

Press release

Holzminden, April 29, 2026

Symrise presents Health Active & Probi[®] portfolios at Vitafoods Europe to deliver science-backed wellness solutions

- Symrise is jointly exhibiting Health Active and Probi solutions for the first time following the launch of the Care & Wellness Division
- Product launches for sports and active nutrition, vascular health, and postbiotic solutions highlight scientific and innovation excellence
- Premier of the preconcept taste bar showcasing innovative applications to experience at the show
- First Exclusive Innovation Lunch to be hosted on May 5

Building on the launch of its Care & Wellness Division, Symrise for the first time jointly presents its health active and Probi portfolios at Vitafoods Europe in Barcelona from May 5–7, 2026, at stand 3A88. The collaborative booth illustrates the company's strategic step toward delivering holistic, consumer-focused innovations to the market with exhibits uniting the combined expertise in health, wellbeing, and beauty. They are skilfully integrating leading expertise in health actives and biotics, strengthened by the acquisition of Probi in 2025. This enables Symrise to meet the accelerating global demand for effective, science-backed and nature-inspired solutions.

“By jointly showcasing our Health Active and Probi solutions at Vitafoods Europe, we demonstrate the powerful offering of our Care & Wellness strategy in action,” said Eloi Fontaine VP Health Active Solutions at Symrise. “By combining strong expertise in health actives, biotics, and formulation, we have uniquely positioned ourselves to translate science into relevant, consumer-centric solutions that support everyday health and wellbeing for the entire family.”

Advancing vascular health with Hibicyan™

This year, Symrise is introducing Hibicyan™, a novel hibiscus extract designed to support blood flow and beauty-from-within through microvascular circulation. The solution contains a standardized anthocyanin concentration and comes in powder and liquid formats, offering flexibility across applications. *In vitro* studies demonstrate its potential to support vascular health, while toxicological evaluations confirm its suitability for long-term daily use. This sets it apart from conventional hibiscus extracts and reinforces Symrise's commitment to safe, effective innovation.

Visitors can taste Hibicyan™, paired with the Acerowell™ healthy aging acerola-based solution, at the concept bar on the booth. It forms a central part of the award-winning “Blooming Beauty” functional beverage concept. First presented at in-cosmetics Global, the concept received the Taste Bar Award for Best Tasting Nutricosmetic Beverage in the Inner Beauty Zone.

Probi expands into postbiotics with Rham271h™

Probi will introduce a postbiotic version of *Lactocaseibacillus rhamnosus* 271 (DSM 6594), trademarked as Rham271h™, marking a key milestone in its expansion beyond probiotics. Studies show that the heat-inactivated strain retains biological activity, including increased anti-inflammatory cytokine IL-10 and support for gut barrier integrity. It also contributes to regulating immune responses linked to inflammation. With a minimum effective daily dose of 10 billion TFU, the postbiotic offers a stable and predictable alternative to live probiotics. It works ideal in applications where viability, shelf life, or formulation constraints play a critical

role. This innovation opens opportunities across functional foods and dietary supplements worldwide benefitting consumers who are looking for health solutions with these type of benefits.

“Our expansion into postbiotics reflects Probi’s continued commitment to advancing microbiome science and delivering next-generation solutions,” said Anita Johansen, CEO of Probi. “Together with Symrise, we can accelerate innovation and bring clinically supported, high-quality biotic solutions to a broader global market.”

Targeting performance: Sports & Active Nutrition

Probi will also introduce its Sports & Active Nutrition probiotic solution to the broader nutraceutical market to target cardio-respiratory fitness, nutrient absorption, and digestive balance, key factors in supporting active lifestyles. At its core is *Lactiplantibacillus plantarum* 299v (LP299V®), one of the most clinically researched probiotic strains globally, supported by 80 clinical trials and over 290 publications. Research highlights benefits in digestive health, cardiovascular function, iron absorption, oxygen delivery, and performance markers such as VO₂ max.

Visitors can find Symrise and Probi at stand 3A88 to explore solutions shaping the future of health and wellbeing for humans and pets. Symrise and Probi will also host an Innovation Lunch on May 5. For those interested in participating can register via the following link: [Link](#).

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food. With sales of around €4.9 billion in the 2025 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, the USA 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... www.symrise.com

About the Probi® product portfolio:

Within the Care and Wellness Division of Symrise, Probi is globally offering biotics solutions, focused on researching, manufacturing, and delivering biotics for supplements and functional food. Founded on science, and together with customers and research partners, Probi is striving towards a future in which as many people as possible can take control of their gut microbiome so that they can live better lives for longer. Born out of Lund University in Sweden in 1991, the Probi portfolio has grown to serve over 40 markets worldwide and holds multiple patents globally. As an integral part of Symrise AG and its Care & Wellness Division, Probi is further strengthening capabilities and global reach. As such, it leverages this combined strength to advance future-ready solutions in health and well-being. To find out more please visit: <https://www.probi.com/>

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