



New ingredient seeks to address metabolic health, natural product preservation



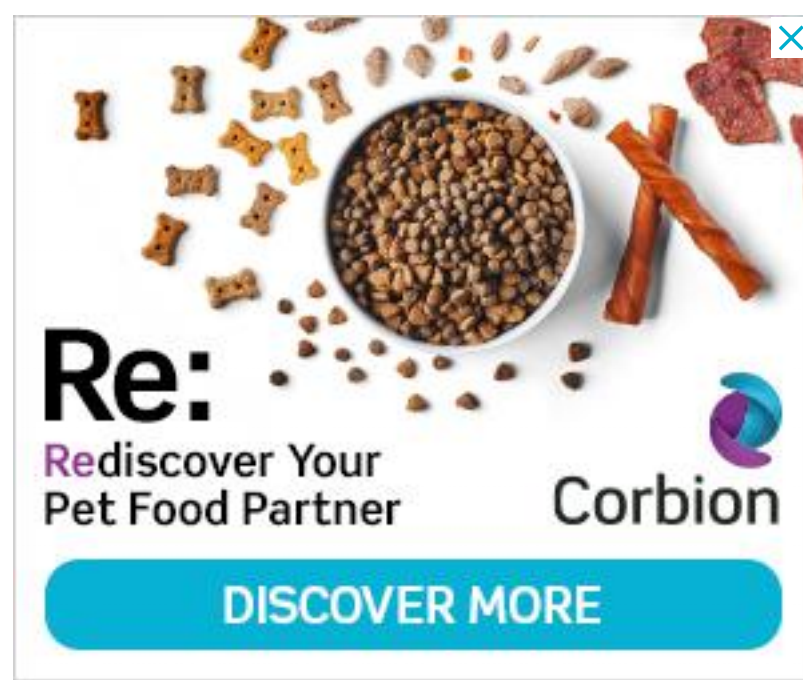
Source: Layn Natural Ingredients

05.04.2023 By *Nicole Kerwin*



NEWPORT BEACH, CALIF. – Layn Natural Ingredients, a provider of botanical extract ingredients and solutions, launched its latest ingredient innovation – TruGro AOX+ – made specifically for the pet nutrition industry. The new ingredient was developed to help processors meet growing consumer demand for more natural, clean-label ingredients that offer health benefits.

TruGro AOX+ is a proprietary, polyphenol-rich botanical extract consisting of active compounds that provide a dual function for pet food, treats and supplements. According to Layn, the ingredient has been scientifically proven to support healthy joints and weight management, while also offering antioxidative support to boost overall pet health. Alongside health benefits, TruGro AOX+ also offers functional benefits, protecting lipid ingredients in solid substrates from oxidation and serving as a natural preservative.



“TruGro AOX+ is a game-changer for the pet food industry, offering a dual-function, polyphenol-rich solution that supports both metabolic health and natural preservation of pet foods,” said Juan Javierre, nutrition scientist at Layn Natural Ingredients. “Our proprietary solution of natural ingredients has been shown to support healthy weight, joint health and provide antioxidative benefits in pets.”

Layn created the new ingredient amidst increasing consumer demand for pet food products formulated with more natural and clean-label ingredients. According to data from the American Pet Products Association (APPA) and shared by Layn, the humanization movement in the pet space has served as a major driver in the clean-label, natural ingredient category.

“The trend towards natural, clean-label ingredients in pet supplements and food is only getting stronger, and we are excited to offer TruGro AOX+ as a solution that meets these needs,” said Collette Kakuk, vice president of global marketing at Layn Natural Ingredients. “With the prevalence of overweight and joint health issues in pets, we know that the dual functionality of TruGro AOX+ is valued by pet food manufacturers as it allows them to create products that not only support the health and wellbeing of pets, but also offer natural preservation.”

Additionally, pet parents are seeking more functional pet foods and supplement products to address their pet’s weight issues and joint health. According to data shared by Layn, 60% of cats and 56% of dogs in the United States are considered obese or overweight, and these pets often experience joint issues with up to 20% of dogs suffering from osteoarthritis.

“As a nutrition scientist at Layn Natural Ingredients, I’m thrilled to take part in our continued innovation in animal nutrition and pet care and bringing a product like TruGro AOX+ to market to enable pet food manufacturers to meet consumer demands for clean-label, natural ingredients that support the health and well-being of pets,” Javierre added.

Layn’s TruGro AOX+ is approved by the Association of American Feed Control Officials (AAFCO).

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