



WHAT'S HOT 2021

TOP TRENDS, INSIGHTS AND INNOVATIONS POWERING THIS YEAR'S
SUPPLYSIDE WEST & FOOD INGREDIENTS NORTH AMERICA EVENT

SupplySide[®]
WEST

PRESENTED BY



OCTOBER 25-28, 2021 • EXPO HALL OCTOBER 27 & 28 • MANDALAY BAY, LAS VEGAS

A return to serendipity

Just a few months before the onset of the pandemic, I wrote a Viewpoint for What's Hot at SupplySide West 2019. At that time, I focused on the value of managed serendipity—that is, the management of your time at SupplySide West and Food ingredients North America (FiNA) to ensure room and openness to unexpected connections, unintended meetings and unplanned discovery. Little did we know just how much we would miss all that serendipity in the two years that followed. Though we knew even back then that serendipity is valuable—it's now, as we are in Q4 2021—that we have really felt the impact of a business rhythm without it. Getting back to that dance and finding a rhythm again is a critical priority.

In 2021, SupplySide stepped back into the scene with a small SupplySide Phoenix pop-up event in June, followed by the return of SupplySide East (New Jersey) in August. Both events represented a smaller but meaningful return to being in-person; all who attended had the opportunity to get a little practice at the old routine—mixed with a bit of new routine.

As we push ahead to being on-site together for SupplySide West and FiNA 2021, we can already feel that the fall show will be one to remember. It will become a reference point for many years to come, as people ask, “Were you there at the first show back from COVID?” They will share some of the memories we’re about to make together.

One innovation birthed from the COVID-19 chapter was the launch of SupplySide Network 365, which celebrates a one-year anniversary while we’re together in Las Vegas. This app full of content, connection and discovery opportunity is now also the official show app. (If you haven’t already, take a brief moment to download SupplySide 365 from your app store, and then register at supplyside365.com).

In addition to using SupplySide Network 365 to find other Vegas attendees and to discover products, technologies and services from exhibitors and beyond, remote participants can use 365 to view four livestreamed conference sessions. Education workshops with a livestream component include sessions on the microbiome, esports, immune health and plant-based nutrition.

We certainly have loyal and consistent SupplySide supporters who can’t travel to the show this year and, while we will miss every single one of them, the SupplySide team is eager to serve the many thousands who have a capability and hunger for return. Delivering an exhibit hall with over 700 exhibitors (and a crop of as many first-time exhibitors as ever), 2021 will bode well for accelerating new discovery and returning to serendipitous opportunity.

Finally, I’d like to use this letter to publicly recognize and thank the people behind SupplySide. It’s been a tough road for our team in 2020 and 2021, and our colleagues have learned, stretched, committed (and recommitted) to the mission, and have shown absolute maturity, grace, perseverance and—most importantly—compassion for one another. The support and gratitude of suppliers, manufacturers and other industry professionals who ask us to make the show a reality serve as fuel; and in turn, we are grateful for your business and loyalty to our mission.

We can’t wait to open the doors and welcome you to SupplySide West and FiNA 2021. Viva Las Vegas!



Danica Cullins

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Company Name: Xsto Solutions, LLC
Contact: Dan Murray
Title: Vice Pres of Business Development
Website: www.xstosolutions.com
Booth #: 3538

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Xsto is introducing EcceTru™, a new “clean label” source of Echinacea with sGRAS status and a European origin. Immune health has always been important, but it certainly has seen a renewed interest. Xsto's other stand-out products include Cuvitus (eases muscle discomfort), BenfoPure (circulation and helps maintain blood sugar management) and PepZin GI (supports digestive health). These are all condition specific, but they may be good for more than one condition, such as the “bone-heart health” relationship.

2. What attributes does your company have that make it stand out among your competitors?

Xsto only focuses on science-supported ingredients, so everything we offer is a targeted application and has human data to support efficacy. Most often the science is on our specific ingredient, which is why we enjoy the proprietary sourcing and branding of ingredients. We continue to seek out new opportunities, but the “bar is high” to check all the requirements on the list because we know what our customers expect.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic appears to have raised most nutrition products in the health and wellness category. The immune support category in particular has gained widespread interest and we are seeing that reflected in product interest and sales.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

People want science and a clear regulatory status for a condition-specific product, and that is what Xsto delivers. Can you talk about the science? Can you tell me about formulating the product? The answers to both questions is “yes” for Xsto products.



**Branded
Specialty
Ingredients**

**Exceptional
Products**

**Scientific
Support**

Xsto offers unique ingredients with strong scientific support and intellectual property. When you're looking for proprietary, clinically based raw materials for your dietary supplement or beverage formulations, look no further than Xsto Solutions.

**To Learn More
Visit Us At
SupplySide West
Booth 3538**

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SOLUTIONS

973-975-4224
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WHAT'S **HOT** at SupplySide West

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A SPECIAL ALL-DIGITAL ISSUE

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SupplySide editors' choices

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Company Name: Vidya Herbs, Inc.
Contact: Steve Geiger
Title: VP/GM, Sales & Operations
Website: www.vidyaherbs.com/
Booth #: 2933

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

The R&D team at our global headquarters in Bangalore, India have developed a unique catalog of ingredients supported by clinical trials demonstrating benefits in exciting and continuously expanding categories of functional health including: weight management, metabolic health, skin health, digestive and prostate health—with more to follow!

2. What attributes does your company have that make it stand out among your competitors?

Vidya Herbs has a notable capability to serve the customer throughout the product lifecycle, from providing product concepts and formulation assistance, samples for pilot runs and application support for integration of Vidya's ingredients into various delivery systems including functional foods and beverages. This is unique among ingredient manufacturers and sets Vidya Herbs apart from competitors.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Vidya Herbs' wide breadth of product offerings has allowed its customers to rapidly pivot their product development pipeline to address new or emerging health benefit categories.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can be expected to be greeted by Vidya Herbs' sales and scientific affairs teams to discuss their latest projects. The booth will also have educational materials to help visitors familiarize themselves with our current offerings. Private meetings will be available to discuss ingredients in development along with their clinical trial progress.



INSPIRED BY NATURE, BACKED BY SCIENCE

Vidya Herbs™ is an exceptional manufacturer of standardized phytonutrient extracts, carotenoids, and proprietary ingredients backed by clinical research.

- Our mission is to nurture and restore our link to nature through the discovery of new resources while innovating existing ones from the vast array of botanicals our world has to offer.
- We offer many ingredients in both conventional and organic grades.

SKIN-CERA®



CGA-7 



 ASDAMARIN™



 SUNCA™



AFPERFIT



 Vi-spo™



Visit our team
Oct. 27th & 28th at
Booth #2933 to
learn more!

(732) 784-1587
info@vidyaherbsusa.com


VIDYA HERBS™
COMMITTED TO NATURE

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[Vesta Nutra](#)

[Vidya Herbs Inc.](#)

[XSTO Solutions LLC](#)



Company Name: Vesta Nutra
Contact: Sam Kwon
Title: President
Website: www.vestanutra.com
Booth #: 3252

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Vesta Nutra is now offering unbelievable private label offerings. With our clinically tested premium ingredients, you can now get very short lead times, low MOQ's and awesome pricing. What a great opportunity to improve the health and nutrition industry, perfect for startup companies or doctor's trying to start or add to a private label line. This is even great for the larger companies who want to manufacture these premium ingredients for a great price.

2. What attributes does your company have that make it stand out among your competitors?

The health and nutrition industry has a lot of dietary supplements it offers to the public. But Vesta has a question: are these ingredients gold standard? To be gold standard means the raw materials are sourced from only top of the line areas. For example: our Beta Glucan & Vitamin K2 (MK-7) are extracted using state of the art procedures, clinically proven to be an extremely effective raw material, and are a self-sustaining ingredient.

Want to hear about how you can partner with Vesta to make a difference? Come visit our booth #3252 and find out how you can PACK A PUNCH with Vesta's specialty ingredients.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Vesta has developed a new proprietary blend called ImmuneNK™. This is a blend of beta glucan 1,3D and sulfate, plus a couple of other immunity boosters. ImmuneNK™ is a powerful force for fortifying the innate immune system. Since the body is under constant bombardment with both intrinsic and extrinsic threats, Vesta fulfilled the need for support of the complex compendium of defense cells that fights off and keeps these disease causing problems at bay.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

SSW attendees can expect to see new branding and an exciting new focus from Vesta Nutra. We believe our private label line allows for customers to use our premium ingredients to their fullest potential. We make no excuses for our gold standard ingredients and now they are available as supplements in low MOQ's, fast lead times, great prices and as always, raw materials. Stop by Vesta's booth #3252 to see what is new! We look forward to seeing you!

DOES YOUR PILL PACK A PUNCH?



Get in touch with the experts that you can trust:
vestanutra.com | 888-55-VESTA | sales@vestanutra.com





Company Name: Terry Laboratories LLC
Contact: Chris McDougall
Title: Director of Sales
Website: www.terrylabs.com
Booth #: 3441

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Our NaturLOCK Process products. Hands down, this is the world's best commercially available aloe vera. By removing the two things in our patented process, heat and enzymes that naturally deteriorate the quality of the polysaccharides, we are able to obtain a product that literally mimics mother nature as far as the molecular weight distribution of the polysaccharides.

2. What attributes does your company have that make it stand out among your competitors?

We are the oldest and largest aloe manufacturer in the world. We are always trying to stay ahead of the curve on technology with our processing and testing. That is where NaturLOCK came to fruition. We are offering our customers "Fresh Leaf quality" for use in their current or future formulas. What's better than mother nature?

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

We are an integral part of supplying aloe vera for the majority of hand sanitizing products around the world. We are working around the clock seven days a week producing for some of the largest companies in the world to meet their needs on the aloe/sanitizer front.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors will learn about our Fair Trade and organically grown aloe vera as well as our shea butter and jojoba products.



Give PHARMA, BEVERAGE & NUTRACEUTICALS the *Health-Benefitting* balance Mother Nature Intended.



VISIT US AT BOOTH
#3441



SupplySide[®] WEST

OCT 25-28
2021
EXPO 27 & 28

www.TerryLabs.com

SCHEDULE

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SCHEDULE

MONDAY, OCTOBER 25

7am-5pm	Registration Hours (See page 2 for details)	★	 FENCHEM Ingredient Technology	Bayside B & Bayside F Foyer	
8am-5pm	21 CFR 111 Dietary Supplement GMP Overview (Day 1)	○		Lower Level, Islander A	💰
8am-5pm	Dietary Supplement Label Compliance	○		Lower Level, Islander F	💰
8am-5pm	Entering the Dietary Supplement Market As A Startup-Facility Design For GMP Compliance	○		Lower Level, Islander G	💰

TUESDAY, OCTOBER 26

7am-6pm	Registration Hours (See page 2 for details)	★	 FENCHEM Ingredient Technology	Bayside B, Bayside F Foyer, Lower Level - Islander Registration Desk	
8am-5pm	21 CFR 111 Dietary Supplement GMP Overview (Day 2)	○		Lower Level, Islander A	💰
8am-5pm	Dietary Supplement Claim Substantiation	○		Lower Level, Islander F	💰
8am-5pm	Entering the Dietary Supplement Market as a Startup-Product Development, Planning for Regulatory Compliance	○		Lower Level, Islander H	💰
8am-5pm	Vendor Qualification and Audit Training	○		Lower Level, Islander G	💰

SCHEDULE

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9-11:30am Microbiome modulation for strategic wellness 📺
In partnership with: ipa INTERNATIONAL PROBIOTICS ASSOCIATION Lower Level, South Pacific G 💰



9-11:30am Thriving beverage category survived—and during a global pandemic ○ Fi Food ingredients North America Lower Level, South Pacific A 💰



9-11am Supply chain considerations during COVID-19 Lower Level, South Pacific C 💰

1-2:30pm Contract manufacturing at a crossroads: The way forward ▲ SORA LABORATORIES Lower Level, South Pacific A 💰

1-3pm Hemp's expanding opportunities (mostly) beyond CBD ▲ DSM Lower Level, South Pacific C 💰

1-3pm Plant-based gets mainstream 📺 ○ Fi Food ingredients North America Lower Level, South Pacific G 💰



5-7pm First-Time Visitor Reception Border Grill at Mandalay Bay 💰

5:30-7pm Williams-Franklin Foundation + Organic & Natural Health Association HBCU Scholarship Fundraiser
In partnership with: Organic & Natural HEALTH ASSOCIATION WILLIAMS FRANKLIN (FOODWORKS) Old Soul Restaurant 💰

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WEDNESDAY, OCTOBER 27

SCHEDULE

7am-5:30pm	Registration Hours (See page 2 for details)		FENCHEM Ingredient Technology	Bayside B, Bayside F Foyer, Lower Level - Islander Registration Desk	
7:30-8:30am	Wellness Yoga		wellmune	Level 3, Palm Foyer	
9-11am	Esports for newbs		GELITA Improving Quality of Life VERDURE SCIENCES®	Lower Level, South Pacific G	
9-10am	Breakfast Brief: Managing Bone Loss with EuBone™, A Herbal Formulation		CHENLAND	Lower Level, Islander B	
9-10am	Breakfast Brief: How Research, Regulations, & Innovation Will Drive and Disrupt the CBD Industry		OPEN BOOK EXTRACTS	Lower Level, Islander A	
9-10am	Breakfast Brief: A change has come- Addressing new consumer trends with clinically effective lipidosterolic extract of saw palmetto		valensa Enhance Health	Lower Level, Islander C	
9-10am	Keynote: Brand the Moment—Establish a culture where everyone matters			Lower Level, South Pacific A	
10am-5:30pm	Expo Hall Hours			Bayside B-F	
10am-5:30pm	GOED Omega-3 Resource Center <i>Produced in association with:</i>		GOED OMEGA-3	Booth #3553	
10am-5:30pm	IPA Probiotics Resource Center <i>Produced with the support of:</i>		ipa INTERNATIONAL PROBIOTICS ASSOCIATION	Booth #5653	
			nutrasource Pharmaceutical and Nutraceutical Services		

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SCHEDULE

11am-4pm Supplier Presentation Theater Booth #3077



11am-4:35pm Supplier Presentation Theater Booth #3677



12-1pm Lunch Brief: Performance Nutrition and the White Tissue – Bioactive Collagen Peptides for a Holistic Approach ★ GELITA Improving Quality of Life Lower Level, Islander A 💰

5:30-7:30pm LGBTQ+ Allies Networking Reception NATURALLY PROUD NETWORK Lower Level, Islander H

THURSDAY, OCTOBER 28

7:30-8:30am Wellness Yoga ★ wellmune Level 3, Palm Foyer

8am-5pm Registration Hours (See page 2 for details) ★ FENCHEM Ingredient Technology Bayside B, Bayside F Foyer, Lower Level - Islander Registration Desk

9-11am Delivering sweetness naturally ○ Fi Food ingredients North America Lower Level, South Pacific A 💰



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SCHEDULE

9-10:30am Post-pandemic perspectives on immune health 📺 Lower Level, South Pacific G 💰



10am-5pm Expo Hall Hours Bayside B-F

10am-5pm GOED Omega-3 Resource Center Produced in association with: Booth #3553

10am-5pm IPA Probiotics Resource Center Produced with the support of: Booth #5653



11am-1:40pm Supplier Presentation Theater Booth #3077



5:30-8:30pm What's Up with Supps House of Blues: B-SIDE 💰

FRIDAY, OCTOBER 29

7:30am-3pm AHPA Congress on Immune Supplements: Regulatory and Research Strategies * Lower Level, South Pacific F 💰



Company Name: Soft Gel Technologies, Inc.
Contact: Steve Holtby
Title: President and CEO
Website: www.soft-gel.com
Booth #: 2857

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Services

- Custom formulation and contract manufacturing
- Only sell B2B
- Develop production technologies that maximize a formula's effectiveness
- Accommodate small production runs
- Extensive marketing and educational support of branded products
- Part of a global network of companies with an international sales team

Some of our key branded products include:

- CoQsol®: All natural, enhanced bioavailability softgel formulation of CoQ₁₀
- CoQH-CF®: A stabilized and protected form of Kaneka Ubiquinol™ in a softgel with superior bioavailability
- EZ Mega 3™: Fish oil concentrate softgels providing omega-3s in an easy-to-swallow softgel
- GlucoHelp®: Banaba leaf extract softgels, standardized to 18% corosolic acid, for the maintenance of healthy blood glucose levels
- Injuv®: A naturally-derived hyaluronic acid complex for skin and joint health with a low molecular weight for better absorption
- Perluxan® softgels: A joint health formula from hops resin extract that is standardized to contain high concentrations of alpha acids
- Smart PS®: Softgels featuring an exclusive fluid dispersion phosphatidylserine material that has significantly enhanced stability for maximum brain benefits

2. What attributes does your company have that make it stand out among your competitors?

We have built a reputation as being the go-to company for making softgels—that don't leak—containing difficult-to-encapsulate or fragile to work with ingredients. We specialize in creating unique, high value-added products and developing new technologies that enhance bioavailability, activity, and functionality over traditional delivery systems. We offer numerous exclusive ingredients for soft gel applications, many of which are patent-protected.

Listening to the customer and providing prompt and courteous service has propelled us to the forefront of the industry. Customer care shapes every department; research and development, sales, marketing, and customer support. We maintain good documentation. We respond quickly to our customer's needs. We are committed to helping customers effectively communicate the benefits of our products and be a reputable source of information.

We are GMP certified through NPA/UL and NSF's Dietary Supplement Certification program, including NSF's Athletic Banned Substances program, also known as GMP for Sport™. We have been audited by Islamic Services of America (ISA) and conform to Halal standards for the production of specifically Halal-certified products.

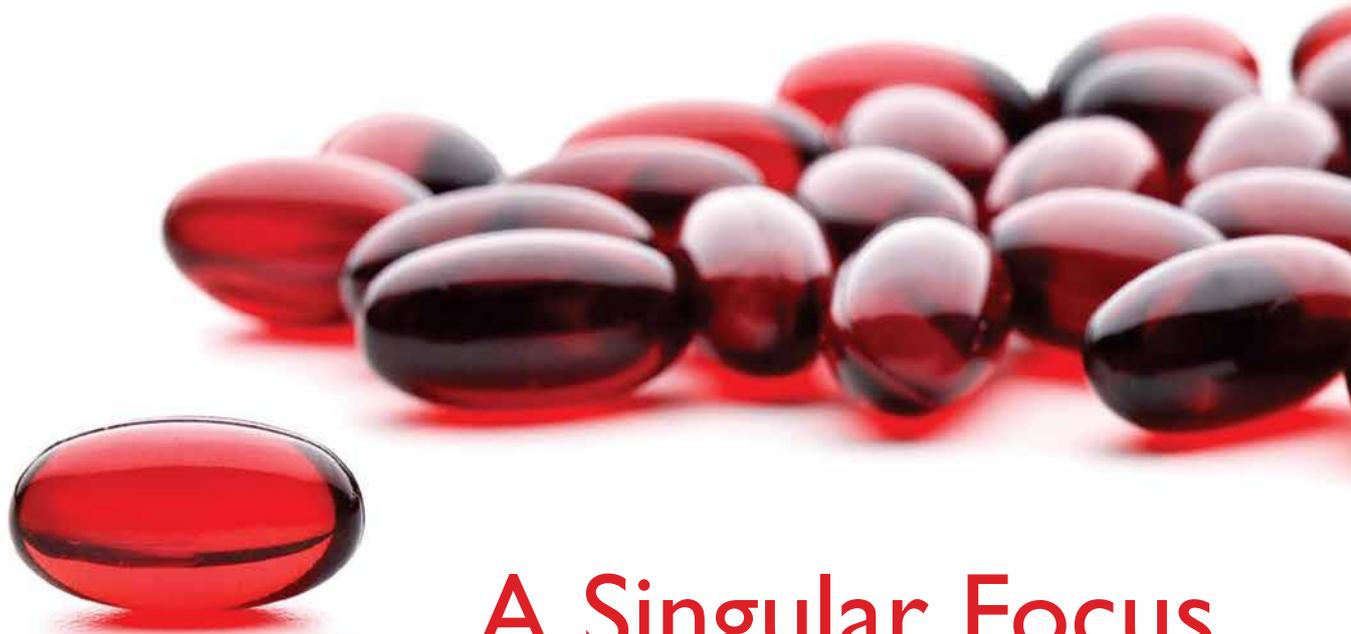
3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The immune health category will remain top of mind for consumers in 2021, and they are looking for bioavailability, potency and purity as key factors in their supplement purchases. More people are adopting a holistic approach to managing their lives, including those things that keep us physically and psychologically fit: diet, exercise, sleep, recovery, stress reduction, and healthy relationships.

Customers are looking for new products and ideas that are substantiated by reliable data and are supported by companies who provide exceptional service and collaboration, as well as marketing and research. Only offering an ingredient and a competitive price is not enough. There must be a compelling story and a full suite of support to validate it. When you partner with Soft Gel Technologies, Inc., we can assist with research, real-time stability data, and marketing resources.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Our booth staff can provide answers for softgel contract manufacturing and custom formulations. One advantage of having a skilled and experienced sales team like ours is that it promotes clarity and understanding of a customer's expectations. We strive to identify what issues are most important to a prospective customer. In addition, we have extensive educational support and marketing collateral for our branded products.



A Singular Focus

We make softgels. Various shapes, sizes, and colors. Custom and stock formulas. Solvent-free. That's all we do. In a GMP-certified U.S. facility. We do one thing and we do it well. By choosing us as your softgel contract manufacturer, you can concentrate on what you do best.

If we may have your attention for a moment, we'll make you the center of attention. Contact us today.

Delivering custom and branded softgels, naturally.™



SOFT GEL
TECHNOLOGIES, INC.

6982 Bandini Blvd., Los Angeles, CA 90040 | Toll Free: (800) 360-SGTI | Phone: (323) 726-0700

focus@soft-gel.com | www.soft-gel.com

Top SupplySide West picks

from Sandy Almendarez, senior content director



The hottest part of SupplySide West is that we are back, in person, after a year off, and boy, am I excited to see you all IRL [in real life]! I've missed the serendipity of shows, so in addition to all the events I've added to my schedule, I am looking forward to being at the right place at the right time, unexpectedly seeing an industry friend, and of course, making new connections. Speaking of connections, virtual is still a great way to reach out, so please don't hesitate: sandy.almendarez@informa.com or [LinkedIn](#).

Safety, of course, is number one, leading me to my first callout:

Health & safety: [Informa AllSecure](#) and mask requirement

Informa collaborated with association partners including the Global Association of the Exhibition Industry (UFI), the Association of Event Organisers Ltd (AEO) and the Society of Independent Show Organizers (SISO); peers including Reed Exhibitions and Clarion; venues; suppliers; contractors; and health, government and local authorities to develop industrywide AllSecure best practice guidelines on safe, hygienic, productive and high-quality organized event experiences.

At [SupplySide West/Food ingredients North America \(FINA\)](#), we will have enhanced deep cleaning before, during and after the event, and we'll have plenty of hand-washing facilities and hand-sanitizing stations throughout the event space. Our team has worked to minimize lines and entry transactions and will also maintain a maximum number of participants, as per local authority regulations. In line with Clark County, Nevada's requirements, face masks will be required for all individuals at this year's SupplySide West & FINA event. Masks will be available on-site if needed.

Williams-Franklin Foundation fundraiser to support HBCU students

After a full day of education, fill up on delicious classic American cuisine in a pre-prohibition-style restaurant while also helping to build the next generation of the natural products industry. The Organic & Natural Health Association will host a [networking event](#) to fundraise for the nonprofit Williams-Franklin Foundation (WFF) at Old Soul Restaurant, 495 S. Grand Central Parkway, Las Vegas. WFF is a 501(c)(3) that provides academic scholarships, business/career networking, and mentoring opportunities to historically black college and university (HBCU) students with extreme financial need. Organic & Natural is spearheading an industrywide commitment to raise a minimum of \$50,000 for WFF during the next five years. The fundraiser tied to SupplySide West will be on Tuesday, Oct. 26 from 5:30 to 7:00 p.m. Tickets are US\$200 (\$100 of which is tax deductible), and sponsorship packages are also available. Informa Markets is a headline sponsor for the event.

Keynote: Brand the moment—Establish a culture where everyone matters

Start the first expo hall day of SupplySide West with some inspiration from our keynote speaker [Simon T. Bailey](#), who believes the process for achieving true success always begins with culture, and culture is created by leaders who foster conditions that are sustainable for growth, and emotional and memorable experiences for team members. In this [keynote address](#), Wednesday, Oct. 27, 9:00 to 10:00 a.m., in Lower Level, South Pacific A, Bailey will share his SPARK model, which notes that intentional moments collectively become the glue for team loyalty, inclusiveness and cohesiveness. The process enables a leader and an organization to be purposeful about team bonding and delivering honest, candid feedback in a respectful, authentic manner that motivates, supports and encourages team members to become breakthrough contributors to the organization's success.

[LGBTQ+ allies networking reception](#)

After a bustling day in the expo hall, join the Naturally Proud Network (NPN)—a 501(c)(3) nonprofit that unites the LGBTQ+ natural products and nutraceutical industry community—in a [gathering that welcomes everyone in the industry](#) to be their true self. On Wednesday, Oct. 27, 5:30 to 7:30 p.m., on the Mandalay Bay North Convention Center, Lower Level, professionals can build stronger and more meaningful relationships in our forward-thinking industry. This event provides opportunity to support the Trevor Project, which is dedicated to crisis intervention and suicide prevention in LGBTQ+ youth. All are welcome.



PLT
HEALTH SOLUTIONS

Company Name: PLT Health Solutions
Contact: Steve Fink
Title: Vice President, Marketing
Website: www.plthealth.com
Booth #: 4639

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FINA visitors?

At this year's show, PLT Health Solutions will be discussing the needs of today's consumers related to key health platforms: sports/active nutrition, joint health, stress/mood/focus, weight management, clean label nutrition and beauty-from-within.

PLT's booth will feature three new ingredients never seen at this show. RipFACTOR® Muscle Accelerator is a novel, patented ingredient in the active/sports nutrition space developed to increase strength, endurance and muscle growth. RipFACTOR is a breakthrough ingredient because a regularly used low dose can significantly and rapidly increase both upper and lower body strength and endurance as well as significantly increase muscle size. Results were seen starting at 14 days, with positive physiological changes seen at every time point over two 56-day studies.

Dynagenix® Muscle+Joint Formula is a low-dose, neutral-tasting, water-soluble preparation of standardized *Boswellia serrata* extract. Dynagenix is unique in that it addresses both joint discomfort and muscle performance/recovery with solid clinical data. Other ingredients address one or the other. In addition, Dynagenix is the first ingredient on the market today that offers clinical data supporting joint soreness relief in a sports setting. Dynagenix provides this support rapidly: statistically significant effects were seen at 24-, 48-, and 72-hours post-exercise. Beyond addressing discomfort, clinical studies suggest that Dynaleve can allow people to get back to training faster and feel better about it.

Slendacor® Weight Management Complex – now available in a neutral-tasting, water-dispersible form, has been studied in two gold-standard clinical trials. Analyses indicate that statistically significant reductions in key parameters were observed by day 14. The trials demonstrated steady, consistent weight loss – starting early, and supported long-term weight loss success compared to diet and exercise alone. The trials also demonstrated statistically significant slimming – with a reduction in waist circumference, with no reduction in lean body mass. Slendacor can be an integral part of a holistic health management program that addresses body weight, but in the greater context of cardiometabolic health.

Other ingredients that will be featured at Supply Side West include Zembrin® *Sceletium tortuosum*, AprèsFlex® 5-Day Joint Support and ceratiq® Phytoceramides. Zembrin is helping people all over the world manage stress – offering a sense of alert serenity and calm focus. AprèsFlex is featured in many of the top joint health supplement brands around the world. Clinical trials have shown enhanced joint comfort in just five days and can enhance flexibility and mobility.

ceratiq® offers a range of benefits that are associated with youthful skin, including improved overall skin health, reduced appearance of wrinkles, increased elasticity, suppleness and a more radiant appearance. The body of research on ceratiq now includes five in vitro and ex vivo studies supporting safety, efficacy and mechanism of action as well as five human clinical trials. This body of research led ceratiq to win the 2018 Nutraingredients Award in the Healthy Aging category.

2. What attributes does your company have that make it stand out among your competitors?

PLT ingredients have a reputation for solid clinical scientific support. Many of our ingredients are low dose, fast-acting and can be delivered in a broad range of product types because they have minimal impact on organoleptics and are effective at lower addition levels.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

At PLT Health Solutions, we look forward to establishing a dialogue to help you create your next top-selling consumer product. Our industry experts can work with you on product ideation, brand development, consumer messaging and more.

LIFE. UPGRADED.

INNOVATIVE INGREDIENT SOLUTIONS



Best-in-Class, Scientifically-Supported Ingredients

When you're sourcing ingredients for your new products, you have a set of criteria for selection and a series of expectations for ingredient identity, traceability and quality. At PLT Health Solutions, we have a stage-gate development process for our ingredients that might not be too different from yours. That means we understand the market drivers, the intellectual property, the science and claim potential, formulation development, regulatory issues and the logistics of consistent, high-quality commercial supply.

Our goal is to make sure that our ingredients are buttoned-up and ready for your product development process from day one.

SUPPORT FOR FOOD & BEVERAGE AND SUPPLEMENT PRODUCTS

Today, PLT Health Solutions can help you deliver innovation across a number of health & wellness platforms with over 30 proprietary branded ingredients that are either market or scientific leaders in their categories. That ingredient portfolio is growing every month.

If you've never worked with PLT before, we invite you to take a look - to see how our scientific, product development and sales teams can help you build your brands.

Visit us at
BOOTH 4639

SupplySide
WEST

INGREDIENT SOLUTIONS FOR HEALTHIER, HAPPIER LIVES.

Contact PLT Health Solutions for samples and more information.
+1.844.PLTHEALTH • www.PLThealth.com



PLT
HEALTH SOLUTIONS



Company Name: PanTheryx, Inc.
Contact: Dave Blackwood
Title: SVP, B2B Global Sales
Website: pantheryx.com; apslabelle.com
Booth #: 3226

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FINA visitors?

With immune and digestive health on the minds of many SupplySide West attendees, our ColostrumOne™ bovine (cow) colostrum is sure to be one of the stand-out ingredients at this year's show. With ColostrumOne, we provide food, beverage and supplement manufacturers a clinically researched superfood for their digestive and immune health products.

Just as women produce colostrum after giving birth, cows also produce colostrum after their calves are born. The health benefits of cow colostrum have been studied for decades, and for multiple areas of human health including immunity, gut health, digestive health and sports performance.

In addition to delivering the highest-quality cow colostrum products, PanTheryx also offers in-house contract manufacturing and quality capabilities to complete the entire manufacturing process from start to finish. We specialize in spray drying, dry blending, powder fills, sachets, capsules and chewable tablets with a variety of packaging options.

2. What attributes does your company have that make it stand out among your competitors?

Many in the industry recognize us for being the world's leading supplier of cow colostrum and for our 35 years of experience with a proven record of product performance and reliability. We've achieved this recognition through our ability to control every stage of production—from cow colostrum collection through processing in our state-of-the-art vertically integrated facilities. Our facilities are registered FDA and USDA inspected, and we feature an in-house analytical laboratory and accredited third-party validation.

Our manufacturing capabilities are comprehensive as we offer bulk colostrum, blended powders, tablets and capsules, and our packaging includes jugs, bottles and single-serve sachets. We have multiple colostrum manufacturing locations so we can ensure reliability and a consistent supply of colostrum.

Our colostrum collection occurs year-round, and we only collect from first day milkings after the calf receives what it needs.

Earlier this year, we launched new delivery formats for ColostrumOne, marking the first time these formats were made available in the U.S. for cow colostrum. The new product formulations include extruded soft-chews and rolled and baked nutrition bars. In all applications, ColostrumOne's Immunoglobulins (IgG) remain stable throughout the manufacturing process. And our ColostrumOne has GRAS confirmation by an independent scientific expert panel.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

It is no surprise that consumer demand for high-quality products that help optimize their immune system has increased over the past year and a half. As more product manufacturers try to respond to this demand and differentiate their products among a sea of retail and DTC brands, we encourage manufacturers to consider ColostrumOne. Unlike one-dimensional supplements—like vitamin C and zinc—ColostrumOne contains protective proteins, prebiotics and immune and growth factors, making it a comprehensive immune and digestive health solution for consumers of all ages.

4. What can visitors expect when they come to your SupplySide West/FINA booth?

SupplySide West attendees can find us at booth #3226. We are available to share more about ColostrumOne, and research supporting its immune and digestive health functions. Our technical and innovation teams will be available to discuss formulation options as well as a new high potency colostrum formulation that is in development for launch in 2022.

We can also share more information about our in-house contract manufacturing capabilities, including spray drying, dry blending, powder fills, sachets, capsules and chewable tablets with a variety of packaging options.

Our leadership team will be available to discuss how PanTheryx is growing within the gut health category, including our recent acquisition of TruBiotics® probiotic, which features a proprietary blend of the *Bifidobacterium animalis* BB-12® and *Lactobacillus acidophilus* LA-5® (registered trademarks of Chr. Hansen A/S).



A LIFETIME OF BENEFITS

A Comprehensive Approach to Immune & Digestive Health through Bovine Colostrum



Immuno and respiratory health are the fastest growing concerns among consumers today. Our strongest boost comes early in our lives from our mothers. The first food mammals produce for their newborns, **Colostrum** is nature's nourishing superfood, containing immune factors, protective proteins, growth factors, and prebiotics.

ColostrumOne takes that science and extends those benefits beyond newborns. The health benefits of bovine colostrum have been studied for decades. Researchers have explored the benefits of bovine colostrum for children and adults in multiple areas of human health including immunity, gut health, digestive health and sports performance.



- 1 (602) 353-8800
- INFO@PANTHERYX.COM
- APSLABELLE.COM

ColostrumOne Benefits:

- ✓ Supports the immune system
- ✓ Supports respiratory health
- ✓ Supports digestive health

ColostrumOne Formulated For:

- ✓ Higher bioactivity
- ✓ Superior solubility and dispersibility
- ✓ Blending easily into capsules, tablets, & powders

Please visit us at our **SUPPLY SIDE WEST BOOTH #3226** and Secure ColostrumOne as your immune health ingredient!

Although APS La Belle has used diligent care to ensure that the information provided herein is accurate and up to date, it makes no representation or warranty of the accuracy, reliability, or completeness of the information. This document contains scientific and technical information regarding bovine colostrum. Any explicit and/or implied claims included within this document may not necessarily be appropriate for marketing purposes. The recipient shall be solely responsible for any interpretation or use of the material contained herein. Please consult with your independent legal, science, and regulatory professionals accordingly. Country or region-specific information should also be considered when labeling or advertising to final consumers. In no event shall APS La Belle be liable for any damages arising from the recipient's reliance upon, or use of, these materials. The content of this document is subject to change without further notice. Please contact your local APS La Belle representative for more details. All trademarks listed in this document are either registered trademarks, trademarks, or licensed trademarks of PanTherYx group of companies in the USA and/or other countries unless explicitly stated otherwise. References are provided upon request.



Company Name: Originates, Inc.
Contact: Tom Tang
Title: VP – Sales & Marketing
Website: originates.com
Booth #: 3673

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We are excited to feature Ruby-O, an Advanced Omega 3 Phospholipid. For the last fifteen years, Originates, Inc. has been supplying the North American market with high purity fish oil concentrates. We offer a full portfolio of EPA and DHA products in Ethyl Esters, Triglycerides and Free Fatty Acids. Our production facility, Naturmega, has developed a proprietary technology that delivers more total omega-3s than other phospholipids. Ruby-O can also be customized to offer variable levels of EPA and DHA. Our phospholipid is shellfish free, with added benefits of Astaxanthin and Choline.

2. What attributes does your product have that make it stand out among your competitors?

Because of our cellular membrane, phospholipids with omega-3s are far more easily absorbed by the human body. Hence increasing the bioavailability of the fish oil. With Ruby-O's proprietary process, we can deliver up to 40% more total omega-3s than the competition. The concentration level can also be tailored based on brand requirements of EPA and DHA.

There are very few choices for raw materials when it comes to phospholipids. By leveraging our heritage of omega-3 excellence, Ruby-O offers brand owners (and their customers) additional options.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Because healthy living and personal nutrition has taken center stage, we see a strong market demand for fish oil supplements. The team at Originates and Naturmega is ready to serve the market with a high-quality portfolio of health ingredients. These include our current offerings of omega-3s, Ruby-O Phospholipid, and exciting supplements targeted at cardio health.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

We welcome visitors to come and submerge in our warm culture and the knowledge that we offer. Within our booth, you will experience the four pillars of our focus:

- Naturmega: High purity fish oil concentrates
- Omega Fresh: Turn-Key encapsulation of freshly produced fish oil to softgels
- Ruby-O: Advanced Omega-3 Phospholipid
- Gelco International: A full line of collagen and gelatin



ORIGINATES

FEATURING



Advanced Omega 3 Phospholipid

- Delivering 40% more total Omega 3
- Tailor-made Omega 3 profile
- With Choline and Astaxanthin
- Shellfish Free
- No Fishy Aftertaste

Benefits of Ruby-O Softgels



MORE BIOAVAILABILITY

Omega-3 bounded with phospholipids are absorbed better by the body



ADDITIONAL NUTRIENTS*

Choline and Astaxanthin



SHELLFISH FREE

No shellfish in Ruby-O Softgels



LESS CONTAMINANTS

The production process allowed to reduce contamination is less than standard fish oils



NO FISHY AFTERTASTE

Phospholipids Micelles digest well preventing aftertaste



SUSTAINABILITY

Respect and protect the marine environment

* Astaxanthin can be added as an antioxidant. Choline can be present in the Phospholipid chemical structure.

www.originates.com | 847.217.4226 | tomt@originates.com



Company Name: OmniActive Health Technologies
Contact: Sara Zoet
Title: Sr. Expert, Global Communications
Website: omniactives.com
Booth #: 5345

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Visitors at SupplySide West can expect to learn how our Specialty & Botanical Actives can help them stand out and win in a competitive marketplace. Meet our team to learn about our latest science, proprietary consumer insights and new ingredient launches.

- Gain a competitive edge with the visual and cognitive benefits of Lutemax 2020
- Weight management and sports nutrition goals made possible with Capsimax
- Deliver performance, energy and focus with Xtenergy and the Nutraingredients Cognitive Ingredient of the Year 2021 *WINNER* enXtra

Our *NEW* branded Specialty Actives have been developed and clinically studied to help customers differentiate their premium products:

- Nutritears provides comprehensive nutritional support for occasional dry eyes through a patent-pending combination of ingredients delivered through our proprietary Integrated Actives process.
- Coming soon! The next big breakthrough in highly bioavailable curcumin with clinically demonstrated performance benefits to fuel active lifestyles is on the horizon. Don't miss the chance to discuss new opportunities made possible with Curcuwin Ultra+.

2. What attributes does your company have that make it stand out among your competitors?

As experts in customized wellness solutions and speed to market, we help our partners differentiate on a crowded shelf space. To tackle the industry's most complex challenges, our cross-functional teams leverage our strengths in:

- R&D—We invest significantly in R&D and innovation, working closely with our partners to deliver the science and technology needed to meet the demands of consumers and the rigorous scientific standards for today's dietary supplement market
- Quality—We put in place the most stringent safety and quality standards across all our operations to ensure compliance with current and emerging global regulatory and customer requirements. We perform rigorous quality checks at every

stage of manufacturing as well as maintain end-to-end traceability through chain of custody and a diligent quality management system

- Manufacturing—We have designed our facilities with maximum flexibility, allowing the production of large bulk orders or small batches at short notice. We operate across several different lines, which allows us to extract several products simultaneously without the risk of cross-contamination
- Supply Chain—The Lutemax range of ingredients is produced under a fully integrated supply chain process. For the sourcing of all other Specialty & Botanical Actives, we have a network of over 100 suppliers across different geographies to ensure consistent supply with traceability and transparency.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic came with many challenges, but OmniActive has helped our valued customers not only navigate but also capture opportunities in this dynamic and evolving market. One silver lining of the coronavirus pandemic was a renewed interest in maintaining good health and engaging in proactive selfcare, a trend that will likely last well into 2021 and beyond.

Whether it was addressing the influx of digital device dependency with Lutemax 2020 which has been clinically shown to help mitigate the effects of blue light from increased screen time to helping consumers tackle the "quarantine 15" with the weight management benefits of Capsimax and Metavive, OmniActive delivered multiple solutions to support consumers in new ways during the pandemic.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can stop by our booth to touch, taste and learn about how our formulation flexible ingredients can deliver health and performance benefits to power their premium products at the Omni Tasting Station. We will also have multiple ideation and product specialists available to discuss our new clinically backed offerings, our proprietary insights as well as provide updates on what's on the horizon for our full portfolio of both Specialty and Botanical Actives.



Health and performance benefits powered by OmniActive's innovations

Visit us at SupplySide West booth
#5345 and ask us about our:

- Comprehensive range of Specialty & Botanical Actives
- Latest science and new ingredient launches
- Proprietary consumer insights

And don't forget to try our latest prototypes
at our Omni Tasting Station.

Want to standout and win in a crowded marketplace?
Visit omniactives.com or contact us
at info@omniactives.com.



OmniActive
From Nature to Wellness

Top SupplySide West picks

from Steve Myers, content director

If just being back at SupplySide in Vegas isn't hot enough for you, I can offer a few of my "can't miss" picks, from education and technology to a much-awaited main course meal—it's like a buffet but way better.

Connect with me before, during and after the show via the method of your choice: steve.myers@informa.com, [LinkedIn](#), [Twitter](#), or just grab me for a quick chat in the education room or exhibit hall.



Workshop: [Esports for newbs](#)

In the world of sporting and competition, esports is on fire. We are talking a universe of gamers—including high-level competition e-athletes as well as everyday living-room video gamers—all working their hands, fingers, eyes and brains for long periods of time. This has created a new market for nutrition products that offer energy, focus and cognitive performance boosts, as well as protection for eyes, joints and other parts of the body affected by the long hours of virtual questing, battling, counter-striking and defending. This hybrid session on esports nutrition will be both in-person and livestreamed to our [SupplySide Network 365](#) website on Wednesday, Oct. 27, 9:00 to 11:00 a.m. In addition to the latest market info on this segment, the session will feature health and ingredient insights from our panel of university scientists, as well as the inside scoop on product development, marketing and strategy from our gaming nutrition brand panel. Gelita USA and Verdure Sciences are underwriting this session.

SupplySide Network 365 official app

The best way to experience this year's show is to download the SupplySide Network 365 app from [Google Play](#) or [Apple's App Store](#) and, if you haven't already, register for the platform. Users will find numerous ways to connect to exhibitors and speakers in the app, as well as info on all the networking and educational events. Use the app to check out the esports nutrition education livestream, for instance (hint, hint)—and to help you organize an otherwise busy but meaningful experience. It's really a no-brainer to grab this official show app and go crush this first show back.

Expo hall: Booths and more

Speaking of crushing it, the exhibit hall at SupplySide West is the place to be during the heart of the show. [From 10:00 a.m. to 5:30 p.m. on Wednesday, Oct. 27](#), and [10:00 a.m. to 5:00 p.m. on Thursday, Oct. 28](#), wheelin' and dealin' will take place on the show floor, the likes of which haven't been seen since way, way, way, way back in 2019. Ah, the memories. Lots of catching up is sure to be happening between old friends and colleagues amid all the new connections being made. Expect to hear stories of perseverance and adaptation—and not just from the prior night's drinking and gambling in Vegas. Plan ahead for busy days hustling from booth to booth and bring all you need, including masks, hydrating beverages, gum, comfy shoes and the show app.

Supplier Presentation Theater

A nice break from the bustling streets of the show floor is the SupplySide West Supplier Presentation Theater (booths #3077 and #3677). From 11:00 a.m. to 5:10 p.m. on Wednesday and 11:00 a.m. to 4:35 p.m. on Thursday, the theater will present the latest ingredient and service-specific science, applications, formulation and marketing to all attendees. And it's free!



Company Name: Nutrition21
Contact: Elyse Lovett
Title: VP Marketing
Website: www.nutrition21.com
Booth #: 4947

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Nutrition21 is a leading developer and supplier of novel and patented nutritional ingredients that improve health and maximize performance. Nutrition21 offers the following branded ingredients, two of which were recently launched in the esports and beauty-from-within categories:

noolVL: A non-stimulant nootropic ingredient that promotes cognitive performance for esports gamers. (Launched 2019)

Lustriva: A healthy-aging ingredient that promotes hair and skin benefits in one small dose. (Launched 2021)

Nitrosigine: A pre-workout ingredient for muscle pump, non-stim energy and focus.

Velositol: A post-workout product that, when added to protein, promotes muscle growth, strength and endurance.

Chromax: A highly bioavailable form of Chromium supported by 35 clinical studies for benefits in body composition, glucose control and weight management.

Zinmax: A highly bioavailable form of Zinc Picolinate for immune support.

2. What attributes does your company have that make it stand out among your competitors?

Nutrition21 is a supplier with a 25-year reputation in the nutritional ingredients industry. The company's products have been substantiated by human clinical trials, are proprietary and patented-protected. To date, Nutrition21 has more than 100 patents and applications worldwide and can be found in more than 250 brands. Its success is anchored by the more than 140 research studies that support its ingredient portfolio.

Nutrition21's product quality is paramount in our process, from product development in lab to safety testing, to manufacturing and packaging.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Nutrition21 is unwavering in its commitment to quality and transparency, and those attributes were particularly appreciated by its customers during the pandemic. During this time, it was important to stick close to customers and support those relationships by checking in frequently and going the extra step whenever possible.

Nutrition21 believes the global pandemic helped shine a light on the importance of healthy living, which has led to many people making lifelong changes as a result. Nutrition21 firmly believes the sports nutrition market will benefit significantly from that trend over time, as some of these new consumers start to take a real interest in these products as a way to support their new lifestyles.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Nutrition21 will be on hand to discuss several recent developments around its products, including two newly published clinical studies for Lustriva and Velositol. Nutrition21's Lustriva study demonstrates its health benefits in the beauty-from-within category for both hair and skin benefits like hair thickness, decreased fine lines, wrinkles and overall improved skin appearance.

Nutrition21's Velositol study demonstrates Velositol's performance benefits when added to protein for strength, endurance and power. In addition, Nutrition21 will discuss developments around our recent nooLVL study that was presented as a poster at the International Society of Sports Nutrition (ISSN.)

Lustriva[®]

Visit us at Booth #4947
at SupplySide West!

BEAUTY STARTS FROM WITHIN, UNCOVER IT WITH LUSTRIVA

Lustriva combines unique, highly bioavailable forms of biotin and silicon to help promote:

- Hair Growth and Thickness
- Skin Health and Appearance

Lustriva is a complex that combines Bonded Arginine Silicate with Magnesium Biotinate, a new superior form of biotin and silicon that is proprietary to Nutrition21. With a clinically studied dose of just 160mg, Lustriva is versatile and easily formulated into a variety of dietary supplements, functional foods, and beverage applications.



**LUSTRIVA REDUCED
FINE LINES AND SKIN
ROUGHNESS IN 12 WEEKS¹**



**LUSTRIVA INCREASED HAIR GROWTH
AND THICKNESS IN AS EARLY AS 3
WEEKS²**

Nutrition21
INNOVATIVE INGREDIENTS. REAL RESULTS.



Nitrosigine[®]

VELOSITOL

ChromaX

NEOLVL

Lustriva[®]

Zinmax[®]

GET IN TOUCH WITH US:

info@Nutrition21.com www.Nutrition21.com

¹ Compared to baseline ² Compared to placebo

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION.
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Nutrition21 LLC

DRA3676082021



Company Name: NutriLeads
Contact: Erik Dam
Title: CEO
Website: www.nutrileads.com
Booth #: 5531

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

NutriLeads is proud to introduce its new immune health ingredient BeniCaros™, which is now available for the US market. BeniCaros™ is a unique, natural, proprietary fiber from upcycled carrot pomace. BeniCaros is rich in rhamnogalacturonan-I (RG-I), a pectin that has been clinically proven to help promote a healthy immune system and support a healthy gut, leading to an improved quality of life.

With an effective dose at just 0.3g/day, BeniCaros is an off-white powder with broad application properties for dietary supplements, functional foods and beverages. Companies interested in developing a consumer product with differentiating immune communication will find BeniCaros is the perfect ingredient to meet modern consumer demands for healthier, more accountable products.

2. What attributes does your company have that make it stand out among your competitors?

In short, NutriLeads is healthy to the core.

Today's consumers are more demanding of their food than ever before. Not only must food products be natural and nourishing, but they must also have a positive impact on health, all without compromising on taste or texture. Going a step further, consumers also want products that are environmentally conscious and at NutriLeads, we can honestly say that we respond to each of these demands efficiently and effectively.

NutriLeads is a health ingredients innovator harnessing the health-giving power of natural plant compounds to help people strengthen their health through nutrition. We develop and commercialize natural ingredients that are upcycled from agricultural byproducts and deliver clinically proven health benefits. We then market our ingredients by partnering with food, beverage and dietary supplement companies that incorporate our ingredients into their products.

Rooted in nature and proven by science, we take all of our health ingredients through clinical trials to prove their positive effect on human health and gain regulatory approval for market access. All our ingredients are fully protected by a broad intellectual property portfolio.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The global pandemic prompted new awareness of overall health with a focus on a healthy, balanced immune system. Consumers are seeking products that support their immune health, which has led to dietary supplements and functional foods and beverages designed to support immune health to become the fastest growing product category amongst consumers.

Our new ingredient, BeniCaros, meets the number one unmet need of the consumer in supplements and functional foods by supporting immune health. The immune system is not just a single entity, but a complex network of cells and mechanisms that symbiotically work together to ensure optimal immune health. Because of its complexity, we believe in an evidence-based approach to underpin the health benefits of our ingredients like BeniCaros. Our clinical and pre-clinical studies have demonstrated that BeniCaros signals to the immune system to help support innate immune responses to an infection with a common cold. BeniCaros also stimulates growth of beneficial bacteria and production of biologically active metabolites that help promote healthy immune function. Just 0,3g/day of BeniCaros per day is clinically proven to help support a healthy immune system so that it can be at its best when it matters the most.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can learn more about the sourcing and benefits of our recently launched BeniCaros ingredient directly from the team members of NutriLeads, including the inventor and co-founders. Attendees can also see prototypes of consumer products with BeniCaros as well as the BeniCaros powder itself with its unique features such as broad applicability in a variety of supplements, functional foods, beverages and other formats; its label friendliness; and low, yet effective, dose. All highlighted at booth #5531.



Catch the Next Big Thing in Immune Health. Based on Science, Powered by Carrots.

BeniCaros™ is not just another functional food or dietary supplement ingredient—it's a unique, proprietary fiber upcycled from carrot pomace. Just 0.3g of BeniCaros daily is clinically proven to support a healthy immune system to be at its best when needed the most. It also helps support gut health by stimulating the growth of good gut bacteria. Weather the weather with BeniCaros.



Developed by
 **NutriLeads**
Ingredients for health

Learn more at
[NutriLeads.com](https://www.NutriLeads.com)

Visit Us at Booth #5531

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Company Name: Newgen Biotech USA Inc.
Contact: Jim Titus
Title: CEO
Website: www.newgenbiotech.com
Booth #: 3638

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Newgen Biotech Group are a large fermentation plant, standardization plants, contract manufacturing facilities, laboratories, and wholesaler. We manufacture primarily a wide range of Enzymes both bacterial and fungal. You may be familiar with our Lactase, Invertase and Alpha Galactosidase many with a DMF, but we have so much more. We also manufacture a full range of 1,3/1,6 Beta Glucans. Ask about our Marine 1,3/1,6 Beta Glucan BettHer™ and Betimmune™. In 2021 we launched our probiotic range with excellent in-house blending capability.

2. What attributes does your company have that make it stand out among your competitors?

NSF and Pharmaceutical GMP Fermentation plant underwent a recent \$10 million expansion to meet growing global needs. We have the ability to do both small as well as large volumes, where required. Because of our ability to ferment large volume manufacturing, we are able to remain competitive and, in many cases, offer the market the absolute best deals. Many of our Enzymes and Beta Glucans have FDA Drug Master files. Our in-house labs guarantee quality standards are met at point of shipment. Our staff is largely from the industry with many years of experience both domestically and internationally.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Beta Glucan is an excellent ingredient for boosting the immune system. Likewise, our group of companies have donated over \$1 million of Beta Glucan for medical support staff in the field since the outset of the pandemic. Enzymes and probiotics for the gut likewise are assisting where the immune system is said to begin. Our ability to offer such a wide range of both, allows for clients to further develop their own unique formulas. Nearly every product we sell has a health benefit: immune boosting, digestion support and many more all the while being intolerance friendly (such as lactose, gluten, etc).

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

A very qualified staff with many years of experience to support each inquiry and need. Our sales team each have close to, if not more than, 20 years of experience in this field of enzymes, probiotics and beta glucans. The owners of Newgen Biotech USA Inc, include an MD and PhD who helped write the US pharmacopeia for the enzyme Lactase. A visitor will expect to find also technical data material on the products & services we promote. In light of the ongoing pandemic crisis, our booth staff will have total respect for each and every attendant as it applies to the current show pandemic guidelines. We look forward to seeing you there.



Newgen Biotech USA®

Enzyme Manufacturer of Tomorrow

**WE ARE
ALREADY
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DALLAS, TX 75234 USA



Company Name: Natural Remedies
Contact: Abey Thomas
Title: Head- Global Marketing
Website: www.naturalremedieshumanhealth.com
Booth #: 4638

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We'll be showcasing our portfolio of clinically tested botanical extracts. The standout products include BacoMind[®], the world's best bacopa for brain health, and AP-Bio[®] also known as KalmCold[®] in Europe, which is the only clinically tested Andrographis for immune health. We'll also present an innovative concept of combining a botanical with probiotics for synergistic activity through GutGard[®], the flavonoid-rich bioactive for daily digestive health. Turmacin[®] containing water-soluble Turmerosaccharides[®] is another unique product that we will be highlighting at the show.

2. What attributes does your company have that make it stand out among your competitors?

At Natural Remedies, we combine our expertise in biology and chemistry to decipher the 'bioactive compounds' of medicinal plants to guarantee practical, consistent, safe, and differentiated natural ingredients.

It is this research approach that led to the development of patented extracts such as Turmacin[®] (Joint Health), GutGard[®] (Digestive Health), BacoMind[®] (Cognitive Wellness), AP-Bio[®] / KalmCold[®] (Immune Health) and Ocibest[®] (Stress Management). All of these are backed by multiple published clinical trials.

With our cutting-edge, state-of-the-art advanced R&D center and modern analytical center, we not only identify new phytochemical compounds, but also share the knowledge with the world by contributing to various international pharmacopeias, including more than 100 monographs for USP, IP and API. More than 220 phyto-compounds have been isolated for global reference standards.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The categories that were prominent during the pandemic were immune health, cognitive health and stress. We were able to support our customers with clinically tested ingredients for each of these segments. We published two new clinical studies on AP-Bio[®], substantiating its healthy inflammatory response and immunomodulatory properties. We found a lot of interest in BacoMind[®] for attention, focus, and cognitive wellness, which also received Health Canada Health Claims, thereby validating the science on this ingredient. OciBest[®] was another product that received a good response from customers owing to its effects on managing the symptoms of stress and helping with sleep.

AP-Bio[®]

for immune health

BacoMind[®]

for brain health

OciBest[®]

for stress management

AllerEase[™]

for respiratory health

GutGard[®]

for digestive health

Turmacin[®]

for joint health

Holistically Approaching Health & Happiness

Our product portfolio merges the power of nature and scientific expertise to add a variety of health benefits to your application, from the brain to the gut, the immune to the skeletal system. For almost 50 years, Natural Remedies has been cultivating our expertise with herbs to become leaders in using nature and science to spread health and happiness.

Visit us #4638



Want to know more?
naturalremedieshumanhealth.com or hhp@naturalremedy.com



Top SupplySide West picks

from Duffy Hayes, associate editor



Human connection. It's what drives the best corners of our business, and facilitates the ingredient and product innovations that keep consumers coming back for the healthy, nutritious, tasty and sustainability-conscientious products our industry continues to deliver. The celebratory return of in-person events at SupplySide West and Food ingredients North America (FINA) means lots of opportunity to meet up with the momentum-builders driving the next phase of natural products. Below are just a few quick picks I recommend. Personally, I'll be seeking out the next generation of trendsetters at the big show, so get in touch at duffy.hayes@informa.com or [LinkedIn](#) if you fit the bill!

Workshop: Contract manufacturing at a crossroads: The way forward

Contract manufacturing, it seems, has never been more complicated, as actors in the space adjust to COVID-related impacts like having to virtually qualify suppliers and partners, make decisions about investment and expansion in an unsettled economic environment, and creatively react to tight supply chains. These issues and more will be hot topics during an informative conference session that will be held Tuesday, Oct. 26 from 1:00 to 2:30 p.m. Presenters will take specific aim at the advent of cGMP (current good manufacturing practice) requirements by Amazon and other retailers, legal lessons to be learned from recent high-profile recalls, and the long-term implications of auditing in a virtual format. In keeping with the running theme this year of connecting in-person with industry thought-leaders, a freewheeling discussion panel is also set for the session agenda at the end. Come interact! This session is underwritten by SORA Labs.

Workshop: Post-pandemic perspectives on immune health

Immunity and opportunity are one in the same these days, with incredible (and diversifying) consumer demand for products promising immune system support. As new supplement users are indicating they want to see the science behind brands' ingredient claims, our understanding through research is growing exponentially when it comes to the role optimal nutrition has on immune function. Recent research reveals that supplementing above the recommended dietary allowances (RDAs) for certain immune-supporting vitamins may help to control the impact of infections, and could help limit the emergence of novel, more virulent strains of pathogenic viruses. We'll get an overview of some of that new research during the livestreamed workshop session planned for Thursday, Oct. 28 from 9:00 to 10:30 a.m. Key market and product trends—as well as shifts in consumer behavior—will also be covered, so bring questions for presenters that cover both the science and market realities of the immune health sector. Underwriters for this session include Aceto U.S. LLC, DSM and FrieslandCampina Ingredients North America Inc.

First-time visitor reception

First-timers to the show can get up to speed in a hurry by attending a food-and-drink hobnob that's tailored to newbies wanting to connect with top industry players. Join a crowd of rock star veterans, various members of the SupplySide team, show supporters and other first-timers in a unique event that precedes the show's official expo hall kick-off day. The get-together happens Tuesday Oct. 26 from 5:00 to 7:00 p.m. at the Border Grill at Mandalay Bay. Separate registration is required and space is limited.



Company Name: Natural Alternatives International, Inc.
 CarnoSyn® Brands
Contact: Renee Michaelson
Title: Director of Global Marketing
Website: www.nai-online.com
Booth #: 5472

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Natural Alternatives International, Inc. (NAI) applies a science-based approach to help our clients design customized nutritional products to meet their unique needs, including our CarnoSyn® and SR CarnoSyn® brands, which offer enhanced performance for sports nutrition and everyday wellness as well as healthy aging benefits for all.

2. What attributes does your company have that make it stand out among your competitors?

In our 40 plus years in business, NAI has never had a recall. Recently, we became the first company to meet new safety and benchmarking standards created by the Supplement Safety & Compliance Initiative (SSCI). The announcement follows a more than five-year effort by the world's leading nutritional supplement retailers—including Walmart and GNC—in collaboration with the Natural Products Association (NPA) and its members, to set globally harmonized benchmarking standards for natural products. Some of the world's largest nutritional supplement retailers, including Amazon and Walmart, have acknowledged SSCI as a benchmarking standard that companies must meet in order to sell products on their platforms.

This certification reflects the stringent dedication to quality, purity and safety NAI shows with each of its customer's projects. Our goal is that our partners never, ever worry about the safety and efficacy of their brands.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

NAI's SR CarnoSyn® brand of patented, sustained release beta-alanine is clinically proven to deliver five key benefits: brain health, heart health, muscle function, bone health and systemic health. Right now, consumers are looking for immunity support and mood boosting supplements. SR CarnoSyn® delivers on both fronts. It works naturally to provide multisystem support and boost healthy immune function, and it promotes a more balanced mood, calms nerves and alleviates occasional, everyday anxiety.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visit booth #5472 to learn more about why NAI has been an international leader in custom contract nutritional supplement manufacturing for over four decades and how our team can help deliver your next best-selling nutritional supplement.

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Read the science and get started at [SRCarnoSyn.com](https://www.SRCarnoSyn.com).

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.



Company Name: NattoPharma – Gnosis by Lesaffre
Contact: Philippe Caillat
Title: Global Marketing Director
Website: <https://gnosisbylesaffre.com/>
Booth #: 4021 & 4964

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Gnosis by Lesaffre and NattoPharma are two of the key global vitamin K2 players, and we've come together to expand our capabilities, our global reach, and to fuel future innovation as demand for vitamin K2 grows. Together, we're setting out on a big mission: to spread the word about the power of vitamin K2 through our MenaQ7® and vitaMK7® brands. This essential nutrient is more than worthy of a spot at the table alongside major ingredients like omega-3s, folate, and vitamin B when it comes to shaping the future of the supplement industry. We encourage any attendees looking to learn more about the opportunities in vitamin K2 to stop by our booth for a visit!

2. What attributes does your company have that make it stand out among your competitors?

Our combined vitamin K2 portfolio offers the industry a complete level of choice that no other supplier can match. If you are seeking the clinically validated, premium K2 option, we have MenaQ7® (which is available in several formats including natural). If you are seeking to uphold all-natural label claims on your package, then vitaMK7® might be the right ingredient for your application. Our level of expertise in the vitamin K2 category is insurmountable, and no matter the needs of your product, we have an option for you.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

It's been a challenging year, but one that has put the spotlight on key nutrients and vitamins that are critical to maintain optimal health and wellness. Vitamin K2 is one of many supplements that consumers have flocked to during the pandemic, as they place a greater focus on promoting their own personal longevity with better bone and cardiovascular health. We are here to help any brand looking to add vitamin K2 (or any of our many other ingredients, including folate, SAME, and more) to their application.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

They can expect to speak with the vitamin K2 market experts. Beyond our current portfolio, which includes MenaQ7® and vitaMK7®, there's a lot of exciting emerging research on vitamin K2, opening doors to potential application in pharmaceutical and functional food products with possible benefits ranging from immunity to infant health. The partnership between Gnosis by Lesaffre and NattoPharma is raising the bar for the global vitamin K2 market. With our combined resources, we will lead innovation for this exciting nutrient. Anyone who wants to emerge as a market leader featuring vitamin K2 should definitely visit our booth to meet!

MenaQ7[®]
Vitamin K2 as MK-7

vitaMK7[®]
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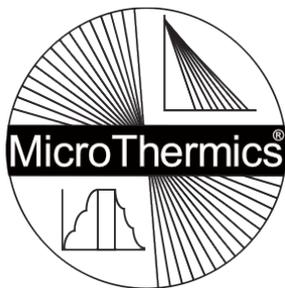


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Gnosis
by Lesaffre



Company Name: MicroThermics, Inc.
Contact: Eric Schraibman
Title: Global Director of Sales
Website: www.microthermics.com
Booth #: 4238

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FINA visitors?

MicroThermics small-scale pasteurization/UHT/HTST processors: these processors are used in the lab to process new products, ranging from juices, teas, dairy products, plant-based milks, to puddings and sauces at actual production processing conditions. This enables companies developing new products to go from the lab to production in a single step, quickly and easily. They are also used for formula/ingredient qualifications, creating samples for shelf-life studies and tradeshows, as well as for academic and fouling research.

Additionally, we offer Miniature Plant Trial Services, where we do the processing for our clients. These services are available in two formats. First, using our "mail-in" trials, our clients send us ingredients, we do the batching and processing and then send back finished samples via overnight carriers. Second, using our attended trials, our clients can come and participate in the plant trial at our FDA registered lab in Raleigh, NC.

2. What attributes does your company have that make it stand out among your competitors?

Our technology and focus on our clients are unequalled. MicroThermics equipment provides the most accurate laboratory-scale processing and the most flexibility. If the process in your lab does not match production, then your product won't work in production. This means the time spent doing the R&D processing is wasted (and expensive). Our R&D in process matching and simulation ensures that the process you do in the lab with MicroThermics equipment matches production. Additionally, virtually no company makes a single food product; they make many different products, so they need flexible, easy-to-use equipment. Ensuring that our clients can run at the broadest range of processes with the widest range of products (thin to viscous) makes our equipment a cost-saving investment.

We also offer process matching services and consulting. We work closely with our clients to ensure they get the most out of their R&D. No other company can offer this level of support, accuracy and flexibility.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

At the beginning of the pandemic, we changed our Miniature Plant Trial Services to be entirely remote for our clients. This service has become extremely popular. We also offer remote viewing of live demonstrations of our equipment and our Miniature Plant Trial services to our clients right from our lab. Additionally, we also now provide live video training, tune-ups, and technical support to our clients worldwide. These capabilities have enabled us to support our clients' R&D without them or us having to travel.

4. What can visitors expect when they come to your SupplySide West/FINA booth?

Partnership, support, and innovative solutions. MicroThermics partners closely with our clients to ensure they have the R&D processing solutions they need for the long term.

We offer a broad range of innovative UHT/HTST equipment and services. From entry-level processors to fully automated laboratory processing lines, our equipment is unequalled in its ability to support our clients' research. Additionally, the services we offer, whether tech support, process matching and consulting, or even processing, are all focused on supporting our clients' needs.

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 **SCAN ME**



Company Name: Martech Research LLC
Contact: Benny Maresca
Title: Technical Director
Website: www.martechresearch.com
Booth #: 5176

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

MARTECH specializes in spray drying, enzyme and fermentation digestion.

2. What attributes does your company have that make it stand out among your competitors?

Martech is set up to help customers develop their products from bench scale, pilot and full scale production.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Martech was able to keep running during the pandemic and prevented shutdowns at our customers facilities.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Martech prides itself in our customer service, and development departments, which will be reflected at our booth.

PRODUCTION DRIVEN BY NEW PRODUCT DEVELOPMENT

Martech Research, LLC continues to excel in creative product development solutions. Family owned and operated, Martech Research offers 40+ years of expertise in food formulas, enzymatic digestion, and processing. Our committed scientists and technicians work eagerly to move projects quickly forward, saving both time and money. We develop long lasting relationships with our clients, and have become a full-service research arm for many in the ongoing development of their products. Martech Research is able to formulate products in small quantities and scale-up for full production rapidly and efficiently.



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- Protein digestion + spray drying
- Pre- and post-blending capabilities for liquids + powders
- Oil emulsification + spray drying



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Top SupplySide West picks

from Josh Long, senior editor



SupplySide West is around the corner, and for many industry professionals, it's an opportunity to learn about how to comply with cGMPs (current good manufacturing practices) and other federal regulations. If you'd like to meet up at the show to discuss the latest legal and regulatory developments in the industry—or anything else, for that matter—drop me a line at josh.long@informa.com, or find me on [Twitter](#) or [LinkedIn](#). In the meantime, don't miss these unique show opportunities:

NSF GMP and regulatory compliance training program

On Monday, Oct. 25 and Tuesday, Oct. 26, from 8:00 a.m. to 5:00 p.m., NSF International will host "21 CFR 111 dietary supplement GMP overview," an extensive two-day training course on the cGMPs in manufacturing, packaging, labeling or holding operations for dietary supplements. The course provides an in-depth review of the regulations, as well as case studies to examine FDA warning letters sent to firms for cGMP noncompliance.

In a separate course Monday from 8:00 a.m. to 5:00 p.m., "Dietary supplement label compliance," NSF will explore regulations governing dietary supplement labeling, Supplement Facts formatting, permitted claims, adverse event reporting and enforcement, and litigation trends.

A third course Monday, "Entering the dietary supplement market as a startup – Facility design for GMP compliance," will cover facility design, as well as sources of contamination and how to prevent them.

On Tuesday, Oct. 26 from 8:00 a.m. to 5:00 p.m., part two of "Entering the dietary supplement market as a startup" continues, focusing this time on "Product development, planning for regulatory compliance."

A separate course Tuesday from 8:00 a.m. to 5:00 p.m. is "Dietary supplement claim substantiation," focused on claims substantiation related to the labeling and promotion of dietary supplement products. NSF will cover FDA and FTC standards for substantiation, as well as how to build substantiation to ensure claims are accurate and not misleading. The course also will review how public knowledge of FDA and FTC enforcement actions impacts business performance, enforcement and litigation trends, and other responsibilities of dietary supplement manufacturers.

NSF's fourth option Tuesday is "Vendor qualification and audit training." The course is designed for industry professionals who want to improve quality in their facility and already have a basic understanding of the cGMPs, as well as the knowledge and skills necessary to qualify suppliers.

These courses are invaluable since they help responsible industry members remain up to date on key compliance issues.

NCN ingredients and technology investor meeting

Attendees focused on securing investments to grow their business will enjoy the Nutrition Capital Network (NCN) ingredients and technology investor meeting, Tuesday, Oct. 26. The event brings together strategic partners and investors with emerging technologies, innovative ingredients, and the entrepreneurs and management teams behind them.

Companies in nutritional ingredients, science and technology will present business plans to an audience of investors. Those presentations will be followed by one-on-one meetings with investors in private breakout rooms to share input and discuss needs and opportunities.

Separate registration is required.

AHPA: Congress on immune supplements

The AHPA Congress is back at SupplySide West, and this year, with a focus on regulations and research of immune supplements, which was the fastest-growing market segment in the past two years, according to data from Nutrition Business Journal.

On Friday, Oct. 29, 7:30 a.m. to 3:00 p.m., this event with [in-person and virtual offerings](#), will explore the impact of the COVID-19 pandemic on the immune supplement market and supply chain. AHPA's director of regulatory affairs, Robert Marriott, J.D., will moderate enlightened discussions on lawful labeling and marketing of claims for immune support, as well as claims substantiation for immune health.

In addition to other topics and networking opportunities, the program includes a segment about the art and science of traditional disciplines, with case studies on ashwagandha and mushrooms.



Company Name: KSM-66 Ashwagandha
Contact: Nitish Sharma
Title: Manager – Business Development
Website: www.ksm66ashwagandhaa.com
Booth #: 4853

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We, Ixoreal Biomed Inc, is a one product company enjoying more than 60% of the total ashwagandha extract market. Our ashwagandha root extract called KSM-66 Ashwagandha is in over 1200 products, including many from major marquee brands like GSK, Walmart, Unilever, Bayer, Nestle, Reckitt Benckiser, Mars, Costco, CVS, Walgreens, Optimum Nutrition to name a few. It goes as an ingredient into dietary supplements, functional food and beverages, sports nutrition, pet supplements and personal care products. KSM-66 ashwagandha root extract is a stand out product in a crowded field.

2. What attributes does your company have that make it stand out among your competitors?

The following factors make KSM-66 ashwagandha root extract stand out against a broad field of companies making botanical extracts including ashwagandha.

- Most extensive science and research on ashwagandha: KSM-66 has 24 clinical studies, including a global study on 1200 subjects and in 7 countries
- Vertical integration from field to finish: KSM-66 is the only ashwagandha maker who has its own organic certified farms, state of the art manufacturing units, testing, R&D and distribution.
- Highest number of quality certifications: KSM-66 has 39 quality certifications, the highest of any botanical ingredient on the market. These include GMP (USP, NSF, UL-NPA, WHO), GFSI (FSMA-FSVP, BRC, SQF, HACCP, FSSC 22000), Organic, Non-GMO, BSCG, Strong science to name a few.
- Highest concentration root extract: It is the only ashwagandha extract made solely from the roots to have a industry highest concentration of >5% withanolides by HPLC.
- Taste: It is neutral in taste, compared to other ashwagandha extracts which are bitter to taste, making it a star choice for functional food and beverage makers.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Ashwagandha is a well-known adaptogen and is also known for its immunomodulatory effects. KSM-66 Ashwagandha has published clinical studies conducted on healthy population that prove to have benefits on the human mind and body, some of which are extremely relevant in the perspective of the changing health landscape brought about by the pandemic. There has been an onslaught of stress and anxiety in people due to the pressures caused by the pandemic, not to forget the growing importance of immunity. KSM-66 has 4 human clinical studies with sleep, stress, and anxiety as parameters and one study with immunity as a parameter. Besides, KSM-66 is also clinically proven to promote energy and sharpen the mind. All of these attributes are ways that KSM-66 has helped people to adapt to the very tough and challenging time of the global Covid-19 pandemic.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can expect to learn more about one of the most popular, fastest growing, well studied and highly effective botanical extracts in the world, KSM-66 ashwagandha root extract. They will also get to meet Chris Kilham, widely known as the "Medicine Hunter". He possesses a deep-rooted passion for botanicals, especially ashwagandha, which can be noticed in his profound knowledge on not just the science but also other aspects like formulation guidance, sustainability, wide range of delivery formats and much more.

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Ixoreal Biomed's clinically proven & award-winning "KSM-66 Ashwagandha" is the highest-concentration, full-spectrum, and highly bioavailable root extract of ashwagandha. With a presence in more than 1000 products from major supplement companies across the globe, it is the best-selling ashwagandha on the world market today. Via 24 clinical studies, KSM-66 Ashwagandha has been clinically proven to help reduce stress, anxiety, enhance memory, sleep quality, endurance, immunity, strength, sexual function in both men & women, and testosterone in men. Being the only ashwagandha maker to own the entire supply chain, KSM-66 has got the highest number of quality certifications (37) of any botanical ingredient on the market.

Visit them on-site at Booth #4853!

Learn more at ksm66ashwagandhaa.com.





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Davos Life Science

Company Name: KLK OLEO
Contact: Jimmy Yow
Title: General Manager,
 Sales & Marketing, Davos
Website: <https://www.klkoleo.com/davoslife/>

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We are offering DavosLife E3 Tocotrienols (Super Vitamin E), Derived from Nature, Proven by Science - a potent antioxidant, anti-inflammatory agent and gene modulator able to support healthy aging. The ongoing pandemic has shifted consumer focus towards healthy aging. What makes DavosLife E3 Tocotrienols stand out from other antioxidants in the healthy aging category is the fact that as members of the vitamin E family, they are also an essential vitamin for the body. While other antioxidants are optional for the body, vitamin E is essential for the body to function well. We also offer Palmester MCT, Medium Chain Triglycerides, an energy booster for functional food and beverages. Palmester MCT is clear and colourless and has excellent oxidative stability.

2. What attributes does your company have that make it stand out among your competitors?

DavosLife E3 Tocotrienols contains the natural full spectrum of Tocotrienols. Studies have shown that each Tocotrienols isomer is functionally unique and having the complete spectrum present means that you could potentially maximize the health benefits that Tocotrienols have to offer.

Davos Life Science offers Tocotrienols in a variety of concentrations and formats to cater to a wide range of applications:

1) DavosLife E3 DVL Range, Liquid Format

We offer high quality Tocotrienols oil (95%, 84%, 50% vitamin E content), with key applications in nutraceuticals, functional food and beverages, and personal care. DavosLife E3 DVL 95 offers the highest purity and concentration on the market.

2) DavosLife E3 DVP 30-WD, Powder Format with Advanced Dispersion Technology

We offer a free flowing, fine, water dispersible Tocotrienols powder specially formulated for applications in functional food and beverages. DavosLife E3 DVP 30-WD has superior dispersibility, is easy to handle and is ready-to-use for making functional powder drinks. It has key applications in nutricosmetics and functional food and beverages.

3) DavosLife E3 Bio-Enhanced 20, Formulated for Enhanced Bioavailability

We offer Tocotrienols formulated in an internationally patented self-emulsifying vitamin delivery system. These formulated Tocotrienols are clinically proven to have enhanced bioavailability by up to 46%. Formulated Tocotrienols offer convenient consumption with or without food with assured superior bioabsorption.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic has brought healthy aging to the forefront of consumers' minds, and they are looking for products that help them prolong health as they age. The different formats of Tocotrienols that we offer enable its usage in a diverse array of end products to suit different consumer needs.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can expect to experience DavosLife E3 Tocotrienols in action as we showcase examples of end products formulated with our ingredient. We will showcase DavosLife E3 Tocotrienols formulated as a dietary supplement with the internationally patented self-emulsifying vitamin delivery system, as a functional beverage with the powder and in a topical application in skin care and hand sanitizer providing skin protection. We invite visitors to experience and feel the differences in the ingredient at our booth or request samples to formulate and experience Tocotrienols benefits and enhancement in your new and current product range. For a free sample please email info@davoslife.com.

DavosLife E3 TOCOTRIENOLS

Natural Source, Natural Ingredient



Powerful Antioxidant
Strong Anti-inflammatory Agent



Functional Foods & Beverages



DVP 30-WD

- ✓ Water-dispersible powder form of natural Tocotrienols
- ✓ Disperses easily in aqueous medium
- ✓ Remains stably dispersed
- ✓ Stable at elevated temperatures



Bioactive Collagen Peptides with DavosLife E3 Tocotrienols



Dietary Supplements



Bio-Enhanced 20

- ✓ Patented self-emulsifying Tocotrienols delivery system
- ✓ Clinically proven **46%** greater bioavailability



DVL 658i

- ✓ Full spectrum Vitamin E - Tocotrienols and tocopherols (8 isomers)
- ✓ Naturally-isolated, Soy-free Vitamin E



DavosLife E3 Complete Softgel



Personal Care



DVL 95 · DVL 503

- ✓ A mixed Tocotrienols Tocopherol liquid with 95% or 50% concentration of Vitamin E
- ✓ Naturally sourced bioactive ingredient in personal care products with key functionalities in antioxidation and anti-inflammation that supports skin nutrition and health
- ✓ ECOCERT COSMOS approved

PALMESTER Medium Chain Triglycerides (MCTs)

- Higher absorption compared to long chain triglycerides (LCTs)
- Energy booster • Promote guts health
- Enhance cognitive health • Weight management
- Superior emollient

Explore More

- Application:
- Functional foods & beverages
- Dietary supplements
- Personal care





Company Name: Kaneka Probiotics
Contact: Mike Kolifrath
Title: Vice President
Website: www.KanekaProbiotics.com
Booth #: 3371

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

The Kaneka Probiotics Floradapt lineup of products is itself unique from the traditional model of selling an individual strain. If you're a brand in search of probiotics, you will see dozens of strain suppliers. But, the Kaneka Probiotics Floradapt platform is unique in that we are taking probiotics beyond the gut and into a variety of health targets. You may find dozens of lactobacillus suppliers. Only Kaneka provides the exclusive Floradapt Cardio™, comprised of 3 strains of Lactobacillus plantarum with the science and mechanisms to impact lipid metabolism.

Another exclusive is the Gut-Brain Axis probiotic Floradapt Brain (our clinical strain actually up-regulates serotonin-synthesis mechanisms). Our range of products includes Baby Colic (infant colic probiotic drops), Intensive G.I., as well as a new entry into the skin health category. We have a full range of probiotic formulations that have been clinically tested and ready for your innovative product formulations.

2. What attributes does your company have that make it stand out among your competitors?

In our dietary industry, it is rare to find a global company that has been around for 71+ years. Kaneka has a diverse range of core values, including safety, efficacy, innovation and integrity. To attain these goals, Kaneka relies on its unique human resources. Since Kaneka is very science-driven organization, its operational advantage is derived from hundreds of Ph.D.'s in our organization. These scientists provide the technical excellence that ought to be the basis of any product.

Our R&D Director, Dr. Fumiki Aoki-san, has been an integral driving force for our Probiotics Division. He has enacted numerous clinical trials so that we can deepen the science of our probiotics platform. Kaneka is also a responsible supporter of key dietary supplement industry associations, including the IPA (International Probiotics Association) and CRN (Council for Responsible Nutrition).

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

This insightful question is answered by the Kaneka Probiotics platform name: Floradapt™. The “-adapt” component of the Floradapt trademark emanates from our vision that these select probiotics can help individuals *adapt* to the physical and emotional challenges of modern times. While the market search patterns are shifting away from immune, we do think that the next area of challenge brought by the pandemic is emotional health. We are uniquely positioned for helping brands address this category with our exclusive L. plantarum DR7® strain, for stress, anxiety, and mood.

Also, Kaneka is helping to educate the market that probiotic efficacy is demonstrated through randomized, double blind, placebo controlled clinical trials. Efficacy has no relevance to high CFU counts. Kaneka is helping to shape a market away from CFU-inflation, so that the priority becomes the clinical evidence.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

We welcome all show guests to come by Kaneka's booth #3371 to learn about our company's latest product: Floradapt Brain (Lactobacillus plantarum DR7®). Learn about the amazing fact that 95% of your body's serotonin (the neurotransmitter that impacts everyday mood, stress, and anxiety) comes from the gut. Microbiota can influence the GBA (gut-brain axis), but not all strains can support healthy serotonin and norepinephrine synthesis pathways. Kaneka's DR7® probiotic offers benefits for the gut and brain.

The global interest in probiotics is only going to lead to refinement of the market. It's a global phenomenon, with 1 in 4 global consumers trying probiotics in the last six months. Be ready for the next phase of probiotic product development with Kaneka Probiotics – for formulations beyond gut health!

REAL PROBIOTIC SOLUTIONS FOR SPECIFIC HEALTH TARGETS



Kaneka Probiotics Floradapt® Portfolio Overview



INTENSIVE G.I.

- Improves gut-related anxiety / discomfort.*
- Helps maintain gut homeostasis.*
- Three strains optimized for gut health.*



BRAIN

- Helps alleviate normal or customary stress & anxiety.*
- Helps to improve mental focus memory in healthy adults.*
- Supports serotonin production in the body.*
- Supports upper respiratory tract health such as nasal, throat, general routine cold symptoms.*



CARDIO

- Helps maintain cholesterol in the normal range in healthy individuals.*
- Helps maintain triglycerides in the normal range in healthy individuals.*
- FDA GRAS Certified.*



BABY COLIC

- Helps reduce time and duration of crying episodes in infants.*
- Supports a healthy microflora balance which contributes to gut comfort.*
- Promotes immune health in children.*



MATURE IMMUNE DEFENSE

- Modulates immune system.*
- Clinically studied probiotics for enhanced immune response.*
- Clinically verified strains to support immunity in mature adults.*



GUM HEALTH

- Clinically studied strains to improve oral microflora.*
- Promotes gingival health.*
- Clinical probiotics for healthy teeth and gums.*



SKINSHIELD & L.SAKEI

- Available in both ingestible and topical solutions.

Come Visit
our Booth
#3321
at SSW



KANEKA
PROBIOTICS

www.kanekaprobiotics.com
sales@kanekaprobiotics.com

Top SupplySide West picks

from Judie Bizzozero, content director



The return to an in-person SupplySide West and Food ingredients North America (FINA) event Oct. 25-28 at the Mandalay Bay Resort and Casino in Las Vegas is finally here. I am proud to be a part of this amazing and resilient industry and look forward to seeing old friends and meeting new ones. Throughout the week I'll be pounding the show floor pavement and moderating education sessions. Message me at judie.bizzozero@informa.com or [tweet](#) if you'd like to connect at the show. Remember to use #SSWExpo and @SupplySide when posting to social media.

Workshop: Thriving beverage category survived—and during a global pandemic

The beverage category witnessed dramatic growth both in sales and innovation during the COVID-19 pandemic as consumers sought drinks that provided a boost of functional attributes as well as a sense of normalcy. On Tuesday, Oct. 26, from 9:00 to 11:30 a.m., we will investigate how brands delivered innovative products to a thirsty demographic and explore white space opportunities going forward. During this co-branded FINA workshop, attendees will learn firsthand from market thought-leaders about functional ingredients and formulation considerations, supply chain concerns, and which beverage categories were bolstered by COVID-19. We'll also have an interactive and insightful Q&A with three beverage brand leaders who will talk candidly about lessons learned from innovating during a pandemic. This session will be livestreamed and is underwritten by Cargill and Shanghai Freeman.

FiNA returns to Las Vegas

Launched in 2019, FiNA returns to SupplySide West in 2021, bringing together two key events serving the global food, beverage and dietary supplement markets. The Food ingredients (Fi) events around the world offer food and beverage manufacturers access to a wide range of ingredient suppliers, and FINA will bring this event to the U.S. for a second time.

Co-located on the SupplySide West show floor, FINA provides education and connects professionals responsible for developing finished foods, as well as health and nutritional products, with ingredient suppliers across the food and beverage industry. It also provides a platform for doing business, with high-quality content and digital services, for the complete vertical value chain.

More than [170 companies](#) are exhibiting in the FINA portion of the expo hall, including leading suppliers such as Jungbunzlauer, Hilmar Ingredients, Edlong, McCormick Flavors, T. Hasegawa USA and Virginia Dare. You'll still find major F&B suppliers—from Cargill and Kerry to Tate & Lyle and Ingredion—all around the trade show floor, making continued exploration important to long-term success.

This year, the SupplySide and Fi teams collaborated on three co-branded workshops on hot industry topics:

- [Thriving beverage category survived—and during a global pandemic](#), Tuesday, Oct. 26, 9:00 to 11:30 a.m.
- [Plant-based gets mainstream](#), Tuesday, Oct. 26, 1:00 to 3:00 p.m. and livestreamed on SupplySide Network 365.
- [Delivering sweetness naturally](#), Thursday, Oct. 28, 9:00 to 11:00 a.m.

Sustainability top of mind at SupplySide West

Although the natural products industry is known for pioneering eco-conscious initiatives, trade shows inevitably have an adverse effect on the environment. SupplySide West and FINA are proud to continue our impactful [Sustainability Program](#) in Las Vegas. Through the program, we are striving to identify, understand, and address environmental impacts to achieve continual improvement year after year. Our areas of focus continue to be waste management, energy and water conservation, sustainable procurement and community engagement.

One key change to our live event experience is the removal of aisle carpeting to maintain more effective aisle cleaning throughout the day. Removing carpet will save 282,852 square feet of carpet, padding and visqueen (plastic sheeting). At previous events, a high percentage of the carpeting used was returned to inventory—but even with tremendous recycling and upcycling efforts, the carpet material usage was staggering. Additionally, by not shipping carpet to and from the show, carbon emissions from transport are reduced.



Company Name: Jordan Process
Contact: Connor Hall
Title: Business Development
Website: www.Jordanprocess.com
Booth #: 6727

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Jordan Process' newest cannabinoid ingredients, CXP (Cannabis Extract Powder) and CXL (Cannabis Extract Liquid) are produced using our proprietary technology to bind the cannabinoid distillates with the organic fibers, allowing manufacturers to easily integrate our ingredients into new or existing natural product lines.

CXP and CXL are made using nothing but all-natural ingredients and responsibly-sourced organic fiber blends to assure that all products meet regulatory requirements and consumer specifications. Our full catalog of products rigorously adheres to all the highest standards for natural and organic-based products. CXP and CXL are sophisticated compositions consisting of a standardized full spectrum oil offered with CBD/ CBG/ and CBN in a variety of different ratios.

2. What attributes does your company have that make it stand out among your competitors?

Jordan Process is a full-service provider and manufacturer of novel materials and botanical APIs specializing in cannabinoid ingredients. Our passion for quality and consistency has taught us a lot about perseverance, which allows us to find your pain points and offer unique solutions specifically for your company. Aside from our multifaceted collection of products, we also offer the option of customization to ensure that every order and client is 100% satisfied.

Our team of highly trained specialist are constantly innovating through a focus on research and development, this has made us a leader in the botanical extraction and formulation space. We constantly focus on process improvement, product improvement and the creation of new product lines to stay on the cutting edge of this dynamic industry.

Our products are consistent, and we do this by adhering to the most rigorous industry standards, which enables us to cultivate a product with unparalleled coverage. This is because of our fully transparent supply chain, which enables us to track the origin of every product and guarantee its quality. Jordan Process has the scalability to accommodate everything from small-scale pilot batches, all the way through large-scale industrial batches.

Jordan Process is a proud subsidiary of Olistica Life Sciences Group. Olistica Life Sciences Group is a fully integrated biotechnology company supported by a series of unique subsidiaries, each dedicated to a different part of the production pipeline of research and development, manufacturing and distribution of natural therapeutics and high-quality plant-based derivatives. No matter where you are in your production line, we have a solution for you.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

To provide the highest quality, consistent, standardized deliverables, our pipeline is fully automated and machine driven to completely remove the variability of "the human element" for both sanitary and efficacy reasons. Once raw material reaches our facility, human interaction is minimized to eliminate the risk of cross contamination. This also allows us to provide you with full traceability of our ingredients from seed to shelf.

Jordan Process is data driven; this helps us adapt to the changing nature of the market during these unprecedented times. Speculation isn't something we do; we rely on science.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

You can expect to see carefully crafted and well-designed products capable of filling the gaps within the CBD manufacturing industry through innovative technologies and an unwavering dedication to quality. All of our standardized powders and liquids are designed for easy and efficient implementation for the nutraceutical and dietary supplement industries.

JORDAN PROCESS

CANNABINOID INGREDIENTS

JOIN US AT BOOTH 6727
WWW.JORDANPROCESS.COM

Jordan Process is a full-service processor and manufacturer of novel materials and botanical APIs specializing in cannabinoid ingredients.

Our operation can offer you consistent quality, scalability, and supply chain continuity for all your ingredient needs.

CXP  CANNABIS
EXTRACT
POWDER

CXL  CANNABIS
EXTRACT
LIQUID

Our newest products, **CXP (Cannabis Extract Powder)** and **CXL (Cannabis Extract Liquid)** are produced using our proprietary technology allowing manufacturers to easily integrate our ingredients into new or existing natural product lines.

All Products are offered in Full Spectrum or Isolate forms.

CXP **D5**

5% Full Spectrum CBD

CXP **D10**

10% Full Spectrum CBD

CXP **G5**

5% Full Spectrum CBG

CXP **G10**

10% Full Spectrum CBG

CXP **25**_{mg}

Encapsulated
5% Full Spectrum CBD

CXP **50**_{mg}

Encapsulated
10% Full Spectrum CBD

CXP **CUSTOM**

Custom CBD, CBG & CBN formulations

Water soluble concentrates available on request.





Company Name: Herbaland Naturals
Contact: Darren Horgan / Gina George
Title: Business Development Manager
Website: www.herbaland.ca
Booth #: 3665

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We are thrilled to announce the upcoming launch of our new, innovative and unique Probiotic Gummy line, featuring various products, including daily, extra strength, multivitamin plus probiotic, and children's probiotic line featuring Lallemand researched-based, probiotic strains. These unique sugar-free probiotic gummies are gluten-free, non-GMO and made with all-natural ingredients. Alongside the launch of our new probiotic line, we are also excited to release our unique 100% compostable packaging for our five best-selling products and recent NSF Certified D3 & B12 vitamin gummies.

2. What attributes does your company have that make it stand out among your competitors?

Herbaland is proud to be the Canadian Gummy Manufacturing Industry leader, distributing over 70 million bottles yearly. With a passion for creating fun, earth-friendly and nutritious gummies, Herbaland's mission encompasses our core values of sustainability, inclusivity, and community. From our innovative research and development team, our eco-friendly production methods, NSF Certified Facility, our fair trade, and unique ingredient options to our community engagement, Herbaland is committed to providing wellness for both people and our planet.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

As a community-focused company, Herbaland stepped up from the beginning to support the health and wellness of our employees, community, and front-line workers. With our Immunity for Community campaign, we committed to helping our front-line workers by donating over 40,000 bottles of our immune plus gummies nationally throughout 2020-2021. We also supported local charitable organizations supporting seniors' health, and those living in poverty with various immune products for children and adults, providing funding and immune product donations. Lastly, in support of the mental health and stress crisis brought on by COVID-19, we offered our calm naturally and sleep support gummies for those in need.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Come by our booth #3665 and enjoy our unique and healthy vitamin gummies, featuring some of our favorite and newest product launches. You will find our amazing Herbaland team providing gummy nutritional insights, ways Herbaland can support all your supplier needs, our research and development regulations and a company road map showing how we can grow together in the health and wellness industry.

HerbaLand

Healthy Nutritional Gummies

SupplySide West 2021
Oct 27 & 28, Las Vegas
Expo Hall, Booth #3665

Introducing our new Probiotic Gummies!



GLUTEN-FREE • SUGAR FREE • NATURAL INGREDIENTS

MADE IN CANADA 

www.herbaland.ca
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In partnership with

LALLEMAND

LALLEMAND HEALTH SOLUTIONS





Company Name: Gnosis by Lesaffre
Contact: Damien Zanalda
Title: Global Sales Director
Website: www.gnosisbylesaffre.com
Booth #: 4964

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FINA visitors?

Gnosis by Lesaffre has been expanding its capabilities and strengthening its presence in the global human nutrition and health market, confirming its commitment to accelerate its research and development activities. In this view, we have consolidated our offer on vitamin K2 with the acquisition of NattoPharma to benefit our customers with a portfolio of ingredient solutions adapted to each market need and leveraging combined capabilities between teams to set the roadmap for the future of vitamin K2.

Consumers are looking for alternative or additional solutions to maintain and improve their health through healthy food choices as well as increasing demand for safe and qualified nutraceuticals. We have been building our expertise and market leadership in five key market segments. We are proud to bring those to the forefront of our brand strategy to help and support our partners and customers with a portfolio of solutions that improve health and wellbeing throughout the entire body.

- Wellness & Immune Health: Immunity, Daily Nutrition, Cardiovascular Health, Beauty, and General Wellbeing
- Digestion & Gut Health: Microbiome Balance, Digestive Comfort, Liver Health Support
- Mobility & Joint Health: Bone Health, Joint Health, Muscle Health, and Sports Nutrition
- Reproduction and Women's Health: Vaginal Care, Urinary Health, Fertility, Pregnancy, and Menopause
- Mood & Cognitive Health: Mood Health, Cognition, and Stress and Anxiety

2. What attributes does your company have that make it stand out among your competitors?

We believe that biotransformation is the most promising opportunity for industries to reduce raw material consumption and waste when developing active ingredients. We are in awe of our planet, and for that reason, we are committed to minimizing our environmental footprint and actively pursuing sustainability in everything we do.

Whether designed for dietary supplements, functional foods, drugs or medical devices, our products target a wide range of applications. Our processes are replicable, reliable and meticulously studied, so that we can maintain unrivaled quality and consistency while scaling up production. We collaborate with nutraceutical and pharmaceutical brands to develop game-changing products that help their customers thrive. We relentlessly explore the potential of microbial biotransformation—an untapped, transformative resource, to develop natural, sustainable and efficacious solutions.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The beneficial role of nutrients and bioactive ingredients in the Covid-19 pandemic has still to be scientifically proven and evaluated. Following our commitment to being ethical and a science-provider company, we are close to our customers to understand future potential applications for our ingredients.

4. What can visitors expect when they come to your SupplySide West/FINA booth?

At SSW we showcase our range of most innovative and effective health solutions with segment -focused approach:

- Quatrefolic®, the metabolically active form, the blockbuster folate of reference in worldwide market
- Vitamin K2, the essential nutrient for optimal bone and cardiovascular health, for the first time represented by both vitaMK7® and MenaQ7 brands, with new solutions adapted to each market needs and customers
- Noochy Crisp™, the newest form of nutritional yeast in crisp shape, just launched to offer a new sensory experience, suitable to be incorporated in sweet and salt food preparation
- LifeinU™ BSCU1, a patented and clinically studied strain of *Bacillus subtilis*, to support the immune system

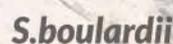
At Gnosis by Lesaffre, we harness the power of microorganisms to transform compounds into usable nutritional actives, probiotics, and nutritional yeasts that benefit human wellbeing.

Exploring life to improve living



Gnosis
by Lesaffre

Join us at
booth 4964



GELTOR

Company Name: Geltor
Contact: Erin Kim
Title: Communications Director
Website: www.geltor.com
Booth #: 1927

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

PrimaColl™, Geltor's long-awaited animal-free collagen ingredient for food and nutrition, is making its trade show debut after being launched this summer. PrimaColl™ is a biodesigned Type 21 collagen designed for superior functionality and performance. It is a bioactive collagen suitable for brands and consumers who may have previously avoided collagen due to its animal-derived sourcing, dietary preferences, or religious observations, as well as those simply looking for a more pure and efficacious collagen ingredient.

2. What attributes does your company have that make it stand out among your competitors?

Geltor is the biodesign company making the most advanced, efficacious, and sustainable premium protein ingredients for broad applications across the food and nutrition industries. In addition to PrimaColl™, Geltor offers custom biodesigned ingredient innovation services for market-leading brands in unmatched quality and at unprecedented speed: from concept to commercialization in as little as 12 months.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Demand for collagen in product formulations has continued to grow throughout the pandemic, and customers are eager for market-differentiated collagens that provide greater benefit. Whether for beauty-from-within, sports recovery, joint health, or to combat the natural decline in collagen production as we age, PrimaColl™ offers a pure and concentrated form of Type 21 collagen that meets the health and lifestyle aims of consumers.

Additionally, as the first and only real vegan collagen on the market, the launch of PrimaColl™ has expanded access to the benefits of collagen for food and beverage companies wishing to serve consumers who are shifting towards animal-free options in the products they use every day.

Clinical testing of PrimaColl™ is currently in progress.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visit Geltor at booth #1927 to meet our team! Guests will experience PrimaColl™, and the imaginative next-generation collagen formulation possibilities firsthand at Geltor's market of the future.

PrimaColl™



High-Purity, Bioactive Collagen.

100% Animal-Free.

G E L T O R

Top SupplySide West picks

from Alex Smolokoff, associate editor

The entire Informa team and I are beyond excited for the return of an in-person SupplySide West and Food ingredients North America (FINA), with more than 700 leading suppliers and service providers ready to meet once again face to face. Planning on attending? I'd love to discuss the latest happenings in food and beverage; connect with me at alex.smolokoff@informa.com, shoot me a message on [LinkedIn](#) or simply find me on the show floor and come say hello. From all of us at Informa, trust me when I say: I can't wait to see you.



NEW IN CONTENT: ALEX

Workshop: [Plant-based goes mainstream](#)

Even before the pandemic, consumers were taking personal health and well-being into their own hands. As that trend—in addition to increasing concerns about planetary sustainability—accelerated over the last two years, so has plant-based eating. In response, so has innovation in the market that allows brands and formulators to produce exciting new products for vegan, vegetarian, flexitarian or simply plant-curious consumers.

Join us for this in-person and livestreamed workshop, co-presented with FINA, on Tuesday, Oct. 26 from 1:00 to 3:00 p.m., as we discuss the current state of the plant-based food and beverage market, including the target demographics and the reasons behind their purchasing decisions, the latest technological and formulating innovations bringing state-of-the-art products to market, and how to ensure new plant-based products follow all current and potential future regulations. This session is underwritten by AAK, Cargill, Motif FoodWorks Inc., and Top Health Ingredients.

Workshop: [Delivering sweetness naturally](#)

Everyone deserves to occasionally escape into a delicious baked good, confectionery or other decadent dessert—especially given the recent times. But over the last several years, many consumers have also sought to reduce or eliminate sugar from their diets, making those indulgences harder to come by. In this session, taking place Thursday, Oct. 28 from 9:00 to 11:00 a.m., industry experts will discuss the latest consumer attitudes toward sugar and natural sweeteners; trending natural sweeteners and other sugar-replacement ingredients; how brands can best adjust their recipes to reduce sugar without sacrificing taste, texture and appearance; and the latest products hitting store shelves that put those tips into action. Be sure to check out this workshop, underwritten by Cargill, Ciranda and Nascent Health Sciences, and co-presented by FINA, to see how consumers are finally able to have their cake and eat it, too.

SupplySide garden

For many of us, SupplySide West will be one of, if not the, first in-person shows we've attended in quite some time. With so many exhibitors, education sessions and networking opportunities available over the four-day event, it's only natural you may find yourself in need of some downtime, whether to collect your thoughts, charge your devices or simply have a one-on-one conversation away from some of the hustle and bustle. Located near the exhibitor service entry on the show floor, the SupplySide garden presents the perfect environment to collect oneself and recharge—whether it be your body, your mind or just your phone.



Company Name: FoodRGB
Contact: Jianjun Wen
Title: CEO
Website: foodrgb.com
Booth #: 1830

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

FoodRGB provides natural food color and a variety of natural food color solutions.

2. What attributes does your company have that make it stand out among your competitors?

FoodRGB is a global natural food color manufacturer and, more importantly, a solutions provider.

With more than 100 years of combined experience in the natural food colorant technology and applications business, from field to fork, FoodRGB manufactures and sells natural food colorant formulations that meet the special needs of our customers and provides the personal, technical service support that our customers require, locally and globally.

For FoodRGB, no customer is too small and no problem is too large for our skilled teams and scientists, regulatory specialists, and service providers. We serve our food and beverage manufacturing customers everywhere in the world.

Branches in San Jose, CA, Los Angeles, CA, Chicago, IL, Asia and Europe.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic revealed the fact that health is the number one consideration for everyone. FoodRGB provides natural food color to food manufacturers, which in turn helps their customers live a healthier life. Since our natural food colors are sourced from vegetable and fruits, they bring rich nutrition as well.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

FoodRGB will have great demos of natural food colors, including a demo of a white chocolate solution. FoodRGB will also provide a catalog, along with gifts for visitors.

NATURAL FOOD COLOR

Paprika Oleoresin

Purple Sweet Potato

Spirulina

Turmeric

Candy Color Solution

Bakery Color Solution

Chocolate Color Solution

Ice Cream Color Solution

Beverage Color Solution

Meat Color Solution





Company Name: Euromed USA, Inc.
Contact: Guy Woodman
Title: General Manager
Website: www.euromedusa.com
Booth #: 2439

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Euromed specializes in fruit and vegetable extracts known to be essential components of the health-promoting Mediterranean diet. Our two extraction facilities are in Spain, so our MedExtracts™ are a natural extension of our lifestyle and corporate philosophy. We are excited to introduce proprietary products for healthy aging at the event; Wellemon™, 10% eriocitrin lemon extract with optimal bioavailability, CuberUp™, cucumber extract for joint health, and Spisar™, spinach extract for improving training efficacy on muscular strength in people over 55 years of age.

2. What attributes does your company have that make it stand out among your competitors?

Euromed is celebrating 50 years of scientific discovery and manufacturing excellence in 2021. The firm is recognizing the longstanding business support of leading manufacturers in 50 countries as it celebrates its golden anniversary. These companies rely on Euromed to provide new medicinal botanical discoveries to address health concerns and support wellbeing.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Euromed S.A. is a GMP certified manufacturer of active pharmaceutical ingredients (APIs) of botanical origin and has been fully operational since the pandemic outbreak. The company experienced record growth during the pandemic in response to heightened consumer demand and the desire to prioritize health against an unprecedented global threat. Our product portfolio includes botanical extracts addressing major consumer demand in areas of immune health, sleep, and stress.

With millions of new American consumers motivated by the pandemic to use dietary supplements, our industry challenge is to satisfy the demand by providing them formulas with premium ingredients like those from Euromed.

We have also invested in new information technology to enhance our customer service. Our innovation department and laboratory staff have been increased to support customer product development and technical support as well.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Euromed will be introducing its latest proprietary ingredient innovations at a presentation titled, *Evidence-based Mediterranean Fruit & Vegetable Extracts™ for Healthy Aging* on Wednesday 10/27/21 from 3:40 - 4:35 pm at booth # 3677.

e



Celebrating 50 years of Quality,
Innovation and Sustainability



EUROMED
Nature & Science



**EUROMED THE SPECIALIST MANUFACTURER OF PREMIUM
STANDARDIZED BOTANICAL INGREDIENTS SINCE 1971**



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www.euromedusa.com

Eastern USA: jon.szuch@euromedusa.com • Western USA: ray@euromedusa.com





Company Name: Deerland Probiotics & Enzymes
Contact: Michelle Cook
Title: Vice President of Sales
Website: <https://deerland.com>
Booth #: 5229

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Deerland will be featuring its branded enzyme, probiotic and prebiotic ingredients – probiotic spores *Bacillus subtilis* DE111[®] and the recently launched MuniSpore™ *Bacillus clausii*, innovative prebiotic PreforPro[®] and enzyme-powered antioxidant Solarplast[®]. All are science-backed and are Non-GMO Project Verified.

2. What attributes does your company have that make it stand out among your competitors?

We are one of the very few providers whose sole focus is on the impactful relationships between enzymes and probiotics/prebiotics for a myriad of health and wellness benefits. Our science and innovation team boasts 100+ years of combined experience specifically in the enzyme/probiotic space, with three PhDs on staff and a number of university alliances. We make significant investments in human clinical studies to support the branded technologies we've developed.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

With all its uncertainty and adversity, the past 18 months have also ushered in a renewed sense of "togetherness" as citizens of the world rediscover the importance of family and the health and wellness of every member of the household. Across the globe, consumers are hyper-focused on protecting themselves and their loved ones from illness through a variety of measures. While immune health is certainly top of mind, more and more people are prioritizing whole-body health and the connection between a healthy gut and overall wellbeing.

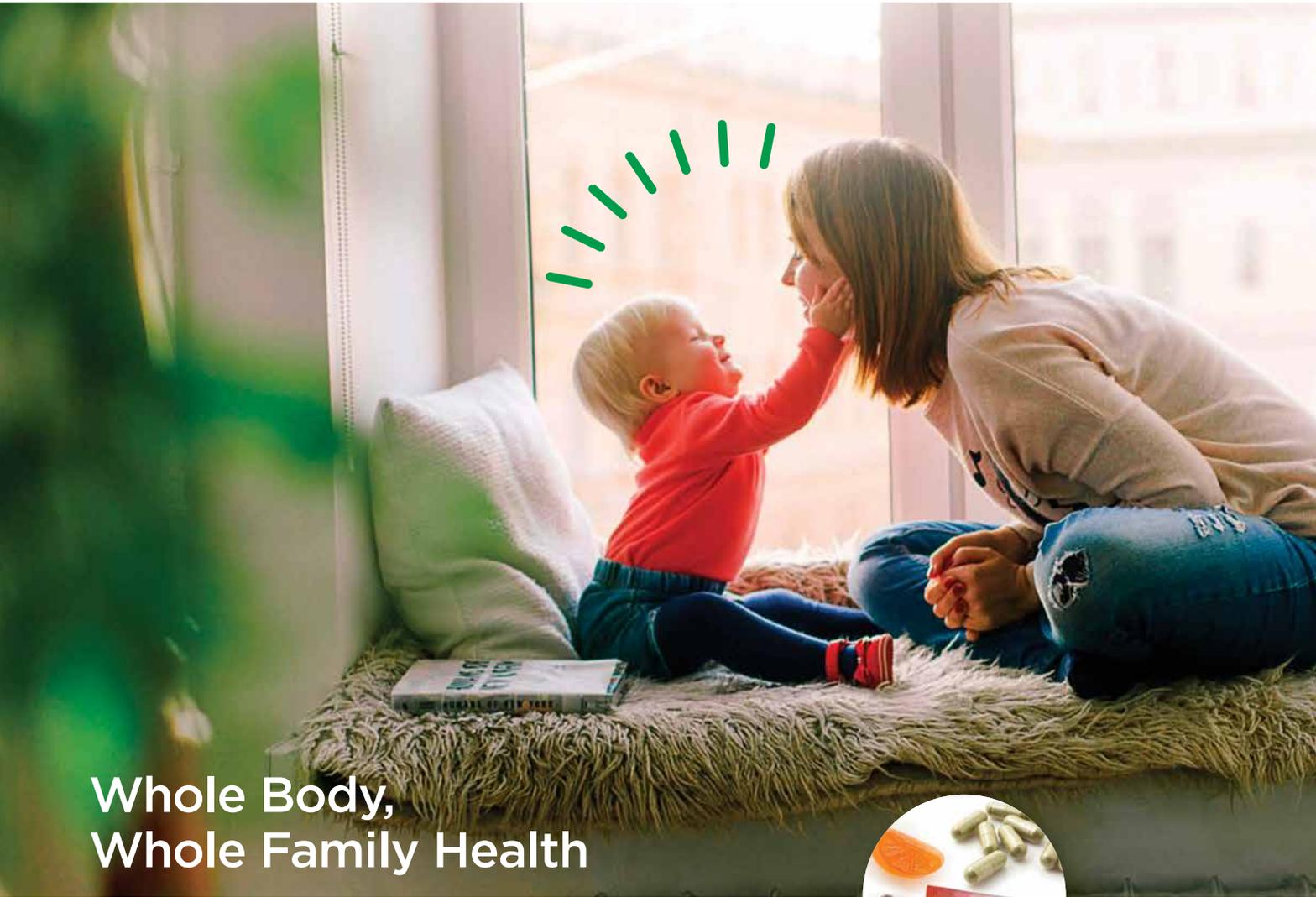
To support this heightened focus on the family, Deerland launched its "Family First" platform: a series of content and solutions that help product marketers connect consumers with the science-supported health product solutions they seek. This program reflects Deerland's global mission to measurably improve the quality of people's lives by creating scientifically sound products, services, and technology—an endeavor now more critical than ever.

Under the Family First umbrella, Deerland is able address the concerns of the family in a variety of ways—from supplement products in various delivery formats, like capsules, gummies, and stick packs, that support the health of every member of the family (including the furry ones), to ingredients like our DE111 probiotic which can be included in food and beverage products for the family to both enjoy and reap health benefits.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

We'll have new and exciting clinical results to share on our branded ingredients. You can also meet and consult with our product development experts to solve your formulation needs. Learn how Deerland can help you develop an innovative and science-backed product for your brand targeting the areas of gut health, immune health and beauty from within.

Interested in unique delivery formats? Learn more about adding the benefits of probiotics to your food and beverage products and enjoy samples of delicious gummies and stick packs fortified with the probiotic *Bacillus subtilis* DE111[®]. Because DE111 remains viable under a wide temperature range, the probiotic is ideal for use in foods and beverages, in addition to traditional supplements.



Whole Body, Whole Family Health

Across the globe, consumers are hyper-focused on protecting themselves and their loved ones from illness through a variety of measures. While immune health is certainly top of mind, more and more people are prioritizing whole-body health and the connection between a healthy gut and overall wellbeing.

Deerland is proud to support brand marketers through our global mission to measurably improve the quality of people's lives by creating scientifically sound products, services, and technology—an endeavor now more critical than ever.



Motivated by science, measured by wellness.™

800.697.8179 | Deerland.com



Company Name: Colorcon
Contact: Lou Palermo
Title: Regional Sales Manager
Website: www.colorcon.com
Booth #: 2847

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

Colorcon's newest family of tablet film coating systems, Nutra™ Natural Advantage, is specially formulated to meet the needs of supplement manufacturers and consumers. *Nutrafinish*® immediate release film coatings are made specifically for nutritional and dietary supplement products regulated as foods.

Within our *Nutrafinish*® coating portfolio, we have the following specialized applications:

- Label-Friendly Coatings
- Titanium Dioxide-Free Coatings
- High Performance Coatings
- Moisture Protective
- Easy Swallow

NutraPure™ Certified Organic Coating was developed in response to the dietary and food supplement market demand for more natural coating alternatives. USDA 100% Organic Certified, it is the ideal aqueous-based, fully formulated system to improve the appearance and performance of dietary supplements. Certifications also include Kosher, Halal, and Non-GMO Project Verified.

Fish oil and probiotic supplements also remain high growth areas. Colorcon offers an enteric coating system, *Nutrateric*®, designed to release the active ingredients beyond the stomach, increasing their benefit. *Nutrateric*® adds value to your product as delayed release differentiates and appeals to consumers through enhanced product presentation and performance.

Colorcon coatings are specially formulated to offer a choice of non-synthetic or "natural" color options, and with Colorcon as your development partner you can avoid regulatory hurdles and speed your products to market.

2. What attributes does your company have that make it stand out among your competitors?

Helping our customers achieve differentiation in the crowded nutritional retail space is exactly why we created the Nutra™ Natural Advantage brand. By targeting needs such as *Clean Label*

and *Titanium Dioxide-free*, we are providing effective tablet film coating solutions. Colorcon also specializes in tablet dosage functionality through our alliance with IFF and their line of modified release polymers. Model solid dose formulation and tablet design services help our customers' product development and ensure nutritional actives are delivered in an effective manner.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic triggered strained supply chains and soaring demand across all markets. Taking on the associated risks to protect our customer's supply chains and development timelines, Colorcon helped customers adapt by converting from in-house coatings to our fully formulated systems, removing the hassle of purchasing multiple raw materials, logistics, supply chain, and testing.

The pandemic also brought on a high demand for immune health products. Colorcon's *Hyperstar*® Formulation Service allowed our technical team to quickly respond to the increased demand for immune health product development. *Hyperstar*® accelerates product formulation development and design, shortening time to market.

Lastly, Colorcon aided technical development by offering virtually attended lab trials at our locations and virtual technical assistance for trials at customer locations. Our virtual trainings have expanded customer reach and will continue post-pandemic.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors can expect to be greeted by one of our specialists with the expertise to handle even the most critical formulation difficulties, helping manufacturers and marketers around the world lower overall costs, increase productivity and speed products to market.

Colorcon's unrivaled technical support doesn't stop at customer locations or at one of our well-equipped technical laboratories. Our experienced and knowledgeable experts are looking forward to getting back to trade shows to meet with you in-person!



®



nutrafinish[®]

TiO₂ Free Film Coating



Targeting

Consumer Preferences

With Label Friendly Coatings

Responding to market trends – Colorcon has extended its range of label friendly film coating formulations. Through the elimination of titanium dioxide, we provide manufacturers with an alternative coating finish that satisfies aesthetic appeal while addressing current market concerns.

Colorcon coatings are also specially formulated to offer a choice of non-synthetic or “natural” color options, and with Colorcon as your development partner you can avoid regulatory hurdles and speed your products to market.

We formulate, we innovate – that’s why, when you set out to select the right coating or excipient for your formulation, be sure to partner with the leading company that brings you specialized technical and regulatory support, when and where you need it.

SupplySide[®]
WEST

OCT 25-28
2021
EXPO 27 & 28

Visit us at SupplySide West on 25–28 October
in Las Vegas, NV at Booth #2847 to find out more.

From Core to Coating,
Naturally Your Supplier of Choice[®]

www.colorcon.com/nutra

Colorcon[®]

Top SupplySide West picks

from Karen Butler, senior managing editor

Through the years, the SupplySide West education program has included a variety of sessions addressing digestive health, probiotics and prebiotics. This year I'm excited to announce our microbiome session incorporates all of these topics and more—an expansion that mirrors the evolving science, consumer interest and marketplace. This and a few other of my show notables follow. You can contact me at karen.butler@informa.com if you'd like to meet up at the show, or follow me on [Twitter](#) to see what I'm up to in Vegas.



NEW IN CONTENT: KAREN

Workshop: [Microbiome modulation for strategic wellness](#)

The human microbiome hosts trillions of microbes and hundreds of bacterial species; it's unique to each individual, and its composition can fluctuate regularly due to diet, stress and other influences. The bulk of bacterial microorganisms reside in the gut, making it a hot spot to further impact immune and brain health, weight, mental wellness and more. As science continues to unveil a range of ingredients with potential to impact the microbiome, industry is charged with developing innovative products and further educating consumers about the space.

This session will cover emerging microbiome science and whole-body health; researched “-biotic” ingredients and formulation synergies that may help modulate gut microbiota; related market data, challenges and opportunities, including consumer perceptions and behaviors; and recent trends in microbiome-related product launches and areas with promising white space.

Produced in partnership with the International Probiotics Association (IPA), the session occurs Tuesday, Oct. 26 from 9:00 to 11:30 a.m. The feature presentations will be livestreamed, followed by moderated roundtable discussions only available to in-person attendees. The roundtable topics include probiotics, prebiotic science, legal/regulatory considerations, consumer data, Amazon market data and a deeper dive into the microbiome. This session is underwritten by AIDP, Deerland Probiotics & Enzymes, FrieslandCampina, and Lallemand Health Solutions.

IPA Probiotics Resource Center

Need more microbiome? IPA delivers the latest info on the probiotics market at the Probiotics Resource Center, booth #5653. Showcased in one convenient location, the area allows expo attendees to connect with IPA member companies and sit in on a range of targeted presentations, as well as gain insights on technology, regulatory updates, consumer analysis and market trends. The center is open in tandem with the expo hall, [Wednesday, Oct. 27, 10:00 a.m. to 5:30 p.m.](#) and [Thursday, Oct. 28 from 10:00 a.m. to 5:00 p.m.](#) Produced with the support of IPA and sponsored by Nutrasource.

GOED Omega-3 Resource Center

Another hot spot of innovation—but in the omega-3 world—is the GOED Omega-3 Resource Center, booth #3553. Produced in association with the Global Organization for EPA and DHA (GOED) Omega-3, this destination highlights the best of the global long-chain omega-3 market. Accessible [Wednesday, Oct. 27, 10:00 a.m. to 5:30 p.m.](#) and [Thursday, Oct. 28 from 10:00 a.m. to 5:00 p.m.](#), the hub facilitates networking with GOED, its experts and member companies. In addition to discovering omega-3 suppliers, show attendees will find an array of omega-3 thought-leaders and interactive displays focused on key market issues.

New Products Zone

The New Products Zone is designed to highlight ingredients and finished products at the forefront of innovation and invention. Visit this feature on the show floor to source the latest offerings to hit the market and learn about the exhibitors who are producing them.

The display is open [Wednesday, Oct. 27 from 10:00 a.m. to 5:30 p.m.](#) and [Thursday, Oct. 28 from 10:00 a.m. to 5:00 p.m.](#) Participants as of press time include: Better Hemp Co., California Natural Color, Canadian Pine Pollen Co., Certified Nutraceuticals, Chenland Nutritionals Inc., Contek Life Science Co. Ltd., De Silva Brothers & Co., Fiberstar Inc., Geltor Inc., Hemp Sail, ICL Specialty Products, Indus Biotech Pvt. Ltd., Jordan Process, KD Nutra, Kyowa Hakko, Nexira, NutraSweet, Pharma Base S.A., Shandong New Element Biotechnology Co. Ltd., Shine Star (Hubei) Biological Engineering Co. Ltd., Silky Smooth MicroCreamery LLC, Unibar, and Verdure.



Company Name: BIONAP srl
Contact: Ilaria Di Salvo
Title: Marketing & Communication manager
Website: www.bionap.com
Booth #: 5845

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Bionap focuses on botanicals grown in the Sicilian region. Leading ingredients include:

- Our best selling RED ORANGE COMPLEX™ with a new clinical study on delivering “beauty from within”
- MUCOSAVE™ a blend of prickly pear cactus and olive specific for digestive health that features new data demonstrating prebiotic activity.
- COGNIGRAPE™ which recently became self-GRAS affirmed and demonstrates benefits as a nootropic for cognitive function and wellness.

2. What attributes does your company have that make it stand out among your competitors?

Bionap is vertically integrated from seed to finished ingredient. This allows traceability and high standards of quality control. Bionap has an active sustainability program and many of its ingredients are produced from upcycled plants in agriculture production. The Sicilian land includes the active Mount Etna volcano contributing nutrients and minerals to its soil, making it highly productive. Additionally, Bionap has a dynamic research and development team executing scientific and clinical studies in support of its ingredients.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

A significant change is that consumers are even more engaged with their health than before. This trend has been occurring over time, but the pandemic has accelerated it to where consumers now actively seek and purchase natural products to support health. Six in ten consumers across the globe say that they have become more conscious about their overall health and wellness as a result of the pandemic.

Moreover, the relationship between the health of people and planet has become increasingly interlinked and has seen sustainability become a key point on consumer choice. That's why Bionap is investing in two directions:

- (1) Health and science with new clinical studies offering solutions to overall health and wellness.
- (2) Planet and people with updated health and safety certifications, renewable energy and social responsibility planning, all with the aim in reducing Bionap's impact along the supply chain.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Solid science combined with sustainability. Bionap focuses on strong science discovering how ingredients work and completing clinical studies proving their health benefits. Bionap has implemented sustainability programs for land and environmental stewardship.

At SupplySide West, Bionap will share recent scientific efforts and news from its ingredient portfolio.



FROM **MEDITERRANEAN LAND**
THROUGH **OUR HANDS**
TO **YOUR HEALTH**

SupplySide
WEST

OCT. 25-28, 2021
Visit us **Booth Number 5845**



Company Name: Bioenergy Life Science, Inc. (BLS)
Contact: Penny Portner
Title: Director of Marketing
Website: www.bioenergylifescience.com
Booth #: 4245

SupplySide West What's Hot Digital Issue Q&A:

1. What are your standout products/services that would most interest SupplySide West/FiNA visitors?

BLS now has a superior women's health ingredient formula, RiaGev-FEM™, suitable for adding to existing products or as a line extension. RiaGev-FEM helps to alleviate cortisol-dependent symptoms at every stage of the menopausal spectrum, from hot flashes and weight gain to memory, moods, and libido. Plus, RiaGev-FEM is versatile enough to be combined with other beneficial botanicals and bioactives for even more health benefits aimed to help women during this stage of their life. From R&D and clinical research to product formulation and marketing, this is the newest example of how BLS is your Total Solution Provider.

2. What attributes does your company have that make it stand out among your competitors?

BLS is a Total Solution Provider. We're re-imagining the possibilities for dietary supplements, functional foods, beverages, and cosmetics. We thrive on innovation! We partner with customers to develop or refine their formulations and line extensions with our game-changing, branded ingredients. Our ingredients do more and do it better. Bioenergy Ribose is THE go-to ATP-boosting ingredient for sustained energy and enhancing the performance of other ingredients. RiaGev is the next best thing in healthy aging. It uniquely increases NAD, ATP, and glutathione production simultaneously, which has never been done before in a single ingredient solution. RiaGev-FEM is a clinically proven and more bioavailable way for women to naturally reduce cortisol levels in a shorter amount of time than other cortisol-lowering ingredients, without side effects.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The pandemic has intensified most everyone's focus on quality of life. Whether it's work schedules or diets, people are more dialed into solutions that are simple, safe, and effective. This is precisely how BLS has approached our business since we helped pioneer this industry 30+ years ago. We deliver award-winning, innovative, branded ingredients that are proven by science to improve users' quality of life. Our ingredients are also versatile, which simplifies our customers' path to success. Our ingredients work well in combination with other ingredients, enabling our customers to more easily offer consumers enhanced benefits. Plus, our collaboration with our customers doesn't end with the ingredient sale. They have access to our ongoing support.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors to BLS booth #4245 will hear how they can easily position themselves on the leading edge of cellular energy trends by collaborating with our innovative, pioneering team. Director of Scientific Affairs and Technology Michael Crabtree, ND will give in-booth presentations about our newly launched product, RiaGev-FEM, as well as our ongoing clinical trials. We will also reveal new developments about our long-standing, multi-functional core product Bioenergy Ribose. Stay tuned for invitations and announcements as we get closer to the event.



 **BIOENERGY**
RIAGEV-FEM™

Aging Gracefully is Now Even More Attainable

RiaGev-FEM™ makes women's health products more effective

Cortisol-related changes often begin well before a woman experiences her first menopausal symptom. Studied with women, RiaGev-FEM is a clinically proven and more bioavailable way to naturally reduce cortisol levels in a shorter amount of time than other cortisol-lowering ingredients, without side effects.

From hot flashes and weight gain to memory, moods and libido, RiaGev-FEM helps to alleviate cortisol-dependent symptoms at every stage of the menopausal spectrum. Plus, RiaGev-FEM is versatile enough to be combined with other beneficial botanicals and bioactives for even more healthy aging benefits. Trust BLS to combine science with innovation. It's another reason we are your Total Solution Provider.

Visit us at SupplySide West, Booth 4245.



Your Total Solution Provider

*Let's
Innovate!*

info@bioenergyls.com | www.bioenergylifescience.com | 877.474.2673

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Company Name: BioCell Technology LLC
Contact: Doug Jones
Title: Global Sales and Marketing
Website: www.biocelltechnology.com
Booth #: 3156

SupplySide West What's Hot Digital Issue Q&A:

1. What is your standout products that would most interest SupplySide West/FiNA visitors?

BioCell Collagen® is a clinically studied dietary supplement ingredient composed of naturally-occurring hydrolyzed collagen type II peptides, chondroitin sulfate, and hyaluronic acid. BioCell's unique matrix is not a blend of individual ingredients. Various studies including seven human clinical trials support the safety, efficacy, bioavailability of BioCell Collagen®. BioCell Collagen® is self-affirmed GRAS (Generally Recognized As Safe), is non-GMO and free of gluten, soy, shellfish, fish, egg, milk, peanuts and sugar.

2. What attributes does your company product BioCell Collagen have that make it stand out among your competitors?

The nutricosmetics (Dietary Supplements for Beauty) sub-segment is expected to become a \$7.4 billion global industry in 2021, per the Global Wellness Institute; this constitutes a global CAGR of 8.3%.

In a recent issue of [Global Cosmetic Insider](#), consumer research was published, "Beauty Supplement Consumer Report":

- 82% of consumers believe the best way to meet their beauty objectives is to adopt an inside-out approach using supplements
- 85% of consumers use supplements every day
- 88% consider supplements a regular part of their daily skin/body care routine
- 81% of surveyed consumers want their supplements to be a good value
- 69% of surveyed consumers want their supplements to be effective
- 68% of surveyed consumers want their supplement claims to be clinically proven
- Top four preferred dosage forms: capsules (72%), tablets (60%), pills (57%), gummies (50%)

In a recent survey from the Ingredient Transparency Center involving 2,000 consumers in the US, UK and Germany, the following results were provided:

- The #1 benefit was beauty health (joint health was #2).
- 60% of consumer look for branded ingredient when they find them.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

The biggest trend that we have seen is the explosion in "Beauty from Within" products. With the ongoing pandemic, consumer are seeking "beauty from within", or cosmeceutical products to use at home. We have seen an acceleration of products that are using BioCell Collagen® as a primary ingredient in the last 16 months. With consumers working from home and on "camera" constantly. Consumer are looking for products that use ingredients that can minimize facial fine lines and wrinkles as well as improving overall skin appearance.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Visitors will receive a 30 day sample of BioCell Collagen to try for themselves.



Beauty from within

Dietary supplement ingredient

Reduce facial lines and wrinkles*



Reduce crow's feet*



Improve skin elasticity*



Boost skin collagen & hyaluronic acid*



Reduce skin dryness*



BioCell Collagen® is a clinically tested branded dietary ingredient that promotes youthful-looking skin. It contains a patented composition of naturally occurring collagen type II, chondroitin sulfate and hyaluronic acid in a highly absorbable matrix that has been the subject of numerous human

www.biocelltechnology.com

Interested in learning more about new scientific studies behind this unique ingredient, please call 714.632.1231 or visit:

BioCell Collagen™, variously in name and/or design, are trademarks of BioCell Technology, LLC, and are registered in the United States and other jurisdictions. (Pat. <https://www.biocellcollagen.com/patents>)
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* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Top SupplySide West picks

from Todd Runestad, senior editor



It's been a boisterous year and a half in the world of supplements. COVID, of course, caused a surge in sales, especially for immune-support products, but the ripple effect of the pandemic created all kinds of issues that keep professionals in the biz up at night. I'm looking forward to seeing how some of the events—and exhibiting companies—can help address these lingering challenges. Contact me at trunestad@newhope.com if you'd like to meet up at the show. The following attractions are currently on my radar.

Workshop: Supply chain considerations during Covid

The first issue is with managing supply chains. The chain of custody always passes through more hands than you'd like, and maintaining quality via due diligence and analytical testing keeps you on your toes. Now add COVID to the mix. Did you see the supply scarcity coming? Did you have tools for combatting external forces driving adulteration? What happened to inventory and price parity when demand spiked—then tanked? Wouldn't you love to hear about innovative technologies to manage inventory, audit compliance and assess analytics? The supply chain session is Tuesday, Oct. 26 from 9:00 to 11:00 a.m.

Workshop: Hemp's expanding opportunities (mostly) beyond CBD

I'm looking forward to seeing a ton of hemp companies on the show floor—more than 50 companies are supplying hemp and another 15 exhibiting CBD only at SupplySide West—as well as a two-hour workshop that will get you up to speed on the state of the market—and CBD's not the half of it anymore. We're going to hear more about the hot yet quasi-legal delta-8 THC. And how new innovations are set to open additional opportunities for hemp protein. And complementary ingredients to supercharge condition-specific supplements. And the business case for beverage and food inclusion. And lawyers are always important to answer formidable questions about the state of the business. The session occurs Tuesday, Oct. 26 from 1:00 to 3:00 p.m. and is underwritten by DSM.

Morning Wellness Yoga

We're all a little out of practice, aren't we? No commute, sitting around our home offices, no gyms. That makes a good way to get your trade show life off to a good start with a little morning yoga. Wellness Yoga, sponsored by Wellmune, a Kerry brand, lasts for an hour on [Wednesday](#) and [Thursday](#) mornings starting at 7:30 a.m.

The free sessions will give you plenty of time to get cleaned up and on the go with a positive glow. Wellness Yoga is for all skill levels and will be led by a certified yoga instructor. New yoga mats are provided. You'll even take home a yoga mat bag, stainless-steel water bottle—plus a refreshed attitude.

Each session is limited to 100 participants and separate registration is required. [Click here to reserve your space.](#)



Company Name: BIO-CAT
Contact: Mark Walin
Title: SVP of Business Development and Marketing
Website: www.bio-cat.com
Booth #: 3273

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Products – BIO-CAT is excited to offer OPTI-ZIOME P³ HYDROLYZER™, which has been shown to liberate 225% more branched chain amino acids from plant protein*, † when compared to top two competitive offerings. This is critical, given it allows branded protein marketers to deliver greater performance without having to increase the number of grams of protein. Additionally, with the heightened consumer awareness of Non-Celiac Gluten Sensitivity (NCGS), BIO-CAT is now launching OPTI-ZIOME GluteAx, which has been clinically supported to help digest alpha-gliadin, a gluten protein associated with the GI symptoms of NCGS*, **.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

** This product is not intended to replace a gluten-free diet or treat or prevent celiac disease.

† Percentage values represent the average relative increase in amino acid liberation from soy and pea proteins by OPTI-ZIOME P³ HYDROLYZER™ compared to a top competitor in a standard in vitro gastric digestion experiment.

Services – BIO-CAT's Ph.D.-led teams continue to design best-in-class enzyme and probiotic clinical trials as well as proprietary models for substantiating claims. Our portfolio of microbial strains and enzyme blends are available to strategic partners for both discovery and product development projects.

2. What attributes does your company have that make it stand out among your competitors?

Whether selecting a specific enzyme from our portfolio or requiring a more advanced solution, BIO-CAT has the team and expertise to deliver solutions. Additionally, as the *Bacillus* fermentation experts, we are a vertically integrated U.S. manufacturer of probiotics with a proprietary portfolio for the human probiotic, animal nutrition and crop science categories.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Consumers took control and accepted the role of “self-care” during the pandemic. We've supported numerous multi-national healthcare companies in the development of new “self-care” products in both the digestive health and companion animal spaces. Additionally, our growing probiotic portfolio continues to attract partners interested in benefits beyond immunity.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

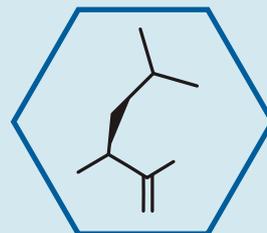
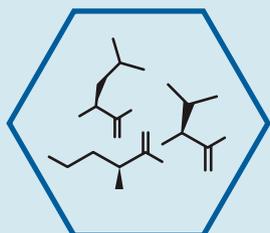
Visitors will learn more about our growing proprietary enzyme & probiotic product technology including solutions for improving protein performance and addressing gluten intolerance. Additionally, BIO-CAT will be sharing information about ongoing clinical research and the creation of industry-leading testing.

Unleash your product's potential with improved muscle recovery

Released **215%** more Leucine
from whey protein^{*,†}

Released **225%** more BCAAs
from plant proteins^{*,††}

Released **70%** more BCAAs
from whey protein^{*,†}



 ENZYMES

OPTIZIOME
P³ HYDROLYZER™



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

†Percentage values represent the relative increase in amino acid liberation from whey protein by OPTIZIOME P³ HYDROLYZER™ compared to two top competitors in a standard in vitro gastric digestion experiment.

††Percentage values represent the average relative increase in amino acid liberation from soy and pea proteins by OPTIZIOME P³ HYDROLYZER™ compared to two top competitors in a standard in vitro gastric digestion experiment.



Company Name: Bio-Botanica Inc
Contact: Mark Sysler
Title: SVP Sales
Website: www.Bio-Botanica.com
Booth #: 4549

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

Bio-Botanica® is a family-owned and operated company specializing in botanicals for almost 50 years. It is a leading manufacturer of 500+ quality botanical extracts for the personal care/cosmetic, food and beverage, flavor /fragrance, nutritional supplement and nutraceutical industries. A well-recognized industry innovator known for pioneering numerous advancements in the botanical field, Bio-Botanica® prides itself on long-term customer relationships developed since 1972 based upon both flexibility and versatility in manufacturing products tailored to a broad-range of applications. Our USA manufacturing enables fast turnaround for customers.

2. What attributes does your company have that make it stand out among your competitors?

Bio-Botanica's® 170,000-square-foot botanical extraction facility houses its own R&D, Microbiological and QC Laboratories. This represents a tremendous resource when looking for solutions for botanical applications. Customers benefit from our state-of-the-art facility and highly specialized staff of Ph.D. natural product chemists, who together work in collaboration on every project, ensuring that Bio-Botanica® successfully meets customer goals and objectives.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Our flexibility in manufacturing enables our customers to react to changing market conditions and demands. Our ability to customize their extract requirement without long lead times is their asset.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

Full access to our technical and sales team and complete understanding of project parameters so when they leave, they will know what to expect from Bio-Botanica.

BOTANICAL EXTRACTS ARE WHAT WE DO!

We have been making
extracts for 50 years.

At Bio-Botanica, we are committed
to the good earth and all of its
fruitful gifts as a natural
products extraction company.
We are the leading
manufacturer & supplier of
high-quality botanical extracts
for the Personal Care, Nutraceutical
and Supplement industries.

A BLEND OF
SCIENCE, INNOVATION
& CREATIVITY™



Made in the
USA



BIO-BOTANICA INC.

800-645-5720 | Bio-Botanica.com

75 Commerce Drive, Hauppauge NY 11788





Company Name: Alpha Packaging
Contact: Marny Bielefeldt
Title: Vice President of Marketing
Website: www.alphap.com
Booth #: 3554

SupplySide West What's Hot Digital Issue Q&A:

1. What are your stand out products/services that would most interest SupplySide West/FiNA visitors?

We have three separate sustainable packaging solutions that we will be featuring at this event:

- a. 100% post-consumer PET and HDPE plastic bottles and jars. We can run any of our blow molds in recycled plastic, up to 100%.
- b. Certified Ocean-Bound PCR plastic. This is recycled PET or HDPE that is collected in developing countries where it was prevented from entering the ocean, which is then reprocessed according to strict standards to become high-quality plastic packaging.
- c. Lightweight plastic packaging, including our Eco-Line PET Packers for the nutritional supplement market and our PET Eco Jars for personal care and collagen products. These new packages are up to 30% lighter than the bottles and jars they replace, and they can also be made from 100% post-consumer resin (PCR).

2. What attributes does your company have that make it stand out among your competitors?

Alpha has eight blow molding facilities across North America and two in Europe. We also offer high-quality container decorating in the US. Our wide footprint of manufacturing locations means we can make packaging near your filling locations, saving time and money for shipping.

3. How has your company/products helped your customers adapt to the changing health landscape brought about by the pandemic?

Many of our customers are in industries that have seen terrific growth as consumers buy more wellness and sanitation products to maintain their health and safety. We've added hundreds of millions of units of capacity on high-output equipment to keep pace with their growth while also delivering lighter-weight, more sustainable packaging options.

4. What can visitors expect when they come to your SupplySide West/FiNA booth?

They can expect to see a whole portfolio of sustainable packaging solutions that help brands meet whatever sustainability goals have been set in front of them, without sacrificing the performance of the packaging.



packaging for a *healthier planet*

Sustainable packaging shows customers you're not just taking care of them – you're taking care of the planet, too.

Alpha Packaging's new Eco-Line vitamin packers are engineered for sustainability, using up to 30% less plastic than standard packers. We can even make them in 100% post-consumer PET.

By asking the right questions, we help you find the right plastic **packaging that preserves the health of our planet.**

Green packaging has the green light at Alpha.

Call us at **800.421.4772** or visit alphap.com/sustainability-nutrition



FDA-approved



100% recycled content



Lightweight



Bioresins



Ocean-diverted plastic

SupplySide
WEST

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KSM-66
Ashwagandha

WORLD'S BEST ASHWAGANDHA



Food ingredients
North America

Show Dates October 25-28, 2021 | **Expo Hall** October 27 & 28, 2021
Mandalay Bay, Las Vegas, NV

Check out SupplySide West's Official Vitamins Sponsor!



Since 2007, Orgenetics has been changing the world of vitamins. We are now going further.

We proudly partner with Certified Organic supply chain partners to bring innovative ingredients to the marketplace, including our Orgen[®] brand ingredients (100% Certified Organic Vitamins/Minerals/Antioxidants) as well as our newly introduced Orai[™] brand Organic ingredients from New Zealand.

These clean label and plant based/vegan ingredients empower brands and manufacturers to upgrade their formulations for the sizeable demographic that values sustainable Organic business practices with clean, "easier to pronounce," ingredients.

Join this movement by upgrading your formulations with our Organic and sustainable ingredients from vertically integrated supply chains.

Visit them on-site at Booth #4155!

Learn more at orgenetics.com