

Press Release

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Symrise and Probi join forces at Vitafoods 2025 presenting health-active and biotic solutions

- Launch of health active solutions backed by science supporting healthy aging, joint health & mobility, and urinary health
- Also presenting novel solutions for pet health
- Highlighting the acquisition of Probi, further expanding the product portfolio

Symrise sets out to make a strong impact at Vitafoods Europe 2025 in Barcelona from May 20–22. At booth 4D55, visitors can explore cutting-edge health solutions sourced from nature and backed by science. A major highlight includes the upcoming completion of the Probi acquisition and its ongoing integration into Symrise.

Symrise will unveil three human health solutions at the trade show. These products address key areas, including joint health & mobility, urinary health, and healthy aging. Also, the upcoming completion of the Probi acquisition will form a special highlight. A third area focusing on pet health product solutions complement Symrise's presentation.

Launch of human health solutions to address industry challenges and consumer wishes

Chondractiv™ Move: The 4-in-1 mobility solution supports an active lifestyle, featuring type II collagen peptides, chondroitin sulfate, hyaluronic acid, and rosehip polyphenols. Chondractiv™ Move is suitable for food supplements, functional foods, and beverages, targeting 35+consumers who look for solutions to support their joints and maintain their mobility.

Cranpure™ M: A women health solution to support urinary health at a daily dose of 300mg. Gently processed from the high-PAC Mullica Queen® variety, this cranberry powder contains high levels of proanthocyanidins (PACs) and offers a high *in vitro* anti-adhesion efficacy at a competitive price.

Acerowell™: The solution can contribute to healthy aging by supporting metabolic health and skin anti-aging from within. Acerowell™ is a unique acerola product with complete polyphenol characterization and standardization. This allows consumers to harness the full benefits of acerola's vitamin C and polyphenols.

In addition, six forward-thinking product concepts will showcase how Symrise combines health actives with great taste. "We have designed our concepts to help meet evolving consumer demands in trending formats like soft chews or shots. By leveraging proprietary tools like Symvision™ AI, Symrise can decode emerging flavor, taste, and claim trends with precision. In addition, the ConceptScan™ platform can validate these concepts directly with consumers — ensuring they deliver both health benefits and a great sensory experience" says Clémence Boutin, Application Manager Health EMEA, Symrise Food & Beverage.

Introducing solutions for Pet health

Also, Symrise will showcase novel solutions to address pet health:

Pro'Age™: A pet health product solution designed to support a healthy aging journey for pets, helping them and their parents grow old together.

SPF VET'PAL: A palatability enhancer for all galenics in pet drugs and dietary supplements. SPF, the pet food palatability expert brand of Symrise, enables manufacturers to increase products' acceptance, ensuring compliance for pets and peace of mind for pet parents.

Participants can gain valuable insights on palatability by attending the Symrise presentation at the Pet Conference in the Nutraceutical Showcase Theater on May 21 at 2:30 p.m. and discover more at the New Ingredient Zone and the Pet Nutrition Hub.

Probi strengthens Symrise's health portfolio with clinically proven biotic solutions

The upcoming integration of Probi, a leading provider of biotic solutions, into the Symrise family marks a key milestone in Symrise's "One Care" journey. Its strong scientific heritage and portfolio of clinically proven biotic solutions promote health and well-being. With that, it perfectly complements and strengthens the Symrise offer. At Vitafoods, Probi will introduce two powerful biotic solutions:

Mental Health by Probi®: Featuring *L. plantarum* HEAL9 (HEAL9®). Four clinical trials and over 30 publications have explored the HEAL9 strain's impact on the gut-brain axis, showing significant improvements in cognition, mood, sleep, and stress, contributing to overall mental wellness.

Metabolic Health by Probi®: A major European launch, combining the strength of *L. plantarum* 299V (LP299V®) and *L. paracasei* 8700:2™. A total of nine clinical trials demonstrate the efficacy of these strains, showing their potential to support metabolic health, reduce risk markers of metabolic syndrome and supporting cardiovascular health.

Find Symrise at booth 4D55 and Probi at the neighboring 4D51 — ready to shape the future of health and well-being.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, 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. With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, as well as in North and Latin America. Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

Symrise – always inspiring more...

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