



PRESS RELEASE

NAT fruits&greens: healthier supplementing and total transparency

Naturex unveils NAT fruits&greens range and responds to two major nutraceutical category concerns:

1/ Boosting fruit & vegetable consumption

Since childhood, we've been told that five to ten daily servings of fruits and veggies are essential for health. Despite this common knowledge, 75 to 80%* of American consumers are still struggling to eat these recommended amounts. Powdered fruits & vegetables incorporated into supplements enable industries to improve the nutritional value of their formulas and increase fruit & vegetable intake.

Naturex's new fruits&greens range answers nutraceutical category demand for fruit & vegetable powders and helps provide equivalent servings of these key foods.

2/ Complying with market demand for transparency

Designed for manufacturers who are looking to enhance their formulas with natural plant-based content, NAT fruits& greens also complies with current nutraceutical market requirements for safety and traceability. In response to the public's demand for transparency, Naturex has implemented a **rigorous traceability system, with systematic identification of raw materials and a complete identification sheet** for each botanical extract.

The NAT fruits&greens range includes two collections: **TasteRich** that provides 100% natural powders to improve color, taste and flavor in formulas and **NutriRich**, which guarantees standardized content in nutrients and phyto-nutrients, such as vitamins, minerals, fibers, and polyphenols. Each botanical extract is carefully selected for its high nutrient content.

Click on the infographic below to learn more about NATfruits&greens



In line with Naturex's [Bright 2020 Strategic Plan](#), this new product line illustrates the Group's ambition to be the world leader in the specialty fruit & vegetable category and to help its customers switch from synthetic to natural.

Naturex will be showcasing NAT fruits&greens with **three innovative applications at the next Supply Side West Show** in Las Vegas, NV. Stay tuned for more information.

* Sources : America's Phytonutrient Report, 2009; IRI 2007 Consumer Snacking Study, IRI MedProfiler, National Health & Nutrition Exam Survey

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 three strategic markets: Food & Beverages, Nutrition & Health, and Personal Care. The company offers its customers a full array of high-quality ingredients, responsibly sourced from nature for food, nutraceutical and cosmetic applications.

Naturex's head office is in Avignon, France. The company employs more than 1,700 people and benefits from eight sourcing offices around the world and high-performance manufacturing operations across 15 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.

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