

Naturex wins the Award for Most Innovative Ingredient at Vitafoods 2012

Avignon, 25th May - During the NBT awards ceremony held in Geneva on Wednesday evening, Naturex was granted a prize in the category "Most Innovative Ingredient" for Utirose™, a new active within its NAT life™ range.

A leading panel of industry experts and scientists selected Utirose™ for its excellence in criteria such as technical advancement, scientific merit, benefits to manufacturers and breadth of application. Naturex was honoured to accept the award, during the ceremony held alongside Vitafoods.

Antoine Dauby, Group Marketing Director declared, "With Utirose™, Naturex is committed to helping decrease the number of women suffering from Urinary Tract Infections (UTI). As a new ingredient within the NAT life™ range, it is backed by in depth technical documentation and marketing support such as specific branding and dedicated website."

Benjamin Voiry, Business Manager - NAT life™, added: "Extracted from hibiscus flower, Utirose™ helps to reduce the incidence of urinary tract infections among women who are particularly susceptible to reoccurring episodes. Thanks to its unique composition, Utirose™ is the natural solution to relieve women from daily pains."



About Naturex:

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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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