

Naturex unveils new health ingredients at Vitafoods 2012

Avignon, 16th May – Naturex will display a variety of new ingredients at Vitafoods that will help functional food, beverage and dietary supplement manufacturers bring fresh and innovative concepts to market. In addition, the group will be showcasing some of its bestselling ingredients in various applications.

The launch of Utirose™ within NAT life™

It is estimated that 50% of women at some point in their life will experience urinary discomfort. Naturex is committed to helping decrease the number of women suffering from Urinary Tract Infections (UTI) thanks to Utirose™, the latest innovation from the NAT life™ range. Extracted from hibiscus flower, this ingredient helps to reduce the incidence of UTI among women who are particularly susceptible to reoccurring episodes. Its unique composition makes it the natural solution to relieve women from daily pains. Utirose™ will be presented in a seminar session, on May 22nd, at 3.15 pm.

The NAT activ® range extended with Iridoforce™ and GrapePure™

In an ever ageing world, painful joints and arthritis are becoming a major concern and offer huge market opportunities. Known to relieve rheumatism, Iridoforce™ is a devil's claw extract found in Southern Africa. This ingredient is the natural solution to help reduce pain and improve joint health.

Naturex harnesses the power of grape seeds in GrapePure™. Derived from polyphenols, the secret of this extract is its high content in flavanols and its unique antioxidant and anti-inflammatory action. To provide its customers with a premium product, the group has carefully selected two of the world's most famous areas in grape cultivation: Champagne and Burgundy.

More ingredients on display

"Our booth offers a one-stop-shop for visitors looking for ingredients to bring health, wellness and innovation. In addition to our expertise in producing and supplying ingredients, we deliver to our customers a more competitive position and a faster successful route to market. Our aim is to help our customers to be one step ahead" stated Antoine Dauby, Group Marketing Director.

To give a better idea of the potential of Naturex ingredients, visitors are invited to taste them in an endless array of applications:

- Studies show that chewing gum promotes weight management by reducing snack intake¹. With 400mg of Svetol®, the DietGum concept, jointly developed with Fertin Pharma, is the best ally for people willing to shape their body.
- To quench their thirst and sharpen their mind, visitors are invited to experience the Blue Power beverage enhanced by Cereboost®. After the drink, they can challenge their cognitive performance in a memory game available on display.

At the edge of innovation, Naturex sponsors the seminar theatre where three expert speakers are hosting presentations with a focus on developing innovative consumer concepts. This year is also the launch of the Poster Session at Vitafoods. Naturex is supporting this initiative by supplying three posters, which will be presented by its R&D experts.

1 : Hetherington M & Boyland E (2007). Short-term effects of chewing gum on snack intake and appetite. Appetite, DOI: 10.1016/j.appet.2006.109.001

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1200 people and has 16 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. In addition, the group has several sales offices worldwide.

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