

An Interview with James Roza, Chief Scientific Officer, Layn Natural Ingredients



James Roza is the chief scientific officer for China-based Layn Natural Ingredients. He has over 30 years of experience in the natural products and nutraceuticals industry. A graduate of Chicago State University and a certified nutritionist from the American Health Science University, he has served on the executive board of the Natural Products Foundation

(NPF) and served as vice-chair of the Natural Products Association ComPLi standards committee. Roza also served as a U.S. delegate on several Codex committees and chaired the AOAC Task Force on Dietary Supplements. In addition, he served two terms as a trustee to the American Herbal Products Association and served numerous terms on the Citizens for Health Board of Directors.

Health E-Insights (HEI): *Share a little about Layn Natural Ingredients.*

Roza: Layn Natural Ingredients is a seed-to-scale, fully vertically integrated manufacturer and innovator of botanical ingredients and sweeteners. Since 1995, Layn is one of the world's largest manufacturers of monk fruit and stevia and has five industry-focused business units specialized in functional botanical extract ingredients for nutraceuticals and personal care (Nutrae), food, beverage and flavors (Plantae), pet and animal nutrition (TruGro), plant-based sweeteners (TerraSweet), plus CBD and hemp extracts (through Layn's wholly-owned subsidiary HempRise).

HEI: *You recently completed a few ingredient studies. Please discuss the outcome.*

Roza: The study I co-authored on Layn's



trademarked ingredient SophorOx titled "Assessment of anti-inflammatory and antioxidant activity of quercetin-rutin blend (SophorOx™) – an in vitro cell-based assay" was recently published in the *Journal of Complementary and Integrative Medicine*. A second *in vivo* study on SophorOx, that I recently completed titled "Assessment of Anti-Inflammatory and Antioxidant Activity of Blend of Quercetin-Rutin (SophorOx) in Exercising Rat Model" is currently under review and soon to be published. Based on the results of these first two studies, participants are being recruited for a 60-person human clinical study we plan to have completed by the end of 2022. The human clinical will investigate the effects of SophorOx on oxidative stress and pro-inflammatory cytokines. We are also finishing up an anxiolytic study for HempRise using their HempBroad CBD extract.

HEI: *You have a few more studies in the works. What are you hoping to discover?*

Roza: Some of the other studies we are planning to conduct this year center on Layn's magnolia bark extract, which is standardized to honokiol and magnolol. The study will assess the cannabimimetic effects of magnolia bark on CB1 and CB2 receptors on stress and sleep. I will

also lead research studying the effects of chlorogenic acid derived from stevia on blood glucose.

HEI: *What is Layn's competitive advantage?*

Roza: Layn is a fully vertically integrated direct manufacturer and innovator of its ingredient portfolio at global scale, with focus on delivering value to our business customers. With decades of experience, Layn is highly invested in developing science to support the functional benefits of its products and providing sustainable, functional ingredients to promote health and wellness.

HEI: *You have been in the supplement industry for several years. How do you feel the industry has changed?*

Roza: When I first began my career, much of what other health enthusiasts and I espoused regarding plant-based wellness was viewed as mysterious and unproven to the orthodoxy of medicine and even self-care. I am now pleased to see how far the science has come, and the evidence-based integration of supplements and alternative medicine as part of modern medicine and adopted by the mainstream consumer. It is heartening to see the advancements that have been made, and I look forward to continuing to drive science-based studies and botanical innovation as part of Layn Natural Ingredients' mission to benefit people, animals, pets, and the planet. **NW**



Sheldon Baker

Sheldon Baker is a senior member of Baker Dillon Group LLC and has created numerous nutraceutical brand marketing communications and public relations campaigns for many well-known supplement and food industry companies. For Health E-Insights interview consideration or brand marketing consulting, contact him at SBaker@BakerDillon.com.