing, WHO; Secretary-General, International Association of Gerontology and Geriatrics for the European Region</p> <p>Simon Struach, Director Global Marketing, BASF SE</p> <p>Jennifer Arther, Director of Nutrition & Innovation, Leatherhead Food Research</p>
<p>11.45 – 12.05</p>	<p>Personalised Nutrition: regulatory considerations</p> <p>Nicolas Carbonnelle, Senior Associate, Bird & Bird</p>
<p>12.10 – 12.30</p>	<p>Developing successful personalised nutrition products from regulatory, science, sensory and consumer perspectives</p> <p>Jennifer Arthur, Director of Nutrition & Innovation, Leatherhead Food Research</p>
<p>12.35 – 13.05</p>	<p>If culture eats strategy for breakfast—then how shall you digest innovation?</p> <p>Peter Wennstrom, Founder & Senior Consultant, The Healthy Marketing Team Ltd</p>
<p>FOCUS ON THE CONSUMER</p>	
<p>13.10 – 13.30</p>	<p>Consumer centric innovation</p> <p>Dr Volker Spitzer, Managing Director, analyze & realize GmbH</p>
<p>13.35 – 13.55</p>	<p>Sensory science challenges in developing functional foods</p> <p>Dr Emma Feeney, Research Manager, Food for Health Ireland (FHI)</p>
<p>14.00 – 14.20</p>	<p>Focus on clean labelling: instilling consumer confidence and boosting sales in global food and beverages</p> <p>Alan Rowan, Ethical Labels Analyst, Euromonitor International</p>

14.25 – 14.45	<p>The driving factors behind consumer trust</p> <p>Carlotta Mast, Executive Director of Content, New Hope</p>
14.50 – 15.10	<p>Citizen Doctor: The culmination of technology, innovation and customisation</p> <p>Rajiv Khatau, Managing Director, Lodaaat Pharma</p>
<p>FOCUS ON NEW TECHNOLOGY AND SMART NUTRITION Sponsored by:</p>	
	
15.15 – 15.55	<p>Keynote Panel Discussion</p> <p>Smart nutrition: making health solutions accessible to the masses?</p> <p>Chair: Heather Granato, Vice President, Content, Informa Global Health & Nutrition Network</p> <p>Arturo Lizon Nordstrom, CEO, Monteloeder S.L</p> <p>Michael Wakeman, Healthcare Consultant</p> <p>Steve Peirce, President, Ribus Inc</p>
16.00 – 17.00	<p>The Big Debate</p> <p>Measurable health: the final goal of the nutrition industry</p> <p>Andrew Steele, Head of Product & Olympic Athlete, DNAfit</p> <p>Thomas Wilckens, MD, CEO/CSO, Innventis Inc.</p> <p>Jeff Hilton, BrandHive</p> <p>Iris Hardewig, Senior Consultant, analyze & realize GmbH</p> <p>Ezequiel Sanchez Cascales, 7Senses Ltd.</p> <p>Joana Maricato, New Nutrition Business</p> <p>Katia Merten-Lentz, Partner, Lawyer-Keller and Heckman LLP</p> <p>Enrique Martin Alvarez, Founder & Director, IBIDEM Law&Strategy</p> <p>Ignacio Cartagena, Co-founder and Co-Owner, Monteloeder SL</p> <p>Cayetana Pablos LLona, VP PoS Lending at ING</p>
17.05 – 17.25	<p>The foodtech revolution: what strategies disrupt the food system</p> <p>Gregory Dubourg, Founder and General Manager, Nutrikéo</p>

THURSDAY 11 MAY	
	FOCUS ON CONTRACT MANUFACTURING
11.00 – 11.40	Keynote Panel Discussion Accountability: setting the standard and raising the bar in contract manufacturing
11.45 – 12.05	GMPs for dietary supplements: everything the handbook doesn't tell you! David Trosin , Business Development Manager, NSF International
12.10 – 12.30	How to successfully engage with a contract manufacturer Nick Green , Associate, Bird & Bird

Life Stages Theatre

STAND I164

The Vitafoods Life Stages Theatre has been specifically designed to focus on nutrition requirements that are unique and essential at each stage of life. From infants to adults and healthy ageing, this dedicated presentation theatre features solution-focused presentations from experts within the industry and academia who are leading innovation, research and product development.

Offering insight into the different opportunities available to businesses for each stage in a person's life, the three-day programme is divided across five categories, including the four separate life stages, and specific requirements for men and women. Explore how consumer trends are reshaping the women's health market, and how sports nutrition and active lifestyles are merging and blurring.

Tuesday morning focuses on expectant mothers, providing an overview of maternal trends and how nutrition and lifestyle approaches represent an opportunity to improve maternal metabolic health. The afternoon sessions are dedicated to the first two life stages: infancy and childhood. Discover the challenges of infant nutrition studies and how to innovate in infant nutrition, before considering safety assessments for ingredients in children's products and the market potential of gummy vitamins.

The sessions on Wednesday switch focus to health requirements for adults and highlight the separate nutritional needs for men and women. Women's nutrition requirements, for example, may be affected by their hormones, and there are different challenges in the men's health marketplace.

Thursday sees sessions dedicated to healthy ageing and how it can drive market innovation. With an ageing population, the scope of healthy ageing is broadening as personalised nutrition is required for a greater range of people, and healthy ageing is becoming a mainstream lifestyle.

PROGRAMME

TUESDAY 9 MAY	
	FOCUS ON MATERNAL NUTRITION
11.00 – 11.30	Maternal metabolic health during pregnancy: an opportunity to break the intergenerational obesity cycle Dr Irma Silva Zolezzi , R&D Expert and Group Leader, Metabolic Programming, Nestlé Research Centre
11.35 – 12.05	A focus on mothers: the role of healthy ageing across all life stages Steve French, Managing Partner, Natural Marketing Institute (NMI)
	FOCUS ON INFANT NUTRITION
12.10- 12.40	Bifidogenic-enhancing fermented milk components as an exciting alternative to fibres Sinéad Proos , Senior Commercialisation and Innovation Manager, Food Health Ireland

12.45 - 13.15	<p>Growth in infant formula launches is strongly driven by digestive health solutions Juliette Kuiken, Innova Market Insights</p>
13.20 – 13.50	<p>Challenges of infant nutrition studies Elisa Postrach, Project Management Clinical Research, analyze & realize GmbH</p>
13.55 – 14.25	<p>Plant-based lipid alternatives in infant nutrition Dr Sean Hogan, Research Officer, Teagasc Food Research Centre</p>
14.30 – 15.15	<p>How to innovate in infant nutrition: bridging the knowledge gap Chair: Will Chu, Science Editor, nutraingredients.com Steffi Dudek, Sr. Consultant, analyze & realize GmbH Jens Bleiel, CEO, Food for Health Ireland, University College Dublin Steve French, Managing Partner, Natural Marketing Institute (NMI) Nigel Baldwin, Intertek Scientific & Regulatory Consultancy</p>
<p>FOCUS ON CHILDREN'S NUTRITION SPONSORED BY: </p>	
15.30 – 16.00	<p>Safety assessment of ingredients for infants and children Nigel Baldwin, Director of Scientific & Regulatory Consulting Europe, Intertek Scientific & Regulatory Consultancy</p>
16.05 – 16.35	<p>Gummy vitamins: a promising product solution for children's nutrition Dr Danny Gan, Head of Product Development, Marketing Department, Sirio Pharma Co., Ltd</p>
16.40 – 17.25	<p>Boosting from within: nutraceuticals for increased immune function Chair: Heather Granato, VP Content, Informa Global Health & Nutrition Network Alvin Ibarra, Senior Scientist, Dupont Nutrition & Health Rajiv Khatau, Managing Director, Lodaat Pharma Dr Pascale FANÇA-BERTHON, Scientific Coordinator, Innovative Platform. Nutrition & Health - Personal Care, Naturex, France Dr Astrid Stuckelberger, Institute of Global Health, Faculty of Medicine, University of Geneva, President, Geneva International Network on Ageing, WHO, Secretary-General, International Association of Gerontology and Geriatrics for the European Region, EU Expert (Research Evaluation Programmes) Horizon2020, Active and Assisted Living Joint Programme, Framework Programmes, European Commission, Switzerland</p>
<p>WEDNESDAY 10 MAY</p>	
<p>FOCUS ON ADULT HEALTH SPONSORED BY:    </p>	
11.00 – 11.30	<p>Vitamins and nutraceuticals: identifying future opportunities Dr Mohammed Benghezal, Director, Swiss Vitamin Institute</p>
11.35 – 12.05	<p>All you wanted to know about omega-3 phospholipids, but never dared to ask Nils Hoem M.Sc (Pharm), PhD, Chief Scientist, Aker BioMarine</p>

12.10 – 12.40	<p>Innovation and best practice in alternative delivery options Dr Volker Spitzer, Managing Director, analyze & realize GmbH</p>
12.45 – 13.15	<p>Blue light... exposed! Addressing the growing concern in the digital era with macular carotenoids Dr. Melinda Fernyhough, Director of Scientific Affairs, OmniActive Health Technologies</p>
13.20 – 14.10	<p>Healthy life with Mediterranean extracts: natural and safe prevention from multifactorial risks Prof Manfredi Rizzo MD PhD, Associate Professor of Internal Medicine School of Medicine, University of Palermo, Italy and Associate Professor of Internal Medicine School of Medicine, University of South Carolina Prof Giovanni Li Volti MD PhD, Associate Professor of Biochemistry, School of Medicine, University of Catania</p>
14.15 – 14.45	<p>Encapsulation of macronutrients to increase satiety and weight management Dr Sinéad Bleiel, Company Founder and Director, AnaBio Technologies Ltd</p>
14.50 - 15.20	<p>Clear Path to Clean Label Steve Peirce, President, RIBUS, Inc.</p>
15.25 – 15.55	<p>Systems nutrition and metabolic rhythms in women’s hormonal health Colleen Fogarty Draper, Nutritional Genomics Senior Specialist, Nestlé Institute of Health Sciences SA</p>
16.00 – 16.30	<p>The hottest consumer trends affecting women’s health Steve French, Managing Partner, Natural Marketing Institute (NMI)</p>
16.35 – 17.05	<p>Rajiv Khatau, Managing Director, Lodaaat Pharma</p>
17.05 – 17.35	<p>Challenges and opportunities in the men’s health marketplace Jeff Hilton, Partner and Co-Founder, BrandHive</p>
THURSDAY 11 MAY	
FOCUS ON HEALTHY AGEING	
SPONSORED BY:   	
11.00 – 11.30	<p>The scope of healthy ageing broadens as products target younger audiences and healthy nutrition becomes a mainstream lifestyle Juliette Kuiken, Market Analyst, Innova Market Insights</p>
11.35 – 12.05	<p>Responding to the mobility demand of ageing consumers with bioactive collagen protein Mai Nygaard, Global Director, Rousselot</p>

12.10 – 12.40	Addressing the needs of the 40+ Dominik Mattern , Business Development Manager, Capsugel
12.45 – 13.15	Micellar casein, a milk protein against night fasting period Audrey Boulier , Research Products & Applications Engineer, Ingredia SA Aude Ragot , Product Manager Nutrition, Ingredia SA
13.15 – 13.45	The redefinition of healthy ageing and how it can drive market innovation Steve French , Managing Partner, Natural Marketing Institute (NMI)
13.45 – 14.15	Precision nutrition for healthy ageing: intervention with encapsulation technology Dr Sinéad Bleiel , Company Founder and Director, AnaBio Technologies Ltd

Exhibitor Presentation Theatre Featuring Launchpad

Experience Products in Action

STAND E90

Companies at the forefront of the industry showcase their latest ingredients and innovations at the Exhibitor Presentation Theatre. Experience products in action as exhibitors share technical presentations and case studies, covering top ingredients and services from around the world. This theatre offers an interactive way to find inspiration to grow your business in an innovative way. With presentations from a wide range of global exhibitors, find out more about the vast range of ingredients and services available at Vitafoods Europe. Exhibitor participation across all four industry sectors ensures the entire global industry is represented, presenting exclusive industry insights.

With presentations on ingredients including dietary fibre, krill protein, curcumin and astaxanthin, exhibitors will also discuss the latest trends aligned with these ingredients and share best practices in improving factors such as bioavailability and delivery forms.

For those who prefer quick-fire information, the Launchpad programme offers bite-sized and highly focused presentations, showcasing the very best Vitafoods exhibitors have to offer in just 10 minutes. Watch a Launchpad presentation to gain insight into ingredient applications and find a new product to add to your portfolio, then connect with service providers who can help you achieve further business growth. Launchpad products are also available to view in dedicated displays in the New Products Zone ([\[p7\]](#)) and New Ingredients Zone ([\[p9\]](#)).

TUESDAY 9 MAY	
10.30 – 11.00	Dietary Fibre: food for our second brain! Dr Stefan Siebrecht , Managing Director, Taiyo GmbH
11.05 – 11.35	Cognizin® Citicoline's breakthrough benefits for cognition and a review of the science Karen E. Todd , Registered Dietician, Sr Director, Global Brand Marketing, Kyowa Hakko, U.S.A. Inc.
11.40 – 12.10	Rimfrost krill protein and omega-3 powder Inge Bruhein , Chief Scientific Officer, Rimfrost
12.15 – 12.45	Gelita® RXL R ₂ : Innovative gelatine for soft capsules with revolutionary fast release properties over time Dr Holger Becker , Technical Product Manager Pharma-Research and Development, Gelita AG

12.50 – 13.20	Innovative and scientifically proven ingredients for joint health and mobility Daniel Martinez-Puig , R&D Human Health Manager, Bioiberica
13.25 – 13.55	Next generation green technology for solvent-free extracts Benjamin Lightburn , President, Mazza Innovation
14.05 – 15.45	Launchpad Presentations From companies including 
16.20 – 16.50	Theracurmin®: the most advanced form of curcumin in bioavailability Tadashi Hashimoto , Representative Director and President, Theravalues Corporation
WEDNESDAY 10 MAY	
10.30 – 11.00	Oximacro®: a cranberry extract with the highest percentage on the world market of A-Type Proanthocyanidin (PAC-A). UTI support and antiviral activity. Massimo E Maffei , Professor of Plant Physiology, Biosfered Srl
11.05 – 11.35	New Probi Select™ - patented probiotic strains clinically documented by Probi Dr Titti Mertinsson Niskanen PhD , Clinical Project Director, Probi AB
11.40 – 12.10	Silicium (silicon) at the heart of your strategy Prof Dr Ivan Coste-Manière , Scientific Consultant, Eytelia
12.15 – 12.45	Fenugreek: a promising functional and nutritional ingredient for supplements Prasad Thakurdesai , General Manager, Scientific Affairs and Quality Assurance, Indus Biotech
12.50 – 13.20	Achieving the best in class delivery forms for the nutrition market Pierre-Albert Thomas , Technical Support Manager, Rousselot
13.25 – 13.55	Omega-3 in food: how fortification with encapsulated omega-3 LCPUFAs adds value to your products Jendo Visser , Product Manager Nutritional Oils, FrieslandCampina Domo
14.00 – 14.30	Probiotics for management of allergies Dr Karen Konig , Head of Education and Senior Scientist, Winlove

14.35 – 15.05	Besides gut health! <i>Lactobacillus plantarum</i> TWK10 improves exercise performance and increases muscle mass Wen – Shiaw Lan , Overseas Affairs Manager, Synbio Tech Inc
15.45 – 16.15	How to boost muscle recovery during the night? Rediscover casein protein Renate Zwijsen , Senior Development Specialist, FrieslandCampina DMV
15.10 - 15.40	Lactobacillus rhamnosus (LGG ®) - a tour of 30 years research Dr Johan van Hylckama Vlieg, Chr. Hansen A/S
16.20 – 16.50	AyuFlex: The next generation product for joint comfort, mobility and functional capacity Dr Sanni Raju PhD , CEO and Chairman, Natreon Inc
THURSDAY 11 MAY	
10.30 – 11.00	Learn how natural vegetarian capsules can address needs of the natural consumer Claudia Valla , Product Development Advisor, Catalent Consumer Health
11.05 – 11.35	Turning market trends into successful products with innovative dosage forms Joris Dewit , Area Sales Manager EMEA, Capsugel
11.40 – 12.10	Effect of lactium® supplementation on stress levels in healthy volunteers Juliane Hellhammer, PhD , Founder and CEO of Contract Research, daacro
12.15 – 12.45	NEM (Natural Eggshell Membrane) – Overview of latest clinical data in the prophylaxis and supportive treatment of osteoarthritis Dr Cem Aydogan, MD, PhD , CEO, Phytonet AG
12.50 – 13.20	Astaxanthin buyer's guide: what you need to know Haraldur Gardarsson , Quality Control Manager, Algalif
13.25 – 13.55	Microencapsulation technology applied to functional food ingredients Elizabeth Escudero , R&D Manager, Lipofoods S.L.U

Poster-Perfect Science

The Vitafoods Europe Poster Presentation area is a dedicated showcase, presenting cutting-edge research projects and product innovation within the fields of functional food, nutraceutical ingredients, raw materials, dietary supplements, and new technology in a clear and easily digestible way.

All posters are reviewed by the Vitafoods Europe Executive Advisory Board (EAB), representing key stakeholder groups from industry, academia, Non-Governmental Organisations (NGOs), and public sector bodies.

You can find the Poster Presentation area in front of the Vitafoods Europe Exhibition and Education Programme entrances, linking the two areas together and facilitating a platform for professional networking and exchange.

At the very start of the show, this is a prime place to view excellence in nutritional science, innovation, business and education, and is available to both visitors and delegates throughout the full three days of the show.

The health and beautification attributes of ALLURA™ drink	Universiti Malaysia Terengganu
Benefits of tocotrienols on inflammatory bowel disease	Davos Life Science Pte. Ltd.
Amylgen, your partner for brain health products development	Amylgen
Clinical evaluation of GCB-70 in overweight subjects	Chemical Resources
Bacomind - discovering brain health benefits of Bacopa monnieri	Natural Remedies Pvt. Ltd.
Soft Gums™ an innovative delivery form for nutraceuticals	Innutrigel ag
Memophenol: polyphenol-based formulation for your memory	Activ'inside
iNNutriGEL K2VITAL K2/D3 Soft Gums™ bone health	Innutrigel ag
Hydroxylated DHA in Alzheimer's disease mouse model	Praxis Group
Intake of multistrain probiotic isolated from kefir improves gastrointestinal functions in human clinical trial	Synbio Tech Inc.
<i>Lactobacillus plantarum</i> TWK10 supplementation improves exercise performance and increases muscle mass in mice	Synbio Tech Inc.
Modified pectin - a novel functional food resource	Chengzhi Life Science Co. Ltd.

Poster Presentations

Hydrolysed collagen promotes bone health in ovariectomised mice through modulation of both osteoblast and osteoclast activity	Rousselot
Screening for inhibitory activity of <i>Lactobacillus salivarius</i> SGL03 against oral pathogens and its efficacy in improving oral health	Sintaldietetics Srl
Natural vegetarian origin protein polysaccharide nano-sized carriers for food and nutrition applications	University of Westminster
Efficacy and safety of a nutraceutical with probiotic and red yeast rice extract in patients with moderate hypercholesterolemia: a double-blind RCT	Montefarmaco Otc S.P.A
Efficacy of Mobilee® in joint function and clinical outcomes of adults with joint discomfort	Bioiberica S.A.U.
The effect of probiotic consumption on clinical markers of gingivitis	Bifodan A/S
NEUROSAPSIS nutraceutical intervention as an adjuvant treatment for multiple sclerosis	Aniva International S.A.
Oralisc® a patented formulation of glycosaminoglycans with proven efficacy improving osteoarthritis in obese individuals: from in vitro tests to clinical trials	Bioiberica S.A.U
Respecta restores vaginal flora of women with intermediate Nugent score (4-6) in two weeks.	Giellepi
Immunoway cough and cold relief solid syrup (medical device for dry and wet cough): mechanism of action.	Giellepi
Direct measure of intracellular antioxidant activity by luciferase live cell assay	Led Engineering Development
PLASYS300®, the new complex for prostate health	Pharmactive Biotech Products SI
'In vitro' effects of ABG10+®, the new black garlic extract standardised to S-allyl cysteine on cardiovascular function in rats	Pharmactive Biotech Products SI
Moving science to claims: a new paradigm for study design	KGK Synergize Inc.
Potential probiotic <i>Bifidobacterium animalis</i> ssp. <i>lactis</i> 420 prevents weight gain and glucose intolerance in diet-induced obese mice	DuPont Nutrition and Health
<i>Bifidobacterium animalis</i> ssp. <i>Lactis</i> 420 with or without Litesse® Ultra controls body fat mass and waist circumference in overweight and obese subjects: a randomised, double-blind, multicentre clinical study	DuPont Nutrition and Health

Omega-3 Resource Centre

Stand I144

In association with:



Sponsored by:



Back by popular demand for the third year, the Omega-3 Resource Centre is a focused knowledge hub, co-developed and run in association with internationally recognised omega-3 experts, GOED, the Global Organization for EPA and DHA Omega-3s. Sixteen exhibitors comprise the Omega-3 Resource Centre, covering all aspects concerning omega-3s.

This interactive visitor attraction offers a wide breadth of content and services where you can learn about various omega-3 formats and sources available from recognised experts around the world. Download Vitafoods Insights Digital Magazine '[The Widespread Appeal of Omega-3s](#)' to peruse over lunch, and then head back to view infographics and visual displays offering valuable statistics, comparative data and market overviews, and take the opportunity to sample a selection of ingredients and products.

There are various digital presentations to view, including a presentation on the latest trends and issues influencing the omega-3 market, and another explaining where EU consumers access health information and what influences their decision-making process. Check out the product showcases and take the opportunity to sample a selection of ingredients and products.

PRODUCT SHOWCASES

Easyburst® Fish Oil Chewables from Catalent Consumer Health

Stand E50/I142

As the originators of the RP Scherer Softgel technology, Catalent is proud to introduce our new Omega-3 EasyBurst® Chewables. A daily intake of 4 chewables delivers 440 mg of omega-3s (320 mg DHA) to support brain, eye and heart health. The combination of high potency omega-3s plus the easy to chew EasyBurst® offers high efficacy and convenient dosage plus excellent taste and odour masking.



Ahiflower® Oil from Ahiflower Nature Crops International

Stand M142

Ahiflower® Oil is a pure and clean-tasting omega-3-6-9 dietary oil, containing the essential fatty acids from a single traceable and non-GMO plant source. With an EPA conversion quadruple that of flax and a high SDA and GLA content, ahiflower oil supports the body's anti-inflammatory response.



Omega-3H DHA90TGN from Huatai Biopharm Inc.

Stand B19/K150

Omega-3H DHA90TGN is a deodorised and high Omega-3 DHA 90% oil in natural triglyceride form with a great taste. It is the highest DHA 90% TGN concentrate available on the market.

OMEKA-3™ Licaps Beadlets from Kappa Bioscience

Stand D10

A revolutionary formula featuring K2VITAL® Vitamin K2, liquid Omega-3 heart health ingredients and the visually attractive Licaps beadlets. It combines fast release with oxygen protection and odour-masking for the Omega-3 oils, and offers enhanced bioavailability of vitamin K2.



Superba™ Boost Caps from Aker Biomarine

Stand H40



Superba™ Boost CAPS contain highly concentrated phospholipid krill oil and significant Omega-3 and choline content. Just two capsules contain more than 250 mg of EPA and DHA, and more than 80 mg of choline. The CAPS are backed by four EFSA authorised health claims.

Omegor Omega-3 from UGA

Stand L40

Omegor Omega-3 flavoured emulsion high in EPA and DHA provides a tasty approach of administering adequate amounts of EPA and DHA to people for whom capsules are not an option e.g. the children and the elderly.



Whether you are looking to learn more on core areas such as purity, potency, flavour masking, sustainability and encapsulation technology; or about sourcing, product development, regulatory issues or consumer behaviour across Europe, the Omega-3 Resource Centre has something for everyone.

A dedicated 'Omega-3 Guide', available in the Omega-3 Resource Centre or from the entrance to the event, will also provide a clear overview of Omega-3 related exhibitors to make it easier to find exactly what you are looking for.

Adam Ismail from GOED says:

'The global omega-3 market continues to grow, but slowing sales in developed countries has driven companies to focus on innovation and differentiation. The Omega-3 Resource Centre at Vitafoods Europe is a unique way to catch up with all of the developments in the omega-3 space. Aside from being able to talk to 17 omega-3 companies in one locale, there is a constant flow of presentations in the theatre, digital stations to learn more about specific topic, infographics on the latest trends on the walls of the Resource Centre, and product showcases highlighting some of the newest innovations.

'This is our tenth anniversary and for years we have been working to grow this resource centre to the point where it can provide an engaging experience for anyone interested in omega-3s.'

PROGRAMME

TUESDAY 9 MAY	
13.00 – 13.30	<p>Omega-3 natural, plant-based trends and opportunities for innovation</p> <p>Claudia Valla, Product Development Advisor, Catalent Consumer Health</p>
13.45 – 15.15	<p>Omega-3 Resource Centre exhibitor TED presentations</p>
15.30 – 16.00	<p>Oxidation and Omega-3s: Addressing the Challenges</p> <p>Dr. Udaya Wanasundara, VP of Business Development and Principal Lipids Scientist, POS</p> <p>Claudia Valla, Product Development Advisor, Catalent Consumer Health</p> <p>Adam Ismail, Executive Director, GOED Omega-3 - Panel Moderator</p>
17.00 – 18.00	<p>10 year GOED anniversary drinks reception</p> <p>Sponsored by GOED (by invitation only)</p> 
WEDNESDAY 10 MAY	
10.30 – 11.00	<p>Technologies to stabilise omega-3s</p> <p>Jendo Visser, Product Manager, Nutritional Oils, FrieslandCampina</p>
11.15 – 11.45	<p>The evolution of omega-3 science</p> <p>Gerard Bannenberg, Director of Compliance and Healthcare Outreach, GOED</p>

12.00 – 12.30	<p>Reaching the Omega-3 Consumer</p> <p>Consumer products panel – strategies to reach consumer segments</p> <p>Jaume Borrás, General and Medical Manager, Brudy Technology</p> <p>Ulf Oldenborg, CEO, Natural Pharmaceuticals Group</p>
13.00 – 13.30	<p>New innovative products for the omega-3 market</p> <p>Claudia Valla, Product Development Advisor, Catalent Consumer Health</p>
13.45 – 15.15	<p>Omega-3 Resource Centre exhibitor TED presentations</p>
15.30 – 16.30	<p>Marine omega-3s: driving sustainability improvements in supply chains of nutritional supplements</p> <p>The sustainability impact of reduction fisheries—how can we secure healthy stocks and ecosystems?</p> <p>Camiel Derichs, European Director, Marine Stewardship Council</p> <p>How to source sustainably as an omega-3 fish oil manufacturer</p> <p>Daniel Wiley, VP Nutrition and Health, AlaskOmega/Organic Technologies</p> <p>A retailer’s journey to sustainable sourcing of all marine related products</p> <p>Sandra Hinni, Project lead sustainable seafoods, Migros-Genossenschafts-Bund</p>
THURSDAY 11 MAY	
10.30 – 11.00	<p>Opportunities and challenges in omega-3 clinical nutrition</p> <p>Tom Clough, Director, Health Strategy Consulting</p>
11.15 – 11.45	<p>Market trends: a presentation of the latest estimates on the volume of ingredients for omega-3 products, the most relevant trends and issues facing the market</p> <p>Aldo Bernasconi, PhD, Director of Information and Research, GOED</p>
12.00 – 12.30	<p>ISSFAL, not just meetings and statements, the society where academia and industry meet</p> <p>Peter Clough, Honorary Secretary, International Society for the Study of Fatty Acids and Lipids (ISSFAL)</p>

Probiotics Resource Centre

Stand J139

Sponsored by:



In association with:



New for Vitafoods Europe 2017, the Probiotics Resource Centre is a dedicated knowledge hub, organised in association with the International Probiotics Association (IPA).

This new interactive visitor attraction showcases everything there is to know about probiotics in one location. Discover the latest breakthroughs in probiotic technology, learn about new product development, and access consumer analysis and market trends. Learn more from exhibiting companies, in the presentation theatre and via infographics provided by Mintel. In addition, Mintel researchers will specifically explore product and ingredient innovations in the digestive health space, focusing on probiotic and prebiotic ingredient trends.

PROGRAMME

TUESDAY 9 MAY	
11.05 – 11.35	Development and quality control of probiotics at Institute of Dairy Science and Probiotics, University of Ljubljana Irena Rogelj, Prof. PhD , Head of the Institute of Dairy Science and Probiotics, University of Ljubljana, Biotechnical faculty Dept. of Animal Science, Institute of Dairy Science and Probiotics
11.40 – 12.10	Developing probiotics for the oral cavity Dr John Hale , Chief Technology Officer, Blis Technologies Ltd
12.15 – 12.45	Nutrasource Diagnostics Inc TBC
12.50 – 13.20	Lunch Break
13.25 – 13.55	Probiotics for Brain Health Dr. Karen Koning , Global Education Manager & Senior Scientist, Winlove Probiotics
14.00 – 14.30	Probiotics in Oral Health Dr Kim Barken , Head of Technical Support, Bifodan
14.35 – 15.05	Evaluation of Dietary Supplements Containing Probiotics under NSF/ANSI 173 Julie Ann Brickel, MPH , Research Toxicologist, NSF International

15.10 – 15.40	<p>To count or not to count? Pros and Cons of probiotic enumeration methods.</p> <p>Dr. Marco Pane, R&D Scientist, IPA Scientific Committee Member, IPA</p>
<p>WEDNESDAY 10 MAY</p>	
11.05 – 11.35	<p>Latest Clinical Evidences supporting the Use of Pylopass™ for Gastric Health</p> <p>Dr. Marco Pane, R&D Scientist, IPA Scientific Committee Member, Organobalance</p>
11.40 – 12.10	<p>Probiotic LRC™: An Evidence-based Approach to Supporting Heart Health</p> <p>Gilles Jequier, Commercial Director Organobalance, UAS Labs</p>
12.15 – 12.45	<p>“Lactobacillus fermentum 5716 LC40 and its role in healthy breastfeeding”</p> <p>Mónica Olivares, Ph.D., Research Director, BIOSEARCH LIFE</p>
12.50 – 13.20	<p>Developing probiotics for the oral cavity</p> <p>Dr John Hale, Chief Technology Officer, Blis Technologies Ltd</p>
13.25 – 13.55	<p>Moving Science to Claims: A new Paradigm for Study Design</p> <p>Najla Guthrie, CEO, KGK Science Inc.</p>
14.00 – 14.30	<p>Pioneering probiotic applications in the Brain-Gut Axis</p> <p>Mrs. Bérengère FEUZ, Marketing Manager, Lallemand Health Solutions</p>
14.35 – 15.05	<p>More than a Gut Feeling: Health Impacts of Prebiotics</p> <p>Sandra Saville, Chief Nutrition Officer, Prenexus Health</p>
15.10 – 15.40	<p>Efficacy of Bacillus coagulans Unique IS2 and its food applications</p> <p>Dr. Neelamraju Jayanthi, Business Development Manager, Unique Biotech</p>
15.50 – 16.20	<p>An in vitro technology platform to assess the activity of probiotics in the human and animal gastrointestinal tract</p> <p>Sam Possemiers, Managing director, Prodigest</p>

Explore Vitafoods with Innovation Tours



Returning this year, Innovation Tours take visitors around the exhibition, visiting select exhibitors on focused trails. The tours are led by NutriMarketing, which conducts a rigorous and independent selection process to handpick exhibitors and ensure the quality of content on each tour.

Take a guided tour and get expert insights into innovative ingredients. Exhibitors offer on-stand presentations and tastings to bring their ingredients and products to life.

There are five tours across the three days, each dedicated to a specific health category.

According to the World Health Organization (WHO), cardiovascular diseases are the leading cause of mortality in the world. With the market for heart health ingredients expected to reach €14.3 billion by 2018, the **Heart Health Tour** visits exhibitors offering ingredients with authorised health claims, including omega-3, konjac, xanthan gum and pectin.

Seventy-five percent of consumers are looking for more protein in their diet, and the protein market is expected to reach €30 billion by 2018. The **New Proteins Tour** explores market drivers and new sources of protein set to excite consumers.

A baby's diet during their first 1,000 days (from conception to second birthday) has a huge impact on health later in life and could be the key to healthy ageing. Follow the **First 1,000 Days Tour** to discover everything an infant needs and the latest research into maternal nutrition.

The market for digestive health ingredients reached €504 million in 2015, and is expected to continue to grow as demand increases for lactose- and gluten-free products. Join the **Digestive Health Tour** to check out ingredients such as fibres, calcium and charcoal, all of which have been authorised by EFSA.

With 2.1 billion people overweight or obese globally and 43 percent of the world population looking to lose weight, there is innovation abound in the weight management market. The **Weight Management Tour** brings you the latest in functional foods and weight-loss ingredients, from botanical appetite suppressants to potential fat-burning compounds.

Spaces are limited, so [click here](#) to book your tour today.

TUESDAY 9 MAY	
11.15 – 12.30	Heart Health
14.30 – 15.45	New Proteins
WEDNESDAY 10 MAY	
11.15 – 12.30	First 1,000 Days
14.30 – 15.45	Digestive Health
THURSDAY 11 MAY	
11.15 – 12.30	Weight Management

Year-round Insight to the Nutraceutical Industry

Vitafoods Insights is the online destination bringing the best content from Vitafoods events to a global audience. With information, perspective and resources for the food, beverage, supplement and personal care markets, Vitafoods Insights delivers year round. Explore slideshows with highlights from event presentations, browse image galleries for an overview of current trends, read blogs on a wide range of industry topics, and download detailed reports on the latest research.

New for 2017, the monthly Vitafoods Insights Digital Magazines focus on topics that are key to the nutraceutical industry, offering insights, statistics and opinions from leading experts around the world. Free to download, each edition highlights current trends and issues for a specific health category to help readers make better business decisions.

Digital Magazines available to view include:



The Evolving Sports Nutrition Market

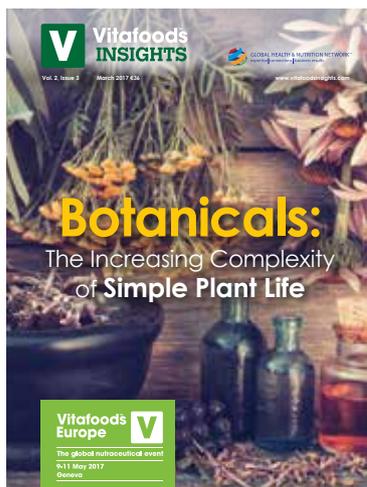
Many competitive athletes turn to nutraceuticals to help reduce inflammation and muscle damage, as well as enhance recovery. For many years, research has supported the potential benefits of ingesting carbohydrates during strenuous activity and more recent studies suggest various alternatives may be superior to the standard practice of consuming carbohydrate-electrolyte drinks and high-glycaemic index (GI) foods.

The use of specialised sports nutrition products to achieve optimum health and fitness has taken the sports nutrition category well into the mainstream domain.

Back in the 1980s and '90s, sports nutrition was in its infancy, but in 2016, the sports nutrition market in Europe saw growth of more than 12 percent, with the UK, Germany and Italy leading the charge. The recent environment has been favourable for manufacturers. According to Euromonitor International, the global sports nutrition market was worth €11.13 billion in 2016, with 82 percent of the total market coming from protein products alone.

Fearing European Union (EU) law on sports nutrition would prove to be overly strict and squeeze out innovation, major sports nutrition companies operating across the EU came together as the European Specialist Sports Nutrition Alliance (ESSNA) and worked diligently to provide input on laws that shaped the current regulatory framework covering sports nutrition products in the EU. Find out more in the Vitafoods Insights digital magazine **The Evolving Sports Nutrition Market**.

Download the full digital magazine at vitafoodsinsights.com



Botanicals: The Complexity of Simple Plant Life

In today's regulatory landscape, new product development involving botanicals includes having a good, hard look at the herbal medicinal product category. In the nutraceutical market, botanicals are often thought of only as herbs, but the term encompasses a wide spectrum of plants, including algae and fungi. If a botanical has a pharmacological effect proven by the European Food Safety Authority (EFSA), being able to claim this effect might return the investment of filing a drug authorisation dossier.

This is especially true if the botanical can claim an effect fitting the cough and cold category.

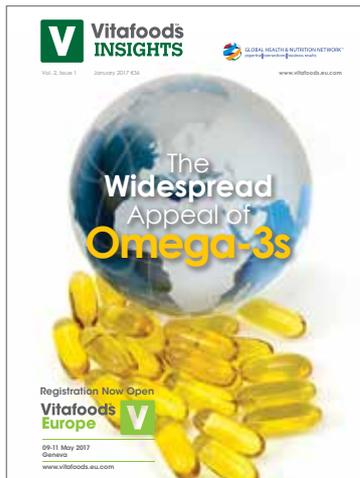
However, the health claim situation is discouraging. Since the assessment of submitted health claims on botanicals is still on hold, this means no health claims have been authorised for herbals at all. The use of health claims for botanicals is currently permitted under certain conditions.

Plant-based proteins are currently going through a real revolution, representing approximately 35 percent of the global protein market—a percentage that appears to be increasing annually. Europe and the United States dominate the global protein market (around one-third of the ingredients market each), which is clearly on the rise: it is expected to grow 50 percent between 2015 and 2020. With the growing appeal for protein, enriched products are more diversified, which pulls on the demand for new sources. Plant-based proteins mainly come from cereals and legumes, but new sources of plant proteins are frequently emerging. Find out more in the Vitafoods Insights digital magazine

Botanicals: The Complexity of Simple Plant Life.

Download the digital magazine at vitafoodsinsights.com





The Widespread Appeal of Omega-3s

According to proprietary research from the Global Organization for EPA and DHA Omega-3s (GOED), although awareness of Omega-3s is greater than 90 percent throughout the EU, consumption levels are much lower. While this varies on a country-to-country basis, intake ranges from approximately 40 to 65 percent. Luis Echeverria, president of Evi International Group LLC, is optimistic that increasing awareness of Omega-3's potential benefits will encourage more product development, noting, 'What consumers want to see is new and creative delivery systems that will make the consumption of their daily Omega-3s fun and easy.'

While America is a supplement-focused culture, consumers in Europe do not take a lot of supplements and prefer to get Omega-3s from their diet. This is especially apparent in Italy, where the fish-heavy Mediterranean diet is particularly popular.

Today's consumers, especially millennials, are increasingly concerned about the sustainability of their food supply. New technology is making it easier for companies to trace where their seafood and marine Omega-3s are coming from and to communicate that to consumers, but many brand holders still refrain from doing it.

Despite the fact that the market is mature and has been mostly flat for the past few years, there is viable opportunity for future growth in the European Omega-3 market. Find out more in the Vitafoods Insights digital magazine **The Widespread Appeal of Omega-3s**.

Download the digital magazine at vitafoodsinsights.com



Sports Nutrition Zone

Stand L1



The Sports Nutrition Zone is an engaging and interactive demonstration area dedicated to the rapidly growing sports nutrition industry. Last year, this global market was worth €11.13 billion, and Europe saw growth of more than 12 percent. Over the next five years, the sector is expected to expand even further, as sports nutrition enters the mainstream for women and older consumers.

As a core area within the industry, the Sports Nutrition Zone fully acknowledges the sector. Here, all stakeholders active within the sports and performance industry can connect and source ready-to-market concepts or final products needing distribution. This highly engaging and interactive demonstration area presents a unique interactive platform to find the latest finished products and sports nutrition ingredients.

SPORTS NUTRITION REGULATORY ADVICE

In association with



If you're baffled by Brexit or concerned about health claims, the European Specialist Sports Nutrition Alliance (ESSNA) team is here to help! ESSNA will guide you through the confusing maze that is the European Union policy-making process, answering your questions on the laws and regulations that cover how you make, label, advertise and sell your sports nutrition products. [You can pre-book a one-to-one Advice Session here.](#) You can also pick up your complimentary ESSNA report, the 'Protein Labelling Roadmap', by visiting the Sports Nutrition Zone.

Spend some time discovering the most exciting innovations to hit the sports nutrition market in the last 12 months with the Product Showcases. Products include protein bars, recovery shakes and supplements.



Oxystorm by Arjuna Natural Extracts Ltd.

Stand A40

Oxystorm is an extract of Amaranthus, one of the highest dietary sources of nitrates available, and is the first naturally-occurring nitric oxide supplement developed from a leafy vegetable. Oxystorm enhances the nitric oxide levels in the body and is an ideal supplement to cater to a variety of physiological functions.

Pumpkin Protein Powder by Bioriginal

Stand G20

Packed with more than 60 percent protein plus minerals and essential fatty acids, this pumpkin protein powder is low carb, and ideal for those wanting a vegetable protein with extra benefits. Available organic and conventional.



TWK10 for Sports Performance by Synbio Tech Inc.

Stand A5

Lactobacillus plantarum TWK10 can increase exercise performance, increase muscle mass, reduce fatigue, and enhance glucose utilisation to increase endurance exercise time by increasing the number of gastrocnemius type 1 muscle fibres.

Kaneka Ubiquinol™ by Kaneka Pharma Europe

Stand I12

Shown to enhance endurance by helping mitochondria to produce ATP and maximise muscular energy, and to promote recovery by preventing oxidative stress, Kaneka Ubiquinol is natural, non-doping, and supported by athletes.



Add some serious performance to your next sports supplement.

SUSTAMINE®



Sustamine® L-Alanyl by Kyowa Hakko Bio Italia S.r.l.

Stand L142

Sustamine is a highly effective and clinically-tested hydrating ingredient for endurance and recovery. Its unique dipeptide structure helps to deliver two amino acids, L-alanine and L-glutamine, quickly, easily and effectively. With GRAS and Novel Food status, it is vegetarian, tasteless, odourless, and stable in liquids.

Sport Protein Bar Cappuccino by Enervit SpA

Stand D64

A high protein bar with a delicious cappuccino taste. With vitamins and 17g of protein per bar, it is crunchy, gluten-free and ideal after a workout.



Instant Creatine Monohydrate by ECA HealthCare Inc.

Stand K109

iCreatine is instantly soluble with an excellent mouthfeel.

Overnight Recovery Shake Chocolate by FrieslandCampina DMV

Stand D64

This protein overnight recovery shake includes Excellion Calcium Caseinate 1, which provides sustained amino acid release, making it an ideal recovery protein. The neutral-tasting drink has an excellent mouthfeel.



Isotonic Energy Gel by Pouch Alliance BV

Stand K39

This delicious super-fruit flavoured energy gel is just one example of the possibilities for your own sports gel or liquid supplement. Pouch Alliance BV develops formulations and packages them in flexible packs. For this gel, the single-serve 60ml stickpack is the most suitable packaging.

Sports Nutrition Infographics



Sports Nutrition Expands its Horizons: Innova Market Insights delves into market opportunity and innovation in the rapidly expanding sports nutrition space. Themes presented at this year's Sports Nutrition Zone include an analysis of how formulations have been adapted to every need and how convenience and performance become possible anytime, anywhere. A diverse range of consumers is being adopted with different objectives, whether it is traditional performance and recovery segments, new segments such as active lifestyle consumers, or seniors and specialty segments.

Get the latest on trending ingredients across the global market, as well as what to specifically watch for in the EU. Brought to you by Vitafoods Insights and Natural Products INSIDER, you'll find the latest in science driving the sports nutrition category and considerations when developing your go-to-market strategy.



Other topics include:



Protein and lifestyle trends create further product differentiation in sports nutrition



How can you boost muscle recovery during the night? Rediscover casein protein



Regulation and reputation: How ESSNA is helping to expand the sports nutrition market in the EU



Remember to pick up a copy of the Sports Nutrition Discovery Trail from the Sports Nutrition Zone for a self-guided tour highlighting the leading sports nutrition ingredient and finished product suppliers. Guides are also available at the visitor entrance.



If the wealth of content the Sports Nutrition Zone has fuelled your desire for even more information, spend Tuesday morning at the Vitafoods Centre Stage ([p14](#)) to enjoy discussions and presentations dedicated to the sports nutrition industry. You can also download the Vitafoods Insights Digital Magazine, 'The Evolving Sports Nutrition Market' to discover the origins of ESSNA and ongoing research examining the benefits of antioxidants and carbohydrates.



Get Moving with Vitafoods 5k Run

Sponsored by



Start your Wednesday with a healthy boost by joining us on an invigorating 5k run around the Palexpo grounds. The third Vitafoods Europe 5k Run will cover an easy course, where you can join like-minded industry peers and energise yourself before the show.

Meet the Vitafoods team in the P11 car park at 7.20 and join in the early morning fun around Parc Sarsin.

[Register now](#) to start your day the right way!

Collect your run pack on Tuesday at the Enervit stand (M57); the first 200 people registered will receive a Vitafoods Europe 5k Run t-shirt and an Enervit goodie bag.

Step Up to Success with the Vitafoods Europe Education Programme



The Vitafoods Europe Education Programme is your route to successful product development and market access within the nutraceutical, supplement and functional food industry.

Strategically positioned alongside Vitafoods Europe, the Education Programme provides a unique and highly respected international platform for the functional nutrition industry and academic community to share knowledge, network and do business.

New for 2017, the Vitafoods Europe Education Programme has increased flexibility, offering more focused education opportunities and effective networking, and creating more time to also attend the Exhibition, helping you meet all your business objectives at Vitafoods Europe. The Education Platform is designed to connect the industry with the world's leading experts to tackle shared challenges and provide practical advice to develop better, safer, innovative health solutions.

Focusing on three content platforms, the Vitafoods Europe Education Programme 2017 allows you to select the topics of relevance to your role.

R&D FORUMS

The R&D Forums feature presentations with applied science for successful and substantiated product development, including documented ingredient benefits, ingredient application and innovation in product development. These are targeted at professionals in R&D, Product Development, and Innovation.

TUESDAY 9 MAY

10.00 – 10.30

Showcased Session

Omega-3 fatty acids: Incorporation patterns, mechanisms and biological effects

The best source of the omega-3 fatty acids EPA and DHA is seafood, especially fatty fish. EPA and DHA are found in various oils and supplements and may be enriched in certain foods. In most people, intakes of EPA and DHA are too low. Consequently, status of EPA and DHA in the body is low. Increasing intake of EPA and DHA leads to their incorporation into blood, cells and tissues in a dose-, time- and location-dependent manner. Incorporation of EPA and DHA into cell membranes affects numerous cellular events that alter cell and tissue responsiveness in a way that promotes improved health.

Chair: Ellen Schutt, Global Organization of EPA and DHA Omega-3s, **GOED**

Prof Philip Calder, Nutrition Immunology within Medicine, **University of Southampton**, UK

View the full R&D Forums programme [here](#).

BUSINESS WORKSHOPS

The Business Workshops promote best practices for business growth and market access, long term consumer engagement and streamlined supply chains. They cover topics such as market insight trends, regulations, botanicals, and marketing strategies and are fit for professionals in Business Development, Marketing, Product Development, and Regulation.

WEDNESDAY 10 MAY

11.30 – 12.00

Showcased Session

EFSA's methodologies for risk assessments of botanical food supplements

EFSA's Scientific Committee has proposed a two-tiered scientific approach for the safety assessment of botanicals and botanical preparations intended for use as ingredients in food supplements depending on the available knowledge on the given botanical and the substance(s) it contains. EFSA has also complied and is regularly updating the available information on a large number of botanical species which have been reported to contain substances that may be of health concern when used in food or food supplements.

Prof Vittorio Silano, Professor, Medical School, **II University of Rome**; Chairman, **EFSA Scientific Committee Working Group on Botanicals**, Italy

View the full Business Workshops programme [here](#).



DAY 1 Tuesday 9 May 2017			
R&D Forums 10:00 - 12:30 Omega-3s Forum 13:30 - 15:30 Polyphenols Forum 15:45 - 17:45 Vitamins Forum	Business Workshops 10:00 - 13:15 Market Insights & Trends Workshop 14:30 - 17:45 Marketing Strategies Workshop	Probiotics Summit 10:00 - 17:15 Probiotics Summit Developed in conjunction with: 	
DAY 2 Wednesday 10 May 2017			
R&D Forums 10:00 - 12:00 Dietary Fibres Forum 13:00 - 15:30 Proteins Forum 15:45 - 17:45 Phytosterols Forum	Business Workshops 10:00 - 13:00 Botanicals Workshop R&D Forums 14:30 - 17:30 Ingredients from India Forum	All delegate passes include lunch, networking opportunities and an invitation to the Networking Drinks Reception on Tuesday 9 May at 6pm	
DAY 3 Thursday 11 May 2017			
Business Workshops 10:00 - 13:00 Regulation & Ingredients Registration Workshop			

PROBIOTICS SUMMIT

The Probiotics Summit, developed in conjunction with the International Probiotics Association (IPA), is a full day education and networking event on the industry challenges and opportunities within the probiotics space. The event will explore the latest innovation in R&D and relevant regulatory updates, as well as best practices for achieving growth within today's probiotics market. Professionals in R&D, Product Development, Innovation, Business Development, Marketing and Regulation are encouraged to attend.

TUESDAY 10 MAY

12.00 – 12.30

Showcased Session

Probiotics in the EU: Current status and outlook for the future

EU rules on nutrition and health claims have been established by Regulation (EC) No 1924/2006. Since the entry into force of the rules, the requests for health claims on probiotics have been rejected by EFSA. In addition to that, there is no harmonised approach within the EU in presenting, labelling or advertising probiotics in food. Customers are deprived of the information on the characteristics of the food, and research and innovation in this promising industry are suffering. This has led the industry and some member states to reflect on possible solutions and to reshape the future strategies of the probiotic food industry.

Rosanna Pecere, Executive Director, **IPA Europe**

Developed in conjunction with:



View the full Probiotics Summit programme [here](#).

Book your place on the Education Programme [here](#).

Book now! Delegate passes from €695

All delegate passes include lunch, access to all Education Programme digital presentations after the event, and networking opportunities.

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ingredientsonline.com

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Reach U.S. Supply Chain Sourcing Teams 24/7 with ingredientsonline.com. A global sourcing center with 750+ ingredients from 180+ factories, ingredientsonline.com has over 3,000+ registered members. These decision makers have immediate access to factory-direct pricing, downloadable QC documentation, real-time U.S. inventory and factory of origin with complete transparency. Join ingredientsonline.com, a revolutionary e-commerce platform where you can expand your U.S. market coverage. For more information and to book your appointment at Vitafoods Europe 2017, stand C1 located by the Exhibitor Registration area, please visit www.vitafoods.eu.com/iogrc

Discovery Trails

Discover the event with five self-guided tours to help you find ingredients and finished products in sports nutrition, identify new exhibitors and companies looking for distributors for their products, and learn about omega-3s, and get advice and expertise to meet your business objectives.

Guides can be picked up from the entrance to Vitafoods Europe.

Sports Nutrition

This tour highlights the leading ingredients and finished products suppliers dedicated to the key area of sport nutrition. Guides are also available in the Sports Nutrition Zone.

Distribution Opportunities

Follow this tour to identify top distribution companies looking to distribute products globally.

New Exhibitors

Meet the new exhibitors for 2017, helping you to expand your supplier network.

Omega-3 Guide

Follow this tour to discover exhibitors on the show floor and within the dedicated knowledge hub for all things omega-3. Guides are also available in the Omega-3 Resource Centre.

Advice and Expertise

Looking for the thought leaders who can give you crucial advice and expertise within the industry? This tour has what you're seeking.



NutraIngredients Awards Returns for Third Year

The third edition of NutraIngredients Awards returns to Vitafoods Europe on Wednesday 10 May.

The awards highlight and recognise the latest development, innovation and advancements within the functional nutrition and supplement industry. They reward true innovation and cutting edge research in 13 award categories. All nominations are reviewed by a panel of experts representing key stakeholder groups from manufacturers, suppliers, retailers, academics, consultants, market analysts and policy advisors.

The awards are a great way to network and celebrate the industry. The winners of the 2017 awards will be announced after a drinks reception and three-course meal. Tickets are priced at €195 and include the drinks reception, three-course meal, and complimentary post-award bar.

Market & Trend Overview

Stand I94

In association with:



In this interactive showcase, experts from Innova Market Insights will explain the latest innovations and emerging trends in nutraceuticals and functional foods and their impact on product development. Whether you're looking for the top ten trends for 2017 or you're interested in the targeted nutrition needs for healthy ageing, Innova's specialist team are on hand to help and offer independent advice. The experts have also put together digital presentations and infographics that will showcase the latest on topics such as innovative packaging concepts from around the world and nutrition for all needs. Here are a few highlights:

HEALTHY AGEING: SATISFYING SILVERS WITH TARGETED NUTRITION

In the coming decades, the percentage of European citizens over 65 years old will increase dramatically, as the so-called baby-boomers reach retirement age. Elderly consumers will be looking for specific nutritional supplements to help with the physical symptoms of ageing. For example, a niche market has arisen for high-protein products specifically for lean muscle mass maintenance, as many elderly people suffer from the degenerative loss of muscle mass and strength—sarcopenia—due to protein deficiency and lack of exercise.

HEALTH PLATFORMS: NUTRITION FOR ALL NEEDS

Increasing consumer awareness of the importance of nutrition for overall health and wellbeing has been one of the main drivers of today's nutraceutical industry. The macro trend of 'health' is also fuelled by the use of fitness technology and smartphone platforms. Manufacturers are using this trend to target specific needs, including brain, digestive, heart and immune health.

TOP 10 TRENDS 2017

The rules have been rewritten: clean and clear label are now the global standard. The demand for total transparency increases marketing efforts that incorporate the entire supply chain into a product's branding. As plant milks, meat alternatives and vegan offerings have moved rapidly into the mainstream, consumers are looking for innovative options to incorporate plant health benefits into their lives. Even dairy companies are now leveraging the functional and technical benefits of plants in new product development.

Robin Wyers from Innova Market Insights will also be speaking in the Education Programme ([p.42](#)) on Tuesday in the Market Insights and Trends Business Workshop.

Vitafoods Innovation Centre

Supporting Your Innovation

In association with:



Stand E84

New for 2017 is the Innovation Centre, run in partnership with our Official Innovation Partner, analyze & realize GmbH, a leading European consultancy and Clinical Research Organisation with a proven track record for offering strategic innovation in natural health products, from product development to regulatory affairs and market entry.

If you have questions about any part of the product development process, analyze & realize GmbH is offering visitors free 1-2-1 consultations, advice and strategic innovation on the full process, including regulation, scientific marketing, strategic innovation, licensing matchmaking and clinical research services.

[You can book a 20-minute free consultation with analyze & realize GmbH here](#), and they will share their experience and passion to maximise the value of your products and serve your consumers' needs.

a&r Regulatory Creativity

Learn all about Novel Food regulation, EFSA health claim registrations, dossier development for herbal drugs, claim strategies, labelling, borderline product advice for medical devices, and market access to Europe.

a&r Scientific Marketing

Find out how a&r can support you in generating scientific publications and developing scientific marketing strategies and materials.

a&r Strategic Innovation

Get help with ideation and concept development for new products, scouting for new ingredients, trend spotting, and developing innovation strategies that work.

a&r Licensing Matchmaking

If you are a licensee or licensor, get support identifying licensing opportunities, finding customers, during the contract phase, developing marketing material, and in due diligence.

a&r Clinical Research Services

Gain insight to all elements needed for a successful clinical trial, including study planning, study management and study result processing.

Find Business Insights at the Advice Centre

Stand B80

New for 2017, the Advice Centre is a unique knowledge hub where you can gain invaluable industry insights to further your business growth. The Advice Centre is dedicated to core industry areas, offering you one-on-one consultations delivering information and advice on regulation, marketing, quality assurance, and market trends, among others. You can find experts from all these areas in one place—the Advice Centre.

Healthy Marketing Team

Meet the innovation experts from Healthy Marketing Team and Co-Innovation Group who want to help you test your innovation profile.

Einstein, Edison, Croc or Kamprad; what is your innovation profile? What is the state of innovation in your organisation? How can you make the innovation wheel spin faster?

Take the two-minute test, developed with industry experts and researchers from Lund University, to discover your innovation profile. Learn about the four archetypes of innovation that you need to effectively commercialise innovation and how to improve your organisation's innovation capacity.

Is the nutrition industry well equipped to innovate for the future? The overall innovation temperature at Vitafoods Europe will be presented on the Vitafoods Centre Stage on Wednesday, at 12.35.

AGINKO Research

For bone and cartilage health, AGINKO Research is on hand to advise on comprehensive preclinical and clinical trial management to pharmaceutical, biotechnological and food companies and specialises in tailoring services to specific requirements. Over the past few years, AGINKO Research has developed sound trial designs for nutraceuticals from osteoporosis to the prevention of cartilage diseases.

Bird & Bird

Bird & Bird, the international law firm, will deliver expertise across a full range of legal services, including commercial, corporate, competition and intellectual property. Working with clients across the food and beverage sector from 'field to fork', Bird & Bird can provide strategically appropriate solutions to help you through all stages of your product and brand lifecycle.

The Rowett Institute, University of Aberdeen

The University of Aberdeen Rowett Institute is the UK's leading research centre for food and nutrition and has the greatest concentration of nutrition researchers in the UK. Much of its current research is sponsored by the Scottish Government and addresses issues such as food inequalities, food security and obesity, as well as supporting innovation for the food industry. Experts from the Rowett Institute can advise on topics including obesity and appetite control, gut health, epigenetics, maternal nutrition, and healthy, sustainable diets.

Meet the Companies Springing to Life at the Springboard Pavilion

The Springboard Pavilion returns in 2017, specifically designed to make space for new entrepreneurial businesses and start-ups. Dedicated to companies exhibiting at Vitafoods Europe for the first time, you can discover the latest in new companies devoted to new ingredients, products and technologies.

These companies include:

Alver Golden Chlorella

Stand J92

Biomeb

Stand L111

Biotec BetaGlucans AS

Stand K86

Copan Italia SPA

Stand D80

CuraLife

Stand K91

Enigem, s.r.o

Stand J88

GlycoSpot

Stand K87

HYPERGRAIN

Stand K90

Lipra Nutriscience

Stand J94

Nutrartis

Stand K93

Oregano-Oil.de

Stand J96

Pfeiffer Formulas llc

Stand K95

Punica Ingredients

Stand J86

The Little Pharma

Stand K89

Get Global at the International Pavilions

Vitafoods International Pavilions make it easy to source products and services from specific regions around the world. Be inspired by the latest in nutraceutical products from Korea, raw ingredients from India, finished products from Germany, and functional foods from Canada. The International Pavilions bring a world of business opportunities directly to Vitafoods Europe.



BELGIUM

The Wallonia Foreign Trade and Investment Agency (AWEX) is the Wallonia Region's government agency in charge of foreign trade promotion and foreign investment attraction. The agency has a worldwide network of 107 Economic and Trade Attachés. As a foreign trade agency, AWEX carries out a mission of promotion and information for the benefit of both Wallonia and the foreign business community.

View the full list of Belgium Pavilion exhibitors [here](#).



CANADA

The Canada Pavilion will feature a diverse selection of exhibitors offering a wide range of high quality products, showcasing the diversity in nutraceutical ingredients and products made in Canada.

View the full list of Canada Pavilion exhibitors [here](#).



CBI – PAKISTAN AND SOUTH AFRICA

CBI presents companies processing a range of materials for health ingredients: kelp, moringa oleifera, dried fruits, nuts and seed oils. These companies have invested in their business and supply chains to prepare for success in Europe.

View the full list of CBI Pavilion exhibitors [here](#).



CHINA

With the global increase in demand for healthcare and functional food products, and the improvements in technology and innovation, Vitafoods Europe welcomes the biggest Chinese pavilion yet. Organised by the Informa China office, the Chinese Pavilion will feature more than 150 Chinese suppliers.

View the full list of China Pavilion exhibitors [here](#).



CROATIA

The Croatian Chamber of Economy is an independent professional and business organisation of all legal entities engaging in business. Every company registered within the Commercial Court is a member of the Chamber, which comprises Headquarters in Zagreb and 20 county chambers.

View the full list of Croatia Pavilion exhibitors [here](#).



FRANCE

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France. It is present in 70 countries and covers 122 countries.

View the full list of France Pavilion exhibitors [here](#).



GERMANY

The Germany Pavilion at Vitafoods Europe will feature a diverse selection of exhibitors offering a wide range of high quality products, showcasing the diversity in nutraceutical ingredients and products made in Germany.

View the full list of Germany Pavilion exhibitors [here](#).



HUNGARY

The Hungary Pavilion presents Hungarian SMEs producing high quality products and services with excellent export potential. The Hungarian National Trading House represents exhibitors at trade fairs to explore business opportunities and manage export deals.

View the full list of Hungary Pavilion exhibitors [here](#).



KOREA

Korea Trade-Investment Promotion Agency and Korea Biotechnology Industry Organization host the Korea Pavilion at Vitafoods Europe, where Korean companies dealing in functional and health products will participate.

View the full list of Korea Pavilion exhibitors [here](#).



POLAND

A multinational consulting group that specialises in the internationalisation of companies and institutions, Ageron Polska analyses markets, develops strategies for public and private sector companies, plans and organises promotional activities, and offers international trading sessions.

View the full list of Poland Pavilion exhibitors [here](#).



SERBIA

Belgrade Chamber of Commerce offers a wide range of services for companies and entrepreneurs for more efficient operations that include organisation of performances and visits to trade fairs at home and abroad, complete registration of business meetings and certificates for tenders.

View the full list of Serbia Pavilion exhibitors [here](#).



USA

The USA Pavilion at Vitafoods Europe will feature a diverse selection of exhibitors offering a wide range of quality products showcasing the diversity in nutraceutical ingredients and products made in the United States. This pavilion is split across Branded Finished Products and Ingredients and Raw Materials.

View the full list of USA Pavilion exhibitors [here](#).

Perfectly Packaged Innovation

Stand C90

In association with:



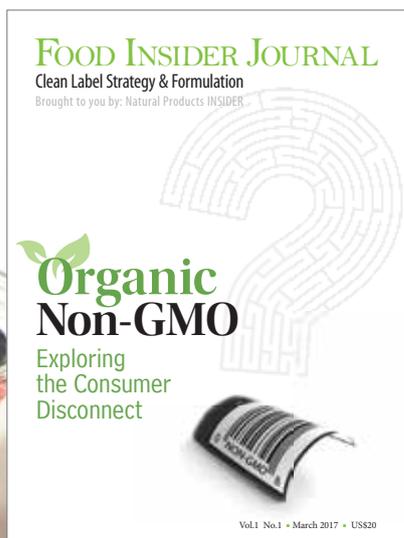
Product development reaches beyond the supplement or functional food or beverage; you need to consider the packaging and the message it delivers to consumers.

The Packaging Innovation Centre provides a bespoke platform dedicated to showcasing the latest developments in packaging trends.

Focusing on the evolution of supplements packaging, this area will highlight the latest industry innovations and the key developments that will impact industry and product development. The centre focuses on hot topics such as design, delivery systems, convenience, labelling and sustainability. There will be packaging displays covering sustainability, inspiration from Asia, beverages, clean label, and convenience. Discover the latest developments at the forefront of the packaging industry through infographics and best practice packaging displays.

Interested in what's happening the clean label space? Get the insights on cutting edge work in packaging from Food Insider Journal, exploring new product launches and their unique positioning for a packaging and labelling perspective.

You haven't got a final product until you've finalised your packaging, and you can't finalise your packaging until you've seen what the world is doing at the Packaging Innovation Centre.



FOOD INSIDER JOURNAL Clean Label Strategy & Formulation



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Hot Products at Vitafoods Europe 2017

Kaneka ~ Glavonoid

Kaneka will present **Glavonoid**, a visceral fat-reducing and Novel Food-approved liquorice root extract, with great promise for sports and fitness applications. Glavonoid was developed to prevent metabolic syndrome and increase the body's fat-burning ability.

For more information, visit stand I12 at Vitafoods Europe.

Anlit ~ Omega-3 Supplement for Kids

Anlit, part of **Maabarot Products Ltd.**, will feature a high-DHA+EPA omega-3 supplement chew for children at Vitafoods Europe. Part of the '**Kidi Bites**' supplement line, this chew is chocolate flavoured and fish shaped, containing 150 mg of omega-3 docosahexaenoic acid and eicosapentaenoic acid. Anlit specialises in creating supplements focused on children's taste and texture preferences, while providing essential health benefits.

For more information, visit stand M118 at Vitafoods Europe.

Proge Farm ~ Endolacoa

Endolacoa from **Proge Farm** is a food supplement containing two selected strains (L. plantarum P17630 and L. paracasei I1688), Acticoa and vitamins B6 and D3. Rich in polyphenols, Endolacoa is designed for use in cases of altered gastrointestinal microflora, such as chronic intestinal inflammation and allergic rhinitis.

For more information, visit stand M103 at Vitafoods Europe.

Algatechnologies ~ Whole-Algae AstaPure® Natural Astaxanthin

Algatechnologies will highlight **AstaPure 3% astaxanthin powder**, a whole-algae form of astaxanthin, produced using a sustainable and patented closed-cultivation system energised by natural sunlight. Algatechnologies is located in Israel's Arava desert, an eco-friendly environment and optimal location for algae cultivation.

For more information, visit stand I86 at Vitafoods Europe.

Gee Lawson ~ XanMax®

XanMax® offers a unique combination of free lutein with varying levels of zeaxanthin that is manufactured from carefully selected marigold plants. XanMax® was developed using sound scientific data that demonstrates the strong health benefits of free lutein in combination with high levels of zeaxanthin, especially for eye health.

For more information, visit stand H20 at Vitafoods Europe.

SureScreen ~ Nutrivitality

SureScreen's new venture, Nutrivitality, is a range of nutritional lifestyle products using liposomal nano-structures to deliver outstanding performance and high absorbency rates. Liposoming coats each particle in a protective layer of phospholipids that aids in absorption and delivers the active ingredients to the bloodstream.

For more information, visit stand N68 at Vitafoods Europe.

Pierre Fabre CDMO ~ SunGarden

Pierre Fabre will showcase latest ingredient at Vitafoods Europe: **SunGarden**, a natural skin-colouring agent. This *Gardenia jasminoides* aqueous extract has colouring activity that is double that of a blend of carotenoids. SunGarden offers many potential uses, including anti-angiogenic, anti-inflammatory and anti-oxidant effects.

For more information, visit stand C78 at Vitafoods Europe.

Evolva ~ Veri-te

Evolva will be showcasing **Veri-te: high-purity, sustainably produced resveratrol**. The company's closed system fermentation process ensures there are no environmental contaminants and provides the desired consistency and purity through a natural process. Veri-te resveratrol is certified pharma grade and authorised for consumer use under EU Novel Foods and US Self-Affirmed GRAS.

For more information, visit stand G85 at Vitafoods Europe.

Organobalance ~ Pylopass

Organobalance and **By-Health** launched **Hericum Erinaceus & Lactobacillus Reuteri**, a digestive health product based on Organobalance's proprietary ingredient Pylopass. Pylopass is a natural and effective way to treat the pathogenic stomach bacterium *Helicobacter pylori*.

For more information, visit stand B65 at Vitafoods Europe.

Gee Lawson ~ EpiCor®

EpiCor® is a whole food fermentation ingredient for use in dietary supplements. It comprises proteins, fibre, polyphenols, vitamins, amino acids, antioxidants, beta-glucans and other metabolites that work together to support a strong immune system. When taken daily (500mg), EpiCor® is a safe and effective way to naturally support the immune system.

For more information, visit stand H20 at Vitafoods Europe.

Lallemand Health Solutions ~ Keep Calm, Probio'sitive

Lallemand Health Solutions will showcase its range of probiotics for stress and mood balance: probiotics for the Brain-Gut Axis. Lallemand Health Solutions offers a full line of ready-to-market probiotic formulas and helps its partners to design their own custom and complex formulations using Harmonium, Lafti or Rosell probiotic strains.

For more information, visit stand G42 at Vitafoods Europe.

Go Green ~ Flexin

Go Green will launch **Flexin** at Vitafoods Europe, a range comprising three formulations to protect joints. The Flexin range was developed to be an active joint regenerator, providing nutrients including glucosamine, chondroitin sulphate, vitamin D3 and Biovaflex, rich in collagen, elastin and glycosaminoglycans.

For more information, visit stand J10 at Vitafoods Europe.

Neovital Health ~ Reishi Neo

Neovital Health is launching **Reishi Neo**, a new line of medicinal mushrooms to balance the immune and cardiovascular systems. Reishi is commonly known as 'the mushroom of immortality,' and Neovital Health's new line is its first in Integrative Microtherapy.

For more information, visit stand L13 at Vitafoods Europe.

Metaformula International ~ PLUSEED

Metaformula International's PLUSEED is a nutritional supplement formulated to improve fertility in men. It contains L-arginine, L-carnitine and coenzyme Q10, a key ingredient in antioxidant function.

For more information, visit stand M46 at Vitafoods Europe.

ISALTIS ~ Givomag

ISALTIS, specialising in high-value organic mineral salts, will present **Givomag** at Vitafoods Europe 2017. Givomag is a clinically proven, highly bioavailable magnesium glycerophosphate with high solubility that is an effective way to incorporate magnesium into nutraceuticals and health foods.

For more information, visit stand G69 at Vitafoods Europe.

Go Green ~ Natura Range

Natura, the latest range from **Go Green**, combines super fruits with vitamins and minerals to activate, cleanse and energise the body. Natura products are ready-to-drive and are designed to provide all consumers various plants and fruits that are scientifically recognised as having therapeutic uses, including aloe vera and mangosteen.

For more information, visit stand J10 at Vitafoods Europe.

Pharmactive ~ AffronEye

AffronEye, a new product from **Pharmactive**, is an innovative product for eye health, and is naturally high in crocins, the major carotenoids in saffron, with a high antioxidant capacity to protect against blue light, improve blood circulation in the retina and support the health of the macular pigment.

For more information, visit stand E74 at Vitafoods Europe.

Anlit ~ Vegetarian Curcumin Gummy

Anlit, part of **Maabarot Products Ltd.**, will launch vegetarian curcumin gummies at Vitafoods Europe. The new turmeric gummy supplement contains natural colourants, without preservatives or artificial colours, has a natural orange flavour, and is presented in either a teddy bear or star shape. While most gummies contain gelatin, Anlit has used pectin to meet the growing demand for vegetarian products and fit within Anlit's dedication to keeping all products certified kosher and halal.

For more information, visit stand M118 at Vitafoods Europe.

Go Green ~ Cyliver

Go Green's Cyliver is a new range, developed to maintain a healthy digestive system. Comprising Cyliver Digest, Cyliver Acid, Cyliver Hepatic and Cyliver Depur, the range is dedicated to the four major areas of digestive health.

For more information, visit stand J10 at Vitafoods Europe.

Pharmactive ~ Olivactive

Pharmactive will present **Olivactive** at Vitafoods Europe, an olive leaves extract and natural source of oleuropein, recognised as a natural antibiotic, antifungal and antiviral. Olivactive is designed to stimulate the upper respiratory tract to defend against external agents.

For more information, visit stand E74 at Vitafoods Europe.

Jinan Shenglin Bioengineering Co. Ltd. ~ Chondroitin Sulphate

Jinan Shenglin Bioengineering Co. Ltd., professional supplier of high-quality pharmaceutical raw materials in China, will present **chondroitin sulphate** at Vitafoods Europe. This chondroitin sulphate is made from shark, bovine, marine animal, and chicken extracts.

For more information, visit stand H138 at Vitafoods Europe.

Chemical Resources ~ Prosman

Chemical Resources will showcase **Prosman**, an innovative product developed to help with benign prostate hyperplasia. The active ingredients, beta-sitosterol and decosylferulate, have anti-inflammatory effects inhibiting the production of pro-inflammatory prostaglandins in the prostate.

For more information, visit stand J156 at Vitafoods Europe.

Pharmactive ~ CSAT+

CSAT+, from **Pharmactive**, is the ultimate craving suppressant, containing dietary fibre from the seeds and natural phenols of carob pods. With a significant galactomannan content and a high-gelling capacity, CSAT+ can suppress energy intake and reduce food cravings.

For more information, visit stand E74 at Vitafoods Europe.

Go Green ~ Brain Booster with Cognizin

Go Green is promoting **Brain Booster with Cognizin**, a brain activator that supports memory, enhances focus and concentration, and stimulates intellectual and cognitive performance. Brain Booster contains a combination of fish oil complex, citicoline and vitamins to activate and revitalise the brain.

For more information, visit stand J10 at Vitafoods Europe.

Evra ~ Gojired and Solanred

Evra will present two new ingredients, tested in collaboration with the University of Calabria. **Gojired** is a *Lycium barbarum* extract naturally rich in polysaccharides and zeaxanthin made from Italian goji berries. **Solanred** is a new red eggplant extract from Evra, developed for its restorative properties thanks to its amino acid and micronutrient content.

For more information, visit stand I104 at Vitafoods Europe.

ProCaps ~ Softigel

ProCaps will introduce **Softigel** at Vitafoods Europe; energy gummies providing a compact and convenient form of taking supplements, and an easy way to get the vitamins and minerals needed to energise the body.

For more information, visit stand G50 at Vitafoods Europe.

Gee Lawson ~ Cynatine

At Vitafoods Europe, **Gee Lawson** will showcase **Cynatine**, a unique form of bio-active soluble keratin peptides derived from wool, and sourced from a specific breed of white sheep. Cynatine FLX has been developed for joint health, and Cynatine HNS is designed for skin, hair and nail health.

For more information, visit stand H20 at Vitafoods Europe.

Gee Lawson ~ Naticol

Naticol offers a pure and natural fish collagen protein, including di- and tri-peptides that do not need further digestion in the body. Naticol is heat-stable during pasteurisation.

For more information, visit stand H20 at Vitafoods Europe.

Pharmactive ~ Affron

Pharmactive will present **Affron**, a unique natural saffron extract from saffron stigmas, with a high concentration of Lepticosalides. Affron has been shown to be a natural alternative for the prevention of mood disorders related to depression, and could diminish tension, stress and anxiety, and increase vigour.

For more information, visit stand E74 at Vitafoods Europe.

Go Green ~ Teas & Infusions

Go Green will launch four **new teas and infusions** with EFSA-approved health claims at Vitafoods Europe. Each of the teas and infusions was developed to maintain health and general well-being, as well as solving specific health problems from improving sleep to losing weight.

For more information, visit stand J10 at Vitafoods Europe.

Domaco ~ Healthy Bones, Brain Power, Strong Heart and Solid Bones

Domaco will launch four new products to its **Vitalp Nutritions Family Line**. **Healthy Bones** is a soft gummy with wild berry flavour, containing vitamins K2 and D3 as well as calcium to contribute to the normal development of bones in children from the age of 7. **Brain Power** is a dextrose tablet with a yoghurt-orange flavour, containing B-vitamins, zinc and iron to support normal cognitive development in children from the age of 4. **Strong Heart** is a savoury blood orange flavoured soft pastille, enriched with vitamins K2, B1 and C for cardiovascular health benefits. **Solid Bones** is a dextrose tablet with a goji-raspberry flavour, enriched with vitamins K2 and D3 as well as calcium to contribute to the maintenance of healthy bones and normal muscle function. The tablets are also designed to support a regular metabolism.

For more information, visit stand J32 at Vitafoods Europe.

Fuji Sangyo Co. Ltd ~ Caiapo AF

Fuji Sangyo Co. Ltd will introduce **Caiapo AF**, a white sweet potato powder supplement, at Vitafoods Europe.

For more information, visit stand M156 at Vitafoods Europe.

Algalif ~ Astalif Astaxanthin

At Vitafoods Europe, **Algalif** will debut **Astalif Astaxanthin**, a powerful natural antioxidant sourced from the *Haematococcus pluvialis* microalgae. Algalif is a high-grade microalgae ingredient supplier from Iceland.

For more information, visit stand B52 at Vitafoods Europe.

Gee Lawson ~ GeeSeaNutra

GeeSeaNutra is the latest innovation from **Gee Lawson**; 100 percent natural micro-encapsulated seaweed powder, with the added benefits of near-neutral taste and colour. GeeSeaNutra ingredients are based on Seaweed & Co.'s manufacturing technologies and techniques.

For more information, visit stand H20 at Vitafoods Europe.

Laboratoire Dioter ~ Diomega+ Stress Sleep, Intellectual Vitality and Lactic Ferment

Laboratoire Diote will present **Diomega+**, an innovate range of food supplements combining an ultra-concentrated docosahexaenoic acid (DHA) of marine origin with other active ingredients for a range of health benefits. **Stress Sleep** combines DHA with magnesium, folate and melatonin to contribute to normal brain function and reduce fatigue. **Intellectual Vitality** contains magnesium, zinc and vitamin B5 to support normal cognitive function and normal nervous system function. **Lactic Ferment** includes *Lactobacillus acidophilus* to support the intestinal microbiota and enteric nervous system.

For more information, visit stand K65 at Vitafoods Europe.

Pharmactive ~ ABG10+

Pharmactive's new **ABG10+** is a complete antioxidant for cardiovascular health designed to stimulate blood circulation and reduce LDL cholesterol levels. It is an odourless, tasteless aged black garlic extract, providing the therapeutic benefits of raw garlic, without inconveniences.

For more information, visit stand E74 at Vitafoods Europe.

Go Green ~ Inov Range

The **Inov range**, from **Go Green**, combines health and beauty in an innovative concept. The Inov range is divided into five special formulas, each designed to protect and reduce damage to skin, hair and vision. Four of the five Inov products use the innovative SelfCaps technology, Self-Emulsified Lipid Formulation Capsules, which is a revolutionary oral pharmaceutical delivery form.

For more information, visit stand J10 at Vitafoods Europe.

Japan Bio Science Laboratory ~ NSK-SD Nattokinase

Japan Bio Science Laboratory will introduce **NSK-SD Nattokinase**, an enzyme with fibrinolytic activity, isolated from natto, a food made from fermented soybeans. Nattokinase helps lower blood pressure, inhibit platelet and red blood cell aggregation, decrease blood viscosity and reduce inflammation. JBSL's NSK-SD recently received EFSA approval.

For more information, visit stand D39 at Vitafoods Europe.

Biohit Oyj ~ Acetium

Biohit Oyj will present **Acetium**, available as a capsule and lozenge. Acetium is designed to eliminate acetaldehyde and is particularly indicative in subjects with atrophic gastritis. Biohit is also conducting clinical studies with Acetium for smoking cessation and migraine prevention.

For more information, please visit stand P130 at Vitafoods Europe.

Kaneka ~ Ubiquinol

Kaneka will showcase **Ubiquinol**, a supplement containing coenzyme Q10, designed to help prevent several conditions associated with ageing. Thanks to benefits on muscle performance and recovery, a number of professional athletes have already adopted Ubiquinol as part of their training schedule.

For more information, visit stand I12 at Vitafoods Europe.

Proge Farm ~ Ecocillin Oral

Proge Farm will showcase **Ecocillin Oral**, capsules containing five billion of a patented probiotics mixture (*L. plantarum* P17630, *L. paracasei* I1688 and *L. salivarius* I1794) to restore the natural vaginal microflora and create a protective barrier against pathogens, helping to resolve the symptoms associated with bacterial vaginosis and vaginitis.

For more information, visit stand M103 at Vitafoods Europe.

Ganeden ~ Staimune™

Staimune™ is a new immune-health ingredient using the cell walls of **Ganeden's** patented **GanedenBC30 probiotic** strand to support immune health at inclusion levels that don't alter flavour or texture profiles. Staimune™ is non-GMO, has FDA GRAS notification in the United States, and is organic-compliant and kosher.

For more information, visit stand D65 at Vitafoods Europe.

Fytexia ~ PerfLoad®, BurntoRun®, TensLess® and HolisFiit®

Fytexia is entering sports nutrition with four new ingredients optimising natural polyphenols for physical activity. **PerfLoad®** is formulated from grape, pomegranate and green tea extract to provide a performance enhancing solution for high-intensity anaerobic exercise.

BurntoRun® contains orange and grapefruit extracts combined with guarana and L-carnitine to optimise fat-based substrates for improved endurance during aerobic training. **TensLess®** combines mangosteen, elderberry and pomegranate to improve muscle recovery from damage caused by high-intensity exercise. **HolisFiit®** includes green tea and yerba mate extracts with grape, grapefruit, black carrot and vitamin B3 to support mental health and wellbeing.

For more information, visit stand I85 at Vitafoods Europe.

Gee Lawson ~ Orgen-B Mango

Orgen-B Mango is a blend of organic certified guava, mango and lemon extracts, specifically formulated for liquid applications. The water soluble blend has excellent organoleptic properties, particularly with regard to taste.

For more information, visit stand H20 at Vitafoods Europe.

Pharmactive ~ Plasys300

Pharmactive's Plasys300 is a phytotherapeutic product to treat lower urinary tract symptoms and benign prostatic hyperplasia. Plasys300 contains extracts from different botanical species shown to improve urinary symptoms related to prostate enlargement and is a tailored composition for improving men's health.

For more information, visit stand E74 at Vitafoods Europe.

ISALTIS ~ Givocal

ISALTIS will present **Givocal** at Vitafoods Europe 2017 as one of its high-value organic mineral salts. Givocal is a clinically proven, highly bioavailable calcium supplement, with a high solubility making it an effective way to incorporate calcium into nutraceuticals and health foods.

For more information, visit stand G69 at Vitafoods Europe.

Hempro International ~ Hemp Cherry Bar

Hempro International will launch its brand-new **Hemp Cherry Bar** at Vitafoods Europe 2017. Shelled hemp nuts, sour cherries, peanuts, cashews and pumpkin seeds combine for a delicately nutty taste sensation. Thanks to its unsaturated fatty acids, it is the ideal nerve food and a healthy snack.

For more information, visit stand A62 at Vitafoods Europe.

Biotec BetaGlucans AS ~ M-Gard®

M-Gard® is a beta-glucan from a proprietary strain of baker's yeast and is a safe and effective immune-enhancing agent for a variety of applications including functional foods, supplements and sports nutrition products. The product is odourless and easy to blend into existing formulas with a shelf life of five years.

For more information, visit stand K85 at Vitafoods Europe.

Exhibitor News

OptiMSM® May Fight Exercise-Induced Inflammation

A recent study published in the *Journal of Sports Medicine* (Mariè van der Merwe and Richard J. Bloomer; School of Health Studies, The University of Memphis; 2016) titled 'The Influence of Methylsulfonylmethane on Inflammation-Associated Cytokine Release before and following Strenuous Exercise' points to the role of methylsulfonylmethane (MSM, as OptiMSM®, distributed in Europe by Gee Lawson) in mitigating inflammation caused by exercise, consequently aiding the immune system and possibly enhancing the exercise recovery process.

For more information, visit stand H20 at Vitafoods Europe.

New Study Shows Greater Retention of Vitamin C with Ester-C

A recent double-blind, placebo-controlled study supported Ester-C's ability to offer higher retention levels of vitamin C in white blood cells at 8 and 24 hours, compared with regular vitamin C. Rapid uptake of vitamin C into the blood and retention in tissues are important indicators of the efficacy of vitamin C supplementation and its immune-supporting role. Ester-C is distributed by Gee Lawson.

For more information, visit stand H20 at Vitafoods Europe.

New Clinical Trial Shows Pomella's Ability to Improve Cardio-metabolic Health

Pomella®, a pomegranate extract from Verdure Sciences, was shown in a recent clinical trial to positively affect parameters of heart health. In the study, 100 subjects presenting with myocardial infarction (MI) were given 300 mg of Pomella (distributed by Gee Lawson in Europe) twice daily for 30 days. Significant differences were found in all eight biomarkers; however, the most significant finding was a 215 percent increase in high-density lipoprotein (HDL) cholesterol versus a 16 percent increase with placebo. Additionally, oxidised low-density lipoprotein (LDL) cholesterol decreased by 64 percent compared to a 19 percent decrease in placebo.

For more information, visit stand H20 at Vitafoods Europe.

Sanat Products Limited Obtains New Certifications

Sanat Products Limited has obtained several new certifications including ISO 9001:2008, cGMP, HACCP, kosher and Halal. The company's recent acquisition of Hindustan Herbals has also broadened its product portfolio, supporting the introduction of several new ingredients including water-soluble curcumin and moringa leaf powder.

For more information, visit stand N131 at Vitafoods Europe.

Certified Nutraceuticals Assigns European Distribution to Aceto Health Ingredients

Aceto Health Ingredients will now distribute Certified Nutraceuticals' specialty ingredients across Europe, and will manage its growing European market. Aceto Health Ingredients functions as a virtual manufacturing company, distributing more than 1,100 chemicals used principally as raw materials or finished products. Certified Nutraceuticals specializes in innovative quality collagen and anti-ageing nutrients for longevity and good health.

For more information, visit stand C12 at Vitafoods Europe.

Ecuadorian Rainforest's 2017 'Ingredients Passport' Lets You Explore the World

At Vitafoods Europe, visitors to Ecuadorian Rainforest's booth can pick up the new 2017 Ingredients Passport, a guide through the world of nutraceuticals and several of the industry's most popular sectors, including natural flavouring, natural sweeteners, plant proteins and fibre.

For more information, visit stand C54 at Vitafoods Europe.

Kappa Bioscience to Launch 3rd Edition K2 Formulation LookBook

Kappa Bioscience, the Official Vitamin K2 Sponsor of Vitafoods Europe 2017, will launch the 3rd edition of its Vitamin K2 Formulation LookBook at the event. The company is hosting a Speakers Corner in the 'Diner' in its booth, which will showcase product innovation across a range of health platforms.

The sessions complement the launch of Kappa's ExperienceCard program. Each ExperienceCard concept represents a novel product formulation that is specifically designed to leverage the state-of-the-art technology of a range of Kappa's industry partners, including BASF, Capsugel, GELITA, iNNutriGEL, DOMACO, Gelpell and several additional contract manufacturers. A total of 15 ready-to-launch product concepts are included, each of which solves an existing market problem or addresses a health segment or consumer group in a new way; the formulation includes a demonstration sample and marketing language. ExperienceCard concepts will be presented at the Kappa booth, and showcased in several Vitafoods product zones including the Tasting Centre and New Products Zone.

For more information, visit stand D10 at Vitafoods Europe.

Golden Omega Fish Oils Obtain IFOS Certification

Golden Omega was recently awarded 5-star criteria for raw materials from the International Fish Oil Standards (IFOS) Programme, the only third party testing and certification programme for fish oils. Gee Lawson is the exclusive European distributor of Golden Omega fish oils.

For more information, visit stand H20 at Vitafoods Europe.

New Research Shows Longvida Positively Affects Vascular Endothelial Function

University of Colorado researchers investigated the ability of curcumin extract (as Longvida) to improve vascular endothelial function, as assessed by endothelium dependent dilation (EDD), in middle-aged and older adults. After 12 weeks of 2,000 mg/d of Longvida supplementation, brachial artery flow-mediated dilation (FMDba) increased by 34 percent. Results indicate that Longvida appears to improve vascular endothelial function by increasing nitric oxide bioavailability through a reduction in oxidative stress and inflammatory signaling. Longvida is produced by Verdure Sciences and supplied in Europe by Gee Lawson.

For more information, visit stand H20 at Vitafoods Europe.

Tosla Announces Novel Way to Produce High-Quality Syrup

Tosla has invented a new production method to create high-quality 99.5% inverted natural syrup using a yeast-derived enzyme instead of acid. The resultant syrup has no hydroxymethylfurfural, is allergen-free, acid-free and GMO-free.

For more information, visit stand N117 at Vitafoods Europe.

Japan Bio Science Laboratory's NSK-SD Approved as Novel Food Ingredient

Japan Bio Science Laboratory announced its NSK-SD was approved as a novel food ingredient by the European Food Safety Authority (EFSA). In its approval, EFSA noted that NSK-SD exhibits vitro fibrinolytic activity and in vitro thrombolytic activity in animals when administered parenterally.

For more information, visit stand D39 at Vitafoods Europe.

Biohit Oyj and Pynikin Craft Brewery to Start Cooperation

Biohit has brought its biotechnological expertise to the brewery production process. As a result of this cooperation, Pynikin Craft Brewery will launch a new gluten-free beer brand called Pynikin Vapaa (Pynikin Free).

For more information, visit stand P130 at Vitafoods Europe.

Ganeden Receives Approval for 25th Peer-reviewed Study

Ganeden has received approval to publish its 25th peer-reviewed study, reviewing the positive effect of the GanedenBC30 (*Bacillus coagulans* GBI-30, 6086) probiotic strain on protein absorption, allowing food and beverage manufacturers to make protein utilisation claims.

For more information, visit stand D65 at Vitafoods Europe.

New Clinical Results Provide Support for Health Benefits of Olive Polyphenols on Bone Health

The results of a recently published study in the *Journal of Clinical Nutrition* (J. F. Garcia-Gavilan et al.) investigating 870 middle-aged and elderly participants showed significant effects on bone biochemical markers and osteoporotic-related fractures. The study looked at the protective effect of extra virgin olive oil consumption on bone health. This study corroborates the findings of a prior study in which participants took 250 mg/d of olive extract (Bonolive® from BioActor) and saw a significant increase in serum osteocalcin levels.

For more information, visit stand H84 at Vitafoods Europe.

Sinetrol® Reviewed for Weight Management in Third Clinical Study

A randomised, double-blind trial involving more than 60 overweight or obese subjects assessed the weight management effects of Sinetrol®, a citrus extract standardised in polyphenols from Fytexia. The study showed Sinetrol® enhanced lipolysis, increasing the release of excess triglycerides stored in fat cells.

For more information, visit stand I85 at Vitafoods Europe.

DuPont and Healthspan Partner to Develop Super 50 Pro

DuPont Nutrition & Health has partnered with Healthspan Limited to develop Super 50 Pro, Healthspan's latest live bacteria supplement, containing 50 billion friendly bacteria from four DuPont™ Danisco® strains. The supplement is designed to support digestion, immunity and energy metabolism, and includes calcium and vitamins D3 and B6.

For more information, visit stand E22 at Vitafoods Europe.

New Study Shows Sensoril® Can Significantly Improve Joint Health

A new human clinical study published in the *Journal of Ayurveda and Integrative Medicine* shows Sensoril® from Natreon can significantly improve joint health. The 12-week, randomised, double-blind, placebo-controlled study evaluated two dosages of Natreon's Sensoril® on 60 participants with knee joint discomfort. Subjects were evaluated using a Modified WOMAC Index, Knee Swelling Index and Visual Analog Scale at baseline and after weeks 8 and 12. At the end of the trial, consumption of 125 mg and 250 mg twice daily produced significant reductions in all three parameters compared to placebo.

For more information, visit stand E49 at Vitafoods Europe.



The global nutraceutical event

9-11 May 2017
Geneva

What's Hot Digital Issue Q&A:

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

The AstaReal Group is committed to upholding core values of science, quality and innovation. AstaReal® is the most studied brand of natural astaxanthin and we are recognized as the authority in astaxanthin clinical research. In 2016 we added a new study to our extensive clinical database that showed AstaReal® was effective in reducing both mental and physical fatigue (Hongo N et al. J Clin Therapeutics Med. 2016;32(7):277-91). We have many other studies that are ongoing across a number of health areas including sarcopenia, muscle performance and skin health.

We continue to set the gold standard in product excellence. In the USA, we became the first and only NSF GMP registered natural astaxanthin manufacturer, further highlighting our commitment to providing products of the highest quality.

At AstaReal, we believe in providing our customers with 360-degree support that encompasses clinical research, R&D and formulation support as well as access to marketing, technical and scientific experts. We are constantly expanding and improving our product portfolio, and in the past year we have launched a number of expertly developed finished formulations such as an effervescent targeting anti-fatigue. In the coming year, we will launch several new bulk grades that will allow our customers to develop new and innovative products containing AstaReal®.

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

There is no doubt that consumers are becoming increasingly health conscious. As such, we see that end consumers are taking the time to educate themselves by researching specific products and



Company Name: **AstaReal AB**
Contact: **Andie Long**
Title: **Sales & Marketing Manager**

ingredients. This growing consumer segment demands high quality products and ingredients backed by science such as AstaReal®.

In Europe, sports nutrition and healthy aging continue to be on trend. The fact that AstaReal® has shown impressive clinical results across multiple health areas is driving demand as our customers are able to develop innovative products backed by science that can target specific or multiple health concerns through the inclusion of AstaReal® in their formulation. For example, our study showing AstaReal® was effective in combatting both mental and physical fatigue has led a number of our customers to explore new anti-fatigue formulas. This aligns with increased awareness of lifestyle related tiredness and fatigue amongst consumers and their desire to be alert, energized and on the go in their everyday lives.

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

AstaReal has set the gold standards for science, quality and innovation in the natural astaxanthin space. These values guide us, strengthen us and make us what we are. We have seen several suppliers in the industry steal our science from the public domain to corroborate their brands and confuse customers with alleged certifications lacking evidence. In addition to product quality, our clear point of difference is our commitment to investing in on-going research activities to understand and further explore natural astaxanthin's outstanding benefits for human health and unlimited potential within preventative health care.

In addition, we have established other initiatives that are in line with our corporate philosophy of making the world healthier with natural astaxanthin. These include community health and wellness programs, a global symposium focusing on natural astaxanthin and sponsorship grants for groups and individuals.



www.astareal.se

www.astaxanthin.net



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What's Hot Digital Issue Q&A:



Skuny Bioscience
INNOVATIVE SCIENCE, GREEN LIFE

Company Name: **Skuny Bioscience Co. Ltd./
Biogin USA**

Contact: **Kevin Zhou & Charlie Wang**
Title: **Sales Manager & Sales Director**

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

We developed the MEST™ technology platform that allows us to manufacture Omega-3 products that are “Pure, Clean, Fresh” with great taste to meet our clients’ desires. This brings us more opportunities to serve more consumers who expect quality of life through our high-quality Omega-3 products and solutions, all of which comply with the highest regulatory requirements of leading health authorities including US FDA, China FDA, Korea FDA, Japan FDA and the EU.

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

More customers are demanding high-quality Omega-3s. This is ideal for our Omega-3 products, which are Pure (Omega-3 up to 95%), Clean (free of contaminants), Fresh (low oxidation values) and have Great Taste (using a patented deodorization technology that reduces fish burp). Also, our Omega-3 products offer 100% transparency, traceability and sustainability.

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

We provide tailor-made Omega-3 ingredients and solutions by strategic merging of high quality, cost-effectiveness and innovative imaging, which allows us to meet individual client requirements for various sources (e.g., fish, algae, plant, etc.) and product forms (e.g., oil, microencapsulated powder, granules, etc.).

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are showcasing: Omega-3 EPA/DHA 60~95%, EPA 97%, DHA 95%, Omega-3 with higher DPA, Algae DHA 50~90%, and ALA 50~90%. Our goal is to help attendees upgrade their entire Omega-3 product line, establish a strategic alliance and improve our customers’ competitiveness in the Omega-3 market.

Visit us at
stand **C51**
on Vitafoods 2017

Vitafoods
Europe 

Megafullife®

The best Omega-3 ingredients and solutions for health

- Omega-3 60~95%
- Omega-3 with higher DPA
- EPA 97%
- DHA 95%
- Algae DHA 90%
- ALA 90%



PURE

Omega-3 up to 95%



CLEAN

Free of contaminant



FRESH

Lower Oxidation values
compare with USP,GOED&EP



GREAT TASTE

Deodorization
& Reduction of fish burp



Ultimate Solution for Omega-3 Products
through most advanced technologies

1. Provides tailor-made solutions to meet individual clients requirements by the highest quality and innovative technology.
2. Deodorization & Lower oxidation value
3. Various source: Fish/Algae/Plant
4. Oil/Microencapsulated Powder/Granule



Guarantee

**100%
Transparence**

**100%
Traceable**

**100%
Sustainable**



Skuny Bioscience
INNOVATIVE SCIENCE, GREEN LIFE



Produced by **Skuny Bioscience**, a leading manufacturer of high quality Omega-3.
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The global nutraceutical event

9-11 May 2017
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What's Hot Digital Issue Q&A:



Company Name: **Biotec BetaGlucans AS (BBG)**
Contact: **Alexander Bjørnå**
Title: **Director Business Development**

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

In 2016, we finalised the development, registration and initial market penetration of a new product, a class III medical device called Woulgan® (www.woulgan.com) used to treat chronic wounds, like diabetic foot ulcers. Further, we succeeded in developing a new ingredient (M-Gard® Suspension; www.m-gard.com) which is a highly versatile, potentiated immunostimulator used for a variety of applications. Our customers clearly benefit from the wound care application as Woulgan® shows excellent total healing capabilities in a variety of hard-to-heal wound applications where wound healing is practically stalled. The use of Woulgan®, stimulating the wound healing cascade (as part of the innate immune system) is a completely new way of treating wounds. M-Gard® Suspension incorporates parts of the proprietary wound care technology making it a potent agent for promoting the immune system in applications like nutrition, functional food, supplements or even in cosmetic and dermatological applications based on poor immune health.

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

The market seems to demand effective and well-documented immunostimulants accessible at an acceptable cost/benefit ratio. In the wound care sector, there seems to be a clear lack of scientific support for a variety of products already on the market. Recent trends clearly focus on documented products, which will increase demand. A similar

trend seems to exist in the nutritional market where EFSA does not allow claims for products and ingredients with insufficient documentation. We welcome this trend as it gives more credibility to both industries and remunerates companies with high R&D investments like Biotec BetaGlucans AS.

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

The company is highly specialised on one type of ingredient – yeast beta glucans. Here we have 30 years of experience and 13 PhDs on site focusing on R&D for this compound. We differentiated ourselves not only in expertise, but also in our pricing model, which gives our customers great ingredients at highly competitive price levels. We believe we have the best price/benefit ratio of all beta-glucans on the market.

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are showcasing our branded M-Gard® product range and technology (www.m-gard.com). The M-Gard® portfolio consists of a particulate product with at least 75% glucan content, a high-grade glucan product with at least 85% glucan content and the highly active and innovative M-Gard® Suspension with 5% dry glucan matter content also entered as a candidate for the Nutraingredients Awards 2017 (Immune Health Innovations). BBG is the market leader in innovative and documented beta-glucan solutions. If you are looking for such an ingredient, a special immune application and/or new documentation, we provide the solution.



PURE IMMUNE STIMULATION

your best choice of yeast
beta-glucan for better
immune health

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What's Hot Digital Issue Q&A:



Company Name: **Chemical Resources (CHERESO)**
Contact: **Pawan Kumar Goel**
Title: **Chief Executive Officer**

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

At CHERESO, we are constantly trying to develop and innovate new healthcare products that are safe and effective. In the past year, we have developed a new supplement for prostate health, which has been clinically evaluated and patented. We are working on a new molecule targeting cancer and abating its side effects.

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

The nutraceutical market is surging continuously because of consumers' desire for foods and ingredients that are natural as well as functional. Consumers are attracted to the wholesome package of 'safe and effective,' which is missing in pharmaceuticals. 2017 should be a year "powered by plants." In addition, healthcare expenditures are increasing and so is the incidence of lifestyle diseases, which will lead to a steady growth in demand for nutraceuticals.

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

We believe in having a solid regulatory foundation, which I think differentiates us from other companies. We believe in testing our products thoroughly before declaring them effective. We are proud owners of 10 international patents and most of our products are supported by clinical studies.

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are showcasing all of our products at Vitafoods Europe. Our products are very unique and cater to various lifestyle conditions including diabetes, PCOS, obesity, prostate health and more. There are no comprehensive medications available for these diseases and that is where our products make a difference. Our products are phyto-medicines and have been proven safe and effective by the clinical studies conducted.

Are you a 40+ man & Having any of these symptoms?

Urinary frequency

Urinary urgency

Hesitancy

Incomplete bladder emptying



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How is it Different?

- Supported by three international patents
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- Single ingredient product ensuring consistent quality of each capsule
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What's Hot Digital Issue Q&A:

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

At DuPont, we invest heavily in documenting the health benefits of our probiotic range. Our portfolio includes HOWARU® Premium probiotics, from the DuPont™ Danisco® range, a brand of highly effective probiotic single strains and preformulated blends. Each product in the HOWARU® lineup is proven efficacious through multiple gold standard human clinical studies. This has earned us the position as the global leader of the probiotic category.

DuPont now brings true innovation to the probiotic category. At this year's show, we are launching HOWARU® Shape – a new truly unique clinically-documented probiotic + prebiotic for weight management. We are proud to see HOWARU® Shape being nominated for the NutraIngredients Awards 2017 - Ingredient of the Year – Weight Management.

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

For several years, probiotics have been among the fastest growing ingredients in the global food supplement market. This is a trend driven by consumers around the world searching for products to improve their wellbeing, making a healthy regime part of their daily lives. As a provider of premium probiotics to the supplement industry, DuPont is there to help you succeed in this thriving market. We produce safe, effective, health-enhancing probiotic solutions that translate to real benefits in your finished product.

We are targeting our probiotics product line and innovation with a customised approach - we understand people have varying nutritional needs at different stages of their life. Our probiotics have a clear individual benefit with scientific support for a specific target group. It's not a one-size-fits-all solution.

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

With DuPont™ Danisco® consumer-ready probiotic formulations, we've done the optimisation for you. We



Company Name: **DuPont Nutrition & Health**
Contact: **Ole Danielsen**
Title: **Global Marketing Director,
Dietary Supplements**

not only tailor the probiotic formulation to meet your specific requirements, we can also provide the most appropriate delivery system for your target consumer and market.

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

Why choose DuPont?

- Industry leader in probiotic science with the most robust pipeline of studies conducted using good clinical practices (GCP)
- Broadest range of clinically-documented probiotics
- Unrivalled dietary supplement formulation expertise
- Robust regulatory support - help you comply with local requirements
- Marketing support and industry insights to help you successfully position your products

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve

At DuPont Nutrition & Health, we strive to solve the world's food challenges by providing affordable, safer, healthier and more nutritious food. Obesity is among these challenges as globally, most consumers are struggling with weight. Consumer research conducted by DuPont reveals 54% of the global market identifies with being a 'Weight Struggler'. Targeting these consumers, we now launch HOWARU® Shape, a clinically-documented probiotic + prebiotic for weight management. In a study published in EBioMedicine, compared to placebo, HOWARU® Shape (10B CFU B. lactis B420™ alone or in combination with 12g of prebiotic fiber Litesse® Ultra™ polydextrose) reduced body fat mass, core fat mass, waist circumference, and energy intake in overweight adults. Discover HOWARU® Shape - Feel like yourself, while naturally trimming inches from your waist.

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A Healthful Partnership. It's What's Inside.

What's inside some dietary supplements is just as beneficial to you as it is to consumers. That's because our probiotics come with the scientific expertise that only DuPont Nutrition & Health can provide. Plus clinical research, unrivaled product stability, new product formulations, and dosage forms that deliver unique health benefits, marketing insights, and, of course, safety. Take a look inside DuPont Nutrition & Health to see how we can deliver on your dietary supplement needs. **Visit dupont.com/itswhatsinside to learn more.**

Welcome to the Global Collaboratory™



**DuPont
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The global nutraceutical event

9-11 May 2017
Geneva

What's Hot Digital Issue Q&A:

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

Ixoreal's primary mission is to increase awareness and use of ashwagandha. Ixoreal is seen as the expert source for ashwagandha because KSM-66 is the market leading ashwagandha and because ashwagandha is the only thing we do. Our biggest advancement in the past year is in furthering Ixoreal's position as the custodian of ashwagandha research and best practices via the publication of four new clinical studies in prestigious journals. We also launched, with Infoma, AshwagandhaAdvantage.com, a platform to provide clinical study results, formulation guidance, sourcing information and more. Chris Kilham, known widely as the Medicine Hunter, has started to promote KSM-66 among end-consumers through various channels including TV, radio, print, with recent widely watched coverage on Fox News. Our customers tell us they have greatly benefited from our work as it makes it easier to convince end-consumers of the value of KSM-66, not only because of the hard facts on efficacy but also because of KSM-66's brand association with expertise, quality and transparency. As a result, KSM-66 was added to about 100 products last year.

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

There are several evolving factors that have led to increasing demand for KSM-66. First and foremost is in the increasing interest in adaptogens, broadly, and ashwagandha specifically. Interest in ashwagandha translates quickly to interest in KSM-66 as it is the market leader. Ashwagandha is one of the few herbs with significant effects on both psychological and physiological aspects of human performance, and these effects benefit consumers from across the spectrum: students, working professionals, parents, athletes, retirees. Consumers seeking higher productivity and empowerment in the face of increasing mental and physical stress has been a major trend, and this likely has amplified interest in KSM-66. KSM-66 is used in products building calmness, focus, concentration, endurance, stamina, muscle strength, power and recovery. Also helping is the trend in consumers to look for ingredients that are less



WORLD'S BEST ASHWAGANDHA

Company Name: **KSM-66 ASHWAGANDHA
(IXOREAL BIOMED INC.)**
Contact: **KARTIKEYA BALDWA**
Title: **C.E.O.**

disruptive or intrusive and more natural and integrative with the human body. For this latter cohort, ashwagandha is attractive because it works by tuning the body's own mechanisms and achieving the end goals in a more natural, integrative way.

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

Ixoreal's biggest point of differentiation is that it is considered the first place to go to for ashwagandha ingredients and expertise. This is probably because ashwagandha is the only thing we do and because we have been a major force behind bringing this herb to prominence. Ixoreal is viewed credibly for ashwagandha excellence because of four factors: (1) KSM-66 is the highest concentration full-spectrum root extract available on the market today. (2) KSM-66 has the most extensive set of research studies and clinical trials: 13 human studies, two animal studies and another eight human studies ongoing. (3) Ixoreal is the only major ashwagandha maker in the world with its own farms, labs, manufacturing and distribution. Because of the tight vertical integration, we are able to ensure excellent quality and pricing. (4) Because of its full-spectrum nature, KSM-66 has a neutral taste, making it an excellent choice for food and beverage manufacturers.

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are showcasing KSM-66 Ashwagandha to meet the needs of attendees who are looking to address the fast-growing demand for adaptogens by offering a high-quality ingredient with strong clinical data, a long history of safety and pharma-level production excellence. Formulators are challenged constantly to present ingredients and delivery formats that consumers find compelling and affordable. KSM-66 has successfully addressed such challenges for many, and we hope visitors will similarly find great value from KSM-66. We will also showcase our expertise in ashwagandha, through our newly published clinical studies and the very knowledgeable staff at our booth.

The fastest growing adaptogenic herbal ingredient. Now in 480+ products



KSM-66 Ashwagandha has been clinically proven to :

- ▶ Help reduce stress, anxiety, cortisol levels and stress-related food cravings*
- ▶ Help promote enhanced memory and cognitive function*
- ▶ Help promote endurance, strength, muscle size and muscle recovery rate*
- ▶ Help maintain peak sexual performance health in both men and women, and testosterone in men*

- KSM-66 is supported by the most extensive set of clinical studies (13 completed and 8 ongoing)
- KSM-66 is the highest concentration root extract on the market today (>5% withanolides by HPLC)
- KSM-66 has the highest number of quality certifications



- Ixoreal is the only ashwagandha maker in the world that is vertically integrated with its own farms, manufacturing, research and distribution, ensuring a steady supply and batch-to-batch consistency

FIND KSM-66 IN THESE FINE BRANDS:



www.ksm66ashwagandha.com

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



The global nutraceutical event

9-11 May 2017
Geneva

What's Hot Digital Issue Q&A:

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

At Tosla, our goal for the past year was to develop a natural bulking agent that has a better taste-masking effect and lower calorie count. We developed a premium 100% inverted natural syrup. To achieve that, we eliminated acids and allergens that are used in traditional production methods. During product development, our R&D department was also able to eliminate the unwanted side effects of acids in the end product. Acid-processed inverted syrups have residues of carcinogenic Hydroxymethylfurfural (HMF) in the end product, which are currently found in many sweeteners and other alternative bulking agents. Our products are HMF free.

We surpassed initial expectations and now have launched our premium 100% inverted natural syrup. Using this premium natural product as a bulking agent in pharmaceuticals and nutraceuticals, our customers can benefit from having their products standardized with great technological and sensorial properties, maximize stability, and have an end product without any harmful chemical residues.

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

Our products help cut calories, without affecting the taste profile. Consumers want healthier products with no change in the taste. We help our clients remain in line with their product specifications and taste. Nutraceutical and pharmaceutical



Company Name: **TOSLA d.o.o.**
Contact: **Primoz Artac**
Title: **Director**

companies are looking for excellent taste, naturalness, standardized and controlled quality, great technological aspects and convenience, which we provide.

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

Our products impact all senses. Not just taste, but also smell and appearance. The industry knows that. End users' expectations for nutraceutical and pharmaceutical products are growing. What we offer is a convenient, natural and tasty solution for a selection of excipients in their liquid nutraceutical and pharmaceutical formulations.

4 What products/services are you showcasing at Vitafoods Europe 2017, and what problem or challenge are you seeking to help attendees solve?

We are very proud to introduce our premium 100% inverted natural syrup and natural premixes of excipients that help liquid nutraceutical and pharmaceutical producers achieve a better tasting product with streamlined (cheaper) production. We also provide a solution to answer the 'natural' and 'free from' trends. In addition, we also provide nutraceutical formulation and contract manufacturing services.



tosla

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DEVELOPMENT AND MANUFACTURING
OF INDUSTRIAL SYRUPS AND DIETARY SUPPLEMENTS
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GET MORE INFO AND REQUEST YOUR SAMPLE:

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Where the industry meets

to create nutraceutical products that deliver optimal health

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