

## **New dietary supplement concepts from Naturex offer a winning combination of taste, naturalness and efficacy**

### **9 April 2013 - VITAFOODS EUROPE 2013 – Naturex Stand 17035**

Ingredients supplier Naturex has developed a range of drinkable dietary supplement concepts that offer great taste, naturalness and efficacy, as well as the potential for strong branding and communication.

The four concepts are called: Sharpen Your Mind, Coach Your Body, Balance Your Life and Boost Your Vitality. Set to be unveiled at Vitafoods Europe, they contain ingredients from Naturex's various ranges of natural plant extracts.

The supplement concepts feature a selection of active ingredients that have been the subject of EFSA-approved claims under the Health Claims Regulation and are now on the EU's Article 13.1 list of 222 approved general function claims. These active ingredients are delivered by Naturex's NAT activ™ range of botanical extracts, which contain standardised levels of natural vitamins and minerals.

In addition, the supplements contain ingredients from Naturex's NAT life™ range, including Cereboost™ high quality American ginseng extract and Svetol®, a fat-burning ingredient derived from decaffeinated coffee beans and backed by three clinical studies. Other NAT life™ ingredients include Cyracos®, a lemon balm extract with anti-stress properties and Powergrape®, a grape extract offering energy boosting benefits.

Antoine Dauby, Marketing Director of Naturex, said: "The concepts we have developed for Vitafoods Europe are designed to inspire dietary supplement companies who want to differentiate their products from the crowd. They will demonstrate that all of our ranges of natural ingredients – fruit powders, natural colours and botanical extracts, as well as our formulation expertise – can contribute to creating innovative and successful products."

He continued: "The use of ingredients that have been EFSA-approved enables supplement companies to use strong branding and communications in their marketing. Wherever possible, we have also used natural ingredients to tap into the consumer trend for seeking naturalness in all the products they buy."

All of the supplement concepts take the form of a sachet stick-pack containing a delicious fruity flavoured powder that can be quickly mixed with water to create a naturally colourful and convenient drink, packed with goodness, that is as tasty as it is healthy.

Antoine Dauby said: "We have developed all of these concepts so that they taste fantastic. This is to reflect the fact that strong organoleptic properties are now a key demand from consumers buying dietary supplements. It's important for manufacturers and marketers to take account of this trend for better tasting supplements, otherwise they risk being left behind. The concepts we will bring to Vitafoods Europe will show how easy it is both to formulate delicious products with Naturex's natural botanical extracts and communicate the benefits of these products."

Vitafoods Europe takes place at Palexpo in Geneva from 14 to 16 May 2013. Naturex will be exhibiting on Stand 17035. Visitors to the booth will have the opportunity to see Naturex's dietary supplement concepts up close and find out how they, too, could benefit from working with Naturex.

Antoine Dauby said: “Vitafoods Europe will be the perfect forum to discuss how Naturex and our innovative range of ingredients can help dietary supplement companies boost their sales and profitability with great products that consumers will love and trust.”

**About Naturex:**



*Naturex manufactures natural specialty ingredients for the Food & Beverage, Nutrition & Health and Personal Care industries. Headquartered in France, Naturex employs 1,400 people and has 15 production units located in Europe (France, Italy, Spain, Switzerland, England and Poland), the United States (New Jersey and California), Brazil, Australia, Morocco and India. The group also has several sales offices worldwide.*

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