



## **Naturex puts natural ingredient benefits in the spotlight with new Zest instant mix drink concepts**

**South Hackensack, July 15, 2013 - In order to showcase the documented natural benefits of its botanical ingredients, Naturex has created two functional instant drink mix concepts.**

Zest Body is a low-calorie slimming drink containing Svetol®, a decaffeinated green coffee bean extract. Svetol® is clinically proven to inhibit glucose-6-phosphatase and increase the rate of fat release from adipose tissue – a unique mechanism that results in highly effective weight management.

Svetol® has grown to become a phenomenon in North America, and is now used in 100 co-branded products across the US and Canada. It has a Facebook page of its own with more than 3,000 'likes' and also boasts 3,000+ followers on Twitter.

Zest Body contains Talin®, a natural taste profile enhancer that combines with High Intensity Sweeteners such as stevia to improve the sweetness profile of low-calorie products.

Naturex's second functional instant drink mix concept is Zest Power, which contains extracts of Ginseng root and Maca from Naturex's NAT healthy™ range. These ingredients provide a natural energy boost – releasing the vitality of nature.

Both Zest concepts are colored with naturally sourced pigments from Naturex's ingredient portfolio. They will be on show at the IFT Food Expo, which runs from July 13-16, 2013 at McCormick Place South in Chicago, Illinois. Naturex will exhibit at Booth 2338.

Naturex Business Unit Director Paul Janthial said, "The instant drink mix market is big in the US but consumers often have to settle for products containing artificial ingredients. Our new Zest concepts demonstrate how manufacturers can create more natural and functional products without compromising on taste."

### **About Naturex:**

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*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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