

Press Release – For Immediate Distribution



Layn Natural Ingredients Introduces bio+Quercitrin Extract, A Highly Bioavailable Form of Quercetin

IRVINE, Calif., Sept. 20, 2022 – Layn Natural Ingredients, one of the world’s largest vertically-integrated manufacturers and innovators of natural, functional botanical extract ingredients and solutions, today announced the launch of its **bio+Quercitrin**, a highly bioavailable form of Quercetin for nutraceutical use.

bio+Quercitrin is a potent, natural antioxidant flavonoid that works efficiently within the body to scavenge free radicals and manage oxidative stress. Layn’s bio+Quercitrin has a ribose molecule attached to it, making it more absorbable and permeable in the small intestine, providing up to 6 times better bioavailability than regular Quercetin.

Because bio+Quercitrin is absorbed more efficiently than standard Quercetin, the benefits of Quercetin are realized within the body more rapidly and fully. The exceptional bioavailability of bio+Quercitrin enables dietary supplement brands to significantly reduce the amount of ingredient in each dosage, not only reducing raw material costs, but also providing reliable and efficacious dosage in a smaller pill size - and with less gastrointestinal issues sometimes experienced with common Quercetin supplements.

Quercetin is one of nature's most studied flavonoids for health and wellness support with more than 10,000 published studies behind it. However, Quercetin has also been shown to exhibit bioavailability challenges that can inhibit its full potential for health support within the body. As a potent natural antioxidant flavonoid, IsoQuercitrin has been shown to provide support for:

- Immune Health
- Healthy Aging
- Heart Health
- Allergies
- Gut Health
- Healthy Inflammatory Response
- Joint Health
- Cellular Support

“We have seen surging interest in Quercetin recently as consumers and brands have discovered its potential health benefits, including immune support, along with its demonstrated ability to support healthy inflammation response, which can provide multi-faceted health support,” said

Jim Roza, Chief Scientific Officer at Layn USA. “Recognizing the bioavailability challenges manufacturers have faced with regular Quercetin, we are pleased to provide bio+Quercitrin as a new highly-bioavailable ingredient in our portfolio.”

Layn bio+Quercitrin is a stable, soluble and bioavailable form that can replace regular Quercetin and is excellent as a stand-alone supplement or in formulations for both human and pet health. It can be used in a wide variety of supplement formats including:

- Powders
- Capsules
- Tablets
- Softgels
- Gummies
- Bars
- Liquid Shots

Layn Natural Ingredients offers nearly 3 decades of fully vertically integrated production and innovation of functional botanical extracts. **bio+Quercitrin is gently extracted from Sophora Japonica**, and Layn follows stringent regulatory and quality requirements throughout the extraction and production process.

For more information, visit Layn Natural Ingredients at www.layncorp.com. Layn will also be showing bio+Quercitrin in booth #5065 at SupplySide West in Las Vegas Nov. 1-3.

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About Layn Natural Ingredients:

Layn Natural Ingredients is one of the world’s largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in food, beverage, flavor, nutraceutical, sports nutrition, personal care, animals and pets for over 25 years. Truly vertically integrated, Layn offers nearly three decades of experience in providing a fully secure, manufacturer-direct, transparent and scalable supply chain. From seeds and agronomy, to extraction and formulation, Layn is committed to quality, innovation and sustainability. Its world-class R&D operation includes more than 2.2 million square feet of state-of-the-art extraction, and global innovation centers throughout the world to conduct research, ensure quality, and provide formulation and application guidance. Layn is also the parent company of wholly owned subsidiary, HempRise, a US-based entity specializing in the direct manufacture and innovation of CBD and hemp extract ingredients. *Botanify* your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.