

What if sports nutrition became more natural?

Avignon, April 27th 2015 – Naturex will showcase innovative natural supplement solutions for sports nutrition at the upcoming Vitafoods in Geneva.

While the market for classical dietary supplements is growing by 4% per year, the sports nutrition category has taken off over the past years with 9% growth in 2014¹. “Nowadays, the segment has opened up to new consumers like weight watchers and body conscious individuals, beyond the more selective group of athletes and body builders,” said Thomas Ughetto, Business Manager at Naturex. In this booming market, lots of products contain synthetic ingredients as they are commonly associated with performance and efficacy. “In connection with the trend for more naturalness, Naturex has designed a new offer that combines naturalness, efficacy and taste for a safe sports nutrition category,” he added.

Exhibiting on stand J40, Naturex will highlight its expertise in sports nutrition through 4 different concepts that answer the needs of all sub-categories: pre-workout, during exercise and post-workout.

The pre-workout concept is a low-calorie instant drink designed to appeal to women who want to exercise and stay fit. It contains a mix of botanicals that boosts performance, along with other ingredients that have been proven to burn fat: Svetol[®], a clinically proven green coffee bean extract, green tea extract and chromium. Special attention has been paid to the taste of this product, which combines blood orange powder with an unusual twist of Szechuan pepper.

Naturex will also introduce a preservative free gel concept that helps to sustain performance over time with Asian ginseng, rose hip and maca extracts, all natural sources of energy. The pleasant and fruity gel also offers an additional benefit by protecting cardiovascular function through a specific combination of ingredients.

For post-workout recovery, sports lovers can rehydrate, restore their electrolyte and antioxidant balance and relieve muscular fatigue with a natural and refreshing beverage. “After their workout, people are looking for fresh and not-too-sweet recovery drinks. Cucumber juice meets these demands and benefits from a very healthy image among consumers,” explained Ughetto.

In addition to the other concepts, the group has developed a delicious banana protein bar that can be eaten anytime. The bar doesn't just help build muscles, it also acts on the fat mass thanks to a selection of thermogenic ingredients, including Svetol[®].

Vitafoods Europe will take place at the Geneva Palexpo from May 5 to 7, 2015.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is in Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices. www.naturex.com

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¹ Euromonitor, 2015