

Press Release

Holzminden, October 18, 2024

Symrise launches active lifestyle solution and gut health innovations at SupplySide West

- Concepts on display to support mobility and joints, healthy gut function
- Highlight on answering consumer needs by introducing Chondractiv™ Plus in North America
- Sustainable 3-in-1 hydrolyzed solution from chicken to support joint health backed by science
- Health active solutions from nature with natural ingredients, taste balancing and taste solutions

Symrise looks forward to welcoming visitors to SupplySide West on October 30 and 31 in booth 2825. It will highlight its full offering of targeted solutions for active lifestyles and gut health. The company will showcase advanced ingredient solutions addressing each of these key areas across three innovative applications. Guests can taste them at the booth and gather information.

With its solutions, Symrise supports consumers in their pursuit of good everyday health. "We have uniquely positioned ourselves to support healthy lifestyles. For them, we are offering custom health solutions crafted specifically for dietary supplements and well-being applications. Our commitment to screening and selecting the best bioactives from nature ensures that we provide science-backed health solutions. For this, we can draw on 150 years of taste expertise. Our dedicated team of R&D professionals, agronomists, flavorists, application experts, and consumer insight specialists work closely to decode market trends and design a tailored portfolio of versatile health solutions. By delivering winning concepts that resonate with today's health-conscious consumers, we empower our customers to innovate and meet the evolving demands of the market effectively," states Yannick Leën, Sr. Director of the Health BU for Food & Beverage North America at Symrise.

New health active solution in North America

At SupplySide West, Symrise will introduce **Chondractiv™ Plus** to North America, the newest mobility and joint support solution for active lifestyles. It has designed the solution for dietary supplements and functional foods. As a collagen-rich hydrolyzed chicken cartilage powder ingredient, Chondractiv™ Plus contains collagen type II chondroitin sulfate, hyaluronic acid, and proteins. Experts recommend a dosage of only 1.5g/day to support joint health. The Symrise solution is backed by literature review and sensory consumer insights. Joint mobility concerns are common worldwide. To help this, joint health supporting bioactive solutions like Chondractiv™ Plus offer an opportunity to provide innovative solutions to nutrition-focused consumers.

Innovative concepts addressing key health benefits

Guests to booth 2825 will also experience innovative applications that answer consumer needs. They feature sustainably sourced and backed by science health active solutions, combined with natural ingredients, taste balancing and taste solutions for a greater experience:

- **Chocolate & Peanut Butter Mobility Protein Bar:** A protein bar concept to maintain mobility and immunity for an active lifestyle with great-tasting, on-the-go convenience. Features a natural source of vitamin C from Acerola as well as **Chondractiv™ Plus**, a sustainable 3-in-1 hydrolyzed solution from chicken featuring collagen, chondroitin sulfate and hyaluronic acid.
- **Red Berry Gut Health Powder:** A convenient and great tasting stick pack powder to mix into a liquid anytime, anywhere to support healthy gut function. **Prebiocran™** a low-dose, fast-acting prebiotic solution clinically shown to modulate the gut microbiota.

Symrise is dedicating itself to designing cutting-edge solutions that address whole-body wellness. They integrate the latest advancements in health sciences, sustainable ingredients, and taste technology. This results in products that support a balanced and vibrant lifestyle. Discover more with Symrise at SupplySide West, booth 2825.

About Symrise:

Symrise is a global supplier of flavorings, fragrances, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.7 billion in the 2023 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.

Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

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