



Layn Natural Ingredients Launches TruGro AOX+, a Dual-Function, Polyphenol-Rich Solution for Pet Food Manufacturers

NEWPORT BEACH, Calif., May 1, 2023 – Layn Natural Ingredients, one of the world’s largest innovators of natural botanical extract ingredients and solutions, is proud to announce the launch of its latest innovation, TruGro AOX+. This new ingredient is specifically designed to help pet food manufacturers meet the growing demand for natural, clean-label ingredients that support both metabolic health and natural preservation of pet foods, treats and supplements.

TruGro AOX+ is a dual-function, proprietary, polyphenol-rich botanical extracts solution comprised of active compounds scientifically supported to provide healthy joint, weight management, and antioxidative support – while also protecting lipid ingredients in solid substrates from oxidation to aid in the natural preservation of pet food, treats and supplements.

"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. 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 wellbeing of pets."

According to the American Pet Products Association, the humanization of pets is a major driver in the trend towards natural, clean-label ingredients in pet supplements and food. Furthermore, overweight and obesity are prevalent health concerns in pets, with an estimated 60% of cats and 56% of dogs in the United States considered overweight or obese. Joint health issues are also a common problem, with up to 20% of dogs suffering from osteoarthritis.

TruGro AOX+ contains polyphenols that have been shown to support joint health and healthy weight in dogs and cats. Natural antioxidants like those found in TruGro AOX+ also offer benefits for shelf-life extension and natural preservation of pet foods, treats, and supplements.

"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. We are excited that TruGro AOX+ will be a valuable addition to the pet food industry and look forward to showcasing it at PetFood Forum."

TruGro AOX+ is an AAFCO-approved ingredient that meets the highest standards of safety and efficacy. The company will be showcasing TruGro AOX+ at PetFood Forum in Kansas City, MO May 1-3, 2023, in booth #2036. For more information on TruGro AOX+, visit www.layncorp.com.

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, 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.