

Naturex introduces Utirose™, a natural solution for urinary tract health

Avignon, 18th May – Thanks to the acquisition of Burgundy, Naturex enters the urinary tract health market, with Utirose™.

Naturex is extending its NAT life™ range, with the inclusion of Utirose™, an innovative trademarked ingredient from the Burgundy portfolio. This unique ingredient is designed to aid urinary tract health and combat Urinary Tract Infections (UTI). Urinary tract health is one of the key areas of the functional food, beverage and dietary supplement markets as 50% of women will experience at least one UTI during their lifetime.

Backed by a published clinical study, Utirose™ demonstrates a positive impact on reducing the incidences of UTIs among women who are particularly susceptible to reoccurring episodes. A 200 mg supplementation per day has been clinically proven to prevent recurrent cystitis and to improve the quality of life of women suffering from UTIs.

Extracted from hibiscus flower, Utirose™ has a unique profile due to its patented process of extraction. It contains different organic acids, anthocyanins, flavonoids and PACs. This ingredient offers an alternative approach to antibiotics, which are usually used to cure cystitis. Utirose™ is used to prevent urinary tract infection. These unique characteristics make Utirose™ the natural solution to support urinary tract health.

Naturex is launching Utirose™ in Europe during Vitafoods which will be held in Geneva, Switzerland. As a new ingredient within the NAT life™ range, it will be supported by in depth technical documentation and marketing tools such as specific branding and dedicated website.

About Naturex:



Naturex manufactures natural speciality ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1000 people and has 16 production units located in Europe (France, Italy, Spain, Switzerland, Poland and England), 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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