WholeFoods MAGAZINE
Informing and Educating the Natural Products Industry

Raw Materials Update: 50+ to Know Now

By **Maggie Jaqua, Content Director**

Ahiflower oil is nature's richest source of omega-3 and the most effective plant source of omega fatty acids available today," says Justin Burt, Omega Category Manager, Natures Crops International. "Delivering a full spectrum of omegas 3-6-9, it is naturally high in stearidonic acid (SDA), which converts far more efficiently to EPA than flax, providing meaningful support for heart, brain, skin, and immune health. It also contains GLA for hormonal balance and skin wellness, making it a uniquely balanced omega solution. Traceably grown by independent farmers using regenerative practices in the UK, Ahiflower is fully sustainable, vegan, and backed by human clinical research."

ALGAL EPA & DHA

"GC Rieber VivoMega continues to expand its portfolio of algal EPA & DHA omega-3 concentrates due to the increased demand for highly concentrated, effective, and certified vegan alternatives," says Merethe Thomassen, Communications and Marketing Manager. "Its latest addition is 1060TG, which provides brands a lower price while still maintaining its superior quality, purity, and sensory standards. The company's triple-seal system technology toolbox ensures the production of omega-3 concentrates with exceptional quality and sensory performance."

AMERICAN GINSENG

American ginseng (Panax quinquefolius) is rising in demand as a U.S.-grown botanical that complements Panax ginseng, says Chris Smith, Director of Strategic Operations & Supply Chain, BioVivo Science. “Traditionally valued in Asia for its ‘cooling,’ non-stimulatory effects, it is increasingly sought after for promoting mental stamina, focus, and stress resilience—benefits aligned with today’s wellness priorities. While Panax ginseng is celebrated for its invigorating properties, American ginseng delivers balancing, synergistic effects not only with Panax but also with other botanicals to support adaptogenic balance, natural energy, focus, and cognitive performance….BioVivo Science’s advanced processing facility in Indiana produces water-soluble extracts that integrate seamlessly into functional beverages, supplements, and wellness applications.”

APPLE CELL CULTURE

Science-backed apple cell culture extract PhytoCellTec Md Nu increases skin stem cell vitality and has been scientifically proven to improve skin elasticity, density and firmness after only a few weeks of use, says Kristi Serena, Commercial Director USA, Mibelle Biochemistry.

ASHWAGANDHA

Ashwagandha has been generating buzz for years, with KSM-66 Ashwagandha as a popular, research-backed option.

Also available: Prolanza, a sustained-release, root-only ashwagandha extract engineered to provide consistent plasma levels of USP-standardized withanolides for 8-12 hours, says Rajat Shah, Co-founder of Nutriventia. “Conventional extracts have a short half-life, but Prolanza ensures all-day adaptogenic support from a single, clean-label daily dose. Multiple double-blind, placebo-controlled clinical trials show that Prolanza significantly reduces perceived stress and cortisol levels while improving sleep quality, mood, and cognitive function. In one study of 150 mg and 300 mg doses, perceived stress dropped by over 38% with meaningful improvements in emotional well-being and sleep.”

Another option comes from Natural Remedies: “Ashwa.30 delivers the lowest dose with the biggest impact,” says Suresh Lakshmikanthan, Ph.D., B.Pharm, Chief Business Officer. “Developed with Bio-Optimized Technology (B.O.T.), it combines an ATP-active fraction and withanolides to enhance adaptogenic activity. Research shows the ATP-active fraction helps modulate energy pathways, while withanolides influence stress pathways, including receptor binding within the HPA axis. The result: a more efficient approach to stress and energy support.”

From Arjuna Natural, Keely Johnson, VP of Sales & Marketing says: “Shoden-R, a new root-only, water-soluble variant of Shoden, expands the applications of ashwagandha beyond pills and capsules. With improved taste and clinically proven benefits for stress, sleep, fatigue, and energy at just 60mg, Shoden-R is ideal for chews, ready-to-drink beverages, and pre-workout mixes.”

ASTAXANTHIN

Maypro offers The LCY Fermented Astaxanthin, which Lauren Clardy, Senior Director of Branded Ingredients, calls a smart choice for clean taste and optimized bioavailability with enhanced stability. The company also offers SaffronX, a clinically researched extract supporting mood and cognitive health; AKK PROBIO, a breakthrough in microbiome science that delivers a standardized, next-generation form of Akkermansia muciniphila, uniquely stabilized through patented technology to ensure viability and shelf stability, with clinical trials supporting its role in gut barrier integrity, metabolic health, and overall microbiome balance; and Venetron, which has shown promising results in recent human trials demonstrating benefits for sleep quality, stress resilience, and reduction of mild anxiety.

Also offering astaxanthin: “NovaSOL Astaxanthin demonstrates faster absorption and higher plasma levels compared to standard astaxanthin (PMC),” says Matthew Braman, Senior Director of Business Development, Aquanova. “In a clinical trial, just 84 days of supplementation led to significant improvements in skin tone, elasticity, and radiance—validated both through instrumental measurements and consumer feedback.”

“At Greenspace Herbs in Quantum Ayurveda, we are excited to introduce our first three precision-energized ingredients: Curcumin, Berberine, and Ashwagandha,” says Shafiulla Hirehal Nuruddin, Founder and Managing Director, Greenspace Herbs. “These are not just standard extracts—each has been infused with resonance-creating energies, locked within their molecular lattice. This proprietary process amplifies their bioactivity, making these botanicals far more effective at reducing Reactive Oxygen Species (ROS)—a root cause of many modern lifestyle-related health issues. Backed by quantum resonance principles and supported by clinical validation, these ingredients are ideal for next-generation formulations targeting inflammation, metabolic balance, and stress resilience.”

An Ayurvedic blend from PLT, says Fink: “Strengthera Muscle Maintenance & Vitality is a proprietary botanical extract supported by multiple clinical studies including a newly completed study showing statistically significant improvements in muscle strength, muscle endurance and physical function in an over-55 demographic.”

BERBERINE

From Indena comes Berbevis Berberine Indena Phytosome for a healthy metabolism. It offers an optimized bioabsorption profile due to the Indena Phytosome delivery system, a multi-talented technology platform that unlocks the power of phytonutrients, also optimizing the bioabsorption and pharmacokinetic profile of many natural ingredients, says Cosimo Palumbo, Chief Operating Officer. “Scientific evidence has shown that Berbevis is effective in maintaining a balanced blood sugar and lipid metabolic profile and managing healthy body parameters Berbevis can also offer valuable support as a companion ingredient before and after the use of GLP-1 medications.”

Gencor offers BioBerb. Maggie McNamara, VP of Global Marketing, says this cold water dispersible berberine powder unlocks the benefits of this antioxidant ingredient known to support metabolic health, energy regulation, and healthy aging. “BioBerb provides clinically proven performance, making it ideal for brands seeking formulation flexibility and an effective, low-dose berberine supplement.”

BETA-GLUCAN

“Galaca, a novel beta-glucan polysaccharide from a soil bacterium, features a unique galactose-glucose helical structure that enhances immune cell communication and microbiome support,” says James Roza, CSO, Layn Natural Ingredients. “A pre-clinical trial shows it promotes Lactobacillus growth, short-chain fatty acids, and delivers antiaging and antihyperglycemic effects. It is self-affirmed GRAS and suitable for foods, beverages, and supplements.”

BLACK SEED

“A published clinical study by TriNutra has shown that its premium USP-grade black seed oil, ThymoQuin, lowers cortisol levels by more than 40% and provides superior microbiome diversity within four weeks of supplementation,” says Morris Zelkha, CEO. “The human clinical found that 500mg/day of ThymoQuin over four weeks significantly impacted cortisol levels as well as other key health indicators. Study volunteers had significantly lower cortisol levels (-44%), reported a more positive mood (+11%), showed increased values of Streptococcus thermophilus (+66%), and overall microbiome composite score was 8% higher when compared to placebo. These results suggest that ThymoQuin is a key ingredient for significant support and management of healthy cortisol levels as well as an enhancer for gut microbiome biodiversity.”

From Akay Bioactives, says Liz Clarke, Global Marketing Manager: “ThymoDream is a breakthrough sleep and stress solution created from black cumin seeds, offering a hormone-free alternative to synthetic melatonin. ThymoDream works in harmony with body chemistry to support endogenous melatonin production while calming cortisol levels. The result is deeper, more restorative sleep, without dependency.”

BLUE LIPPED MUSSEL

Rob Brewster, President, Ingredients by Nature (IBN), points to the marine-rich nutrition of Blue Lipped Mussel Powder for human and animal nutrition, branded by IBN as Blussel. “Harvested from the nutrient-rich waters off southern Chile and gently processed to preserve bioactive compounds, Blussel delivers a unique matrix of long-chain omega-3s, complete protein,

marine minerals, and naturally occurring antioxidants, all in one traceable, human-grade powder…the omega-3 and protein benefits for humans and pets can be sourced from mussels ethically harvested from this hemisphere."

CAPSAICINOIDS

"In the realm of metabolic health, Capsifen unlocks the power of red chilis in a form that is both effective and gentle," says Clarke. "Powered by FenuMat technology, Capsifen supports metabolic management and peak performance without pungency or digestive discomfort."

CASSIA FISTULA

Logical Square has launched CaFi, its clinically supported Cassia fistula extract for gut health. Harris Sheikh, Co-Founder, says, "The introduction of CaFi positioned Logical Square as pioneers in gut health innovation, offering a gentler, sustainable alternative to traditional laxatives, i.e., senna (Cassia angustifolia). Most stimulant laxatives (like senna) can be harsh, habit-forming, or unsafe for long-term use. CaFi is clinically validated as gentle, effective, and non-habit-forming, making it a breakthrough option for ongoing digestive support rather than just short-term relief. But the biggest differentiator for CaFi is its expanded use among children and older populations, which are currently restricted audiences for senna."

COENZYME Q10

"NovaSOL CoQ10 achieves up to a 4-fold increase in absorption compared to standard CoQ10 (PubMed), making it a valuable formulation for cardiovascular health and cellular energy," says Braman. "A new bioavailability trial with an updated study design is underway, with results to be reported in October 2025."

COLLAGEN

"At a recent industry talk, it was reported that the U.S. supplement market would grow by $13 billion between 2024 and 2026," says Douglas Jones, Global Sales & Marketing Manager, BioCell Technology, LLC. "Top contributors are collagen with a 4% growth rate. 'Natural Beauty' as part of the growth in women's products and non- pill formats like gummies,

chewable, effervescent, lozenges, lollipops. BioCell Technology's latest offering is BioCell Collagen ERP. ERP stands for 'Extra Refined Palatable'" especially made for the supplement consumer that prefers the ease of taking supplements in a non- pill format like gummies, chewables, lozenges, lollipops." It is a fine white to off-white powder that goes through an extra refining process to remove bitter tones and aftertaste, he says, and it provides the same naturally occurring matrix of hydrolyzed collagen type II peptides, chondroitin sulfate, hyaluronic acid.

Also offering a collagen backed by a comprehensive body of evidence-based research, Shelby Linville, Associate Director Global Product Marketing, Lonza Capsules & Health Ingredients, advises, "Differentiate in the healthy aging space with Lonza CHI's UC-II undenatured type II collagen, helping joints feel 10 years younger…It's not only the ingredient's science-backed claims that make it stand out, but also its unique mechanism of action. UC-II collagen uses a gentle, patented manufacturing process, designed to maintain collagen's triple helix structure as well as the bioactive binding regions—called epitopes—which are essential to the ingredient's efficacy. Additionally, its unique mechanism of action enables the ingredient to provide mobility benefits at a low 40 mg daily dose. Its low-dose functionality makes it a formulation-friendly solution that can be used in a wide range of popular dosage formats."

Vincent Hackel, President and CEO of Guzen Development/CEO of JBSL-USA, says the company offers SCP-II, a complex of both undenatured type II collagen and undenatured proteoglycan, the two components that make up our joint cartilage. "SCP-II is a research-based ingredient that has shown in human studies to be effective in relieving joint pain and improving mobility. It has shown in a human study to be even more effective at relieving knee pain than glucosamine, and at a much smaller dose. Proteoglycan has also been shown in a human study to improve skin condition."

From GELITA, says Angie Rimel, Product Promotions Manager, North American: "VERISOL is the hero ingredient for beauty brands—more than just another collagen peptide. This patented, clinically backed, low-dose ingredient is optimized for skin, hair, and nail health. With its unique peptide fingerprint, VERISOL targets beauty at the cellular level, delivering

measurable results, stronger efficacy, clearer claims, and standout product positioning."

Bioiberica offers a native (undenatured) type II collagen ingredient, called Collavant n2 (40 mg/day), for joint health. The company also offers the industry-first hyaluronic acid matrix ingredient, Mobilee (80 mg/day) for joint and muscle health and Dermial (60mg/day) for skin health.

For a plant-based collagen booster, Serena points to DracoBelle Nu, sourced from Moldavian Dragonhead. "It is an innovative, plant-based collagen booster with self-affirmed GRAS status. Clinically proven to significantly improve skin moisture, elasticity, and density, DracoBelle Nu offers a vegan alternative to animal- and marine-derived collagen."

Maolac announced expanded production capacity for SuperColostrum. Designed for human biology and validated in scientific trials, SuperColostrum is 7x more effective than bovine colostrum and enhanced with Bio-Protector technology for superior stability and bioavailability, the company says. It is versatile for use across capsules, powders and gummies. The company also announced a recent double-blind, placebo-controlled clinical study, in which MaolactinFMR (a colostrum-based ingredient tailored for muscle recovery) demonstrated significant benefits for active individuals: reduced creatine kinase (CK) exposure, showing lower overall muscle damage burden after strength exercise; accelerated resolution of inflammation, with significantly lower C-reactive protein (CRP) levels over the recovery period; and improved systemic recovery, reflected by lower lactate levels 48h post-exercise. It is aligned with World Anti-Doping Agency (WADA) regulations, making it safe for pro athletes and active consumers, the company says.

CREATINE

Among the latest branded ingredient additions from Maypro: Clonapure Creatine, which Clardy says offers a novel approach to energy and performance.

CURCUMIN

"NovaSOL Curcumin is a true game-changer, delivering up to 185-fold higher bioavailability compared to native curcumin (Wiley)," according to Braman.

“A new study is currently investigating the combination of NovaSOL Curcumin and Boswellia on key inflammation markers, with results expected by the end of the year.”

From Indena, Palumbo touts Meriva Curcumin Indena Phytosome as among the most studied curcumin ingredients on the market, with a proven bioabsorption profile of all three natural curcuminoids and over 40 clinical studies. “Its efficacy has been demonstrated in a wide range of health areas, including cardiovascular, intestinal and ocular health; sports nutrition; joint health; healthy blood levels; and most recently, kidney health. Meriva is supported by strong clinical evidence for joint health and has also been shown to help maintain healthy bone density.”

EGGSHELL MEMBRANE

“Research shows NEM eggshell membrane can help reduce joint pain in as little as one day, help reduce joint stiffness in five days, and help protect cartilage against breakdown,” says Alexis Collins, Director of Product & Brand Strategy, Stratum Nutrition. “OVOLUX contains all dermomimetic compounds naturally present in eggshell membrane and was able to improve skin firmness, elasticity, and hydration in just six weeks. OVOLUX also significantly improved the appearance of hair and nails.” Both ingredients are low-dose for formulation versatility, meeting consumer demand for easy-to-take, natural, efficacious solutions for joint, beauty, and cognitive health.

ERGOTHIONEINE

“Nammex offers ErgoGold, standardized for ergothioneine,” says Bill Chioffi, COO. “Ergothioneine is a rare dietary amino acid with powerful properties, supporting healthy aging, cellular resilience, and overall vitality. Some scientists think it should be added to the list of ‘essential nutrients.’ Together, Tremella and ErgoGold represent Nammex’s commitment to innovation at the intersection of mushroom science and wellness, offering product developers safe, effective, and on-trend ingredients that elevate both beauty and health. All Nammex products are derived from mushrooms (fruiting bodies).”

FEIJOAS

Feiolix is a whole fruit powder derived from 100% non-GMO New Zealand Feijoas, says Zak Benmerzouga, MS, MBA, Director, Branded Ingredients, AIDP. “Feiolix has a high concentration of Abscisic acid which has been clinically shown to reduce inflammation, improve memory, and boost energy. Abscisic acid has been found to be comparable in effectiveness to Metformin in reducing HbA1c. Feiolix is also rich in anti-inflammatory polyphenols and vitamin C. [It] works by increasing insulin secretion and enhancing glucose absorption, which helps regulate metabolism and improve satiety. In-vivo data suggests it can reduce blood glucose, HbA1c, LDL cholesterol, and triglycerides at a low daily dose of 300 mg. A higher dose of 2,300 mg/day may help prevent weight gain and liver damage from a high-fat diet.”

FENUGREEK

“FenuMat is Akay Bioactives’ proprietary plant-based delivery technology, derived from prebiotic fenugreek fiber,” says Clarke. “It enables enhanced bioavailability and extended stability in a variety of clean-label applications.”

FOLATE

Balchem’s newly launched bioactive, choline-enriched folate salt, Optifolin+ unlocks multiple benefits across all life stages, including cognitive, heart and epigenetic health. It also supports the brain and nervous system by maintaining normal homocysteine levels. It provides seven times the methyl groups found in other folate products, which promote balanced and effective methylation within the body. This vital biochemical process helps in the production of amino acids, neurotransmitters, hormones, red blood cells, DNA and RNA. It also has important functional roles, such as aiding in the control of gene expression, making it crucial for epigenetic well-being. Optifolin+ fits in multiple categories, including prenatal, women’s health, cognition and healthy aging.

FRENCH MARITIME PINE BARK

Pycnogenol, natural extract from French maritime pine bark from Horphag Research (exclusive worldwide supplier of Pycnogenol) has unique blend of procyanidins, bioflavonoids, and phenolic acids that offers extensive science-backed health benefits, including improved cardiovascular health, cognitive function, and enhanced skin care. Highlighting Pycnogenol’s unique skincare

benefits, a recent study published in Phytomedicine Plus showed that women taking Pycnogenol experienced a 13.6% reduction in cellulite in just three months, along with a decrease in upper thigh circumference, improved skin smoothness and a reduction in skin roughness.

FRENCH OAK WOOD EXTRACT

Also from Horphag Research: Robuvit is a caffeine-free energizer, with more than 30 clinical studies on more than 1,400 participants to date. It been shown to support fatigue management, renewed energy, sports performance, and detoxification.

“Ginfort is a high-potency ginger rhizome extract that’s standardized to over 26% gingeroids,” says Benmerzouga, noting that it has been clinically studied and shown to provide relief from common PMS and digestive issues, including menstrual cramping, bloating, indigestion, and nausea after four weeks of use. “Ginfort is available as a free-flowing, non-GMO powder, making it a versatile ingredient for various product formulations such as tablets, capsules, gummies, and beverages. Dosing varies by application: 200mg daily for PMS relief and 400mg daily for digestive comfort achieved by a twice-daily dosage of either 100mg or 200mg depending on the desired effect.”

GRAINS OF PARADISE

“Vanizem is a proprietary extraction of the West African flowering plant Aframomum melegueta (Grains of Paradise) with standardized bioactives,” says Steve Fink, VP, Marketing, PLT. “Published research has demonstrated that it targets the endocannabinoid system, helping regulate stress and emotional responses. Vanizem inhibits the fatty acid amide hydrolase (FAAH) within the endocannabinoid system to maintain levels of anandamide which is known as the ‘bliss molecule.’”

HOLY BASIL

Holixer is a holy basil ingredient studied for its effect on CAP A1, the gold standard in sleep research, says Lakshmikanthan. “Award-winning and clinically backed, Holixer has been shown to improve sleep stability by modulating NREM microarchitecture and reducing fragmentation. The result: deeper, more restorative rest.”

IRON

“Sloiron is an innovative iron supplement made from ferritin iron, naturally isolated from legumes,” says Hackel. “Unlike traditional iron supplements that often cause side effects like constipation and nausea, Sloiron uses a unique non-irritating absorption mechanism. Iron deficiency is a common issue, particularly among women, leading to symptoms like fatigue, weakness, and anemia. While iron supplements are widely available, many cause gastrointestinal discomfort, which can deter people from taking them consistently. Sloiron offers a natural, plant-based solution that is effective and gentle on the stomach.

LEMON BALM

Relissa Melissa Indena Phytosome is lemon balm formulated with Indena Phytosome to optimize the performance of its acknowledged phytonutrients, such as hydroxycinnamic and rosmarinic acids, for better, more effective results, says Palumbo. “Relissa has demonstrated beneficial effects on mental and sleep health in adults in balancing moods, improving sleep latency, and countering stress.”

Eriomin lemon flavonoid blend has received its fourth published human clinical trial, says Brewster. “This groundbreaking 26-week double-blind, randomized, placebo-controlled crossover trial published in Frontiers in Nutrition demonstrated that adding a citrus flavonoid nutraceutical to metformin therapy significantly improves glycemic control, metabolic markers, and antioxidant status. Frequently there are concerns that medications or supplements might adversely impact each other, when taken in conjunction. This study may offer assurances that no adverse interactions were seen, when taken by otherwise healthy but metabolically sensitive individuals. Metformin is often prescribed due to its low cost and efficacy, as a prophylactic glucose management treatment, to at risk populations. This represents Ingredients By Nature’s first move into the practitioner channels and doctor managed online pharmacies, portending future Eriomin formulations in physician recommended dietary supplement and medical foods.”

LICORICE ROOT

“GutGard is a flavonoid-rich bioactive designed to support daily digestive health,” says Lakshmikanthan. “Clinical studies show it helps balance the gut microbiome by nurturing beneficial Akkermansia species. In turn, GutGard promotes healthy GLP-1 release, supporting both digestive and metabolic wellness.”

LUTEIN & ZEAXANTHIN

“The eyes are more than a lens to the world; they are an extension of the brain, with the Eye-Brain Axis linking vision to memory, learning and cognitive function,” says Salman Mehkri, Head of Business Development, Bio-gen Extracts. “Bio-gen Extracts offers Lute-gen, a standardized complex of lutein and zeaxanthin, two carotenoids that are naturally concentrated in both the eyes and the brain. In a randomized, double-blind, placebo-controlled trial, daily supplementation with Lute-gen was shown to support improvements in episodic memory, visual memory, as well as learning tasks, in adults with self-reported memory concerns.”

MAGNESIUM

“ATAMg, a patented combination of magnesium and acetyl-taurinate, is designed for enhanced cellular bioavailability to support women’s health and holistic wellness,” says Benmerzouga. “ATAMg’s unique lipophilic structure allows it to better cross cellular membranes for more effective delivery of acetyl-taurine and magnesium. Clinical evidence supports its use in alleviating PMS symptoms, including cravings, headache, fatigue, insomnia, mood swings, anxiety, and bloating. Additionally, numerous testimonials support that ATAMg helps create a sense of calm, a benefit linked to its structural similarity to migraine-causing compounds.”

MELATONIN

“Melotime is Nutriventia’s patented sustained-release melatonin ingredient designed for longer-lasting, natural sleep support,” says Shah. “Unlike immediate-release melatonin, which peaks and fades quickly, Melotime provides a gradual release over 6-8 hours, aligning with the body’s circadian rhythm to support both sleep onset and maintenance.”

NATTOKINASE

“NSK-SD from JBSL-USA is a powerful cardiovascular health ingredient with more than 35 clinical studies, and the only nattokinase with its own published safety, efficacy, and identity data, is a patented, branded, and studied enzyme produced from non-genetically modified soybeans fermented with a proprietary strain of Bacillus subtilis natto,” says Hackel.

OAE

“Trpti is an oleoylethanolamide (OAE) ingredient designed to support healthy weight management and metabolic health,” says McNamara. “OEA is a fatty acid ethanolamide produced by the intestine in response to food intake. OEA functions as a signaling molecule that activates peroxisome proliferator-activated receptor-alpha, which promotes lipolysis (fat breakdown) and reduces food consumption. Additionally, OEA stimulates the release of GLP-1 through a G protein-coupled receptor-dependent mechanism (GPR119), further helping to decrease food intake. These mechanisms collectively contribute to the potential benefits of OEA for weight management and metabolic health.”

OKRA EXTRACT

“OkraVive by Arjuna Natural is an innovative, first-of-its-kind okra extract designed to target mitochondrial function and support cellular energy production,” says Johnson.

PEA

“A recently published randomized, double-blind, placebo-controlled clinical study showed that PlexoZome Levagen, a topical liposomal formulation of palmitoylethanolamide (PEA), offers safe, targeted, and quick relief from joint and muscle pain,” says McNamara.

PRICKLY PEAR

“Recently introduced ODILIA Prickly Pear Prebiotic is an upcycled, low-dose prebiotic produced with zero waste,” says Tyler Ris, VP of Sales, North America, Bionap USA Inc. “ODILIA acts as a prebiotic supporting a healthy gut microbial populations and supporting overall wellness.”

PROBIOTICS

“As consumer demand grows for natural solutions to stress and restorative sleep, Lactiplantibacillus plantarum LP815 (GABA LP815) offers supplement brands an innovative edge,” says Diane Alexander, Ph.D., Director of Sales, Verb Biotics. “This proprietary probiotic naturally produces gamma-aminobutyric acid (GABA), the body’s key calming neurotransmitter, supporting relaxation, mood balance, and healthy sleep cycles. What sets LP815 apart is its versatility. Research underscores the importance of GABA pathways not only for stress resilience and restorative sleep in adults—particularly women navigating hormonal changes, but also for pets experiencing anxiety. By pairing LP815 with synergistic actives such as adaptogens, L-theanine, or magnesium, brands can create differentiated formulations that address whole-family wellness.”

Another solution comes from Kaneka Probiotics: KABP Vaginal Balance (L. gasseri KABP- 064, CECT 30648) supports vaginal, urinary, and reproductive health while promoting a balanced vaginal microbiota. Research shows its ability to colonize the vaginal tract and maintain a healthy environment during oral intake. KABP Menopause (L. plantarum KABP-051, L. brevis KABP-052, P. acidilactici KABP-021) helps ease menopause-related symptoms by supporting hormonal balance. KABP UroSupport (L. plantarum KABP- 062, KABP- 063) promotes urogenital microbiota balance, with clinical results forthcoming.

From Vidya, says Judah Fansler, Marketing Director: “Vidya is advancing the frontier of microbiome-targeted health solutions. NūGensia, live and stable Akkermansia muciniphila (strain VHAKM), is supported by robust clinical data and patented encapsulation technology. Formulation opportunities extend from gut and cognitive support to glucose and cholesterol reduction. New clinical findings at 7B and 10B doses will be released at SupplySide Global, expanding its relevance. Biotica GH is the first placebo-controlled, clinically validated ingredient addressing the gut–hair axis. This biotic–botanical fusion combines Vi-Spo, Vidya’s clinically studied and standardized saw palmetto extract, with three spore-forming probiotics to significantly improve hair density, follicular unit count, and scalp microbiome diversity. Together, these innovations highlight Vidya’s commitment to addressing emerging health trends.”

More in this space comes from Cosmax NBT. “Cosmax has developed an Exclusive Production Line for Probiotics (EPP), optimizing survival rates through specialized temperature and humidity control, coupled with advanced packaging,” says Sam Park, Business Development. “On the ingredient side, Cosmax offers K(Korean)FDA-approved actives spanning joint pain relief, restorative sleep, UV/anti-photoaging, inner beauty, and probiotics for exercise performance.”

POLYPHENOLICS

“SustaNX, a polyphenolic solution from plants, provides superior stability compared to rosemary and tocopherols in Rancimat studies,” says Roza. “It preserves freshness, prevents discoloration, and maintains flavor with no taste or color impact. Available in oil- and water-soluble forms, it holds FEMA GRAS approval for broad food and beverage use.”

RED ORANGE

Derived from a blend of three varieties of oranges grown exclusively in Sicily, Ris says Red Orange Complex is backed by years of research demonstrating its unique antioxidant profile and efficacy. The company also offers MOROSIL Sicilian Blood Orange, from a unique cultivar of the Moro red orange with supporting clinical studies for weight management, says Ris. “Studies with MOROSIL have demonstrated significant reduction of body weight, BMI, and waist and hip circumference.”

SAGE

“SageXtra is a caffeine-free cognitive enhancer able to help boost memory and attention in as little as one hour with same day effects lasting six hours, making sageXtra ideal for nootropic and brain health formulations,” says Collins.

SCARLET BEEBALM

“MonaJuventa Nu, derived from scarlet beebalm, is a next-generation longevity and healthy-aging ingredient specifically designed to target key aging mechanisms,” says Serena. “Studies have shown that daily supplementation of 100mg of MonaJuventa Nu slows epigenetic aging,

prevents telomere shortening, protects against oxidative stress, and enhances mitochondrial function."

SCELETIUM TORTUOSUM

"Zembrin is a unique selection of South African plant Sceletium tortuosum that helps achieve calm focus and alert serenity," says Fink. "Backed by extensive safety testing, Zembrin has been clinically demonstrated to improve cognitive flexibility, executive function and mood. Other studies have shown it reduces anxiety within two hours of administration."

SCHISANDRA

"We are excited to officially join the FairWild family with the launch of our FairWild certified schisandra," says Wilson Lau, President, Nuherbs. "Sourced from our exclusive collection area, we will introduce a series of schisandra ingredients ranging from the herb itself to powder extracts to liquid extracts. We can meet product developers' needs no matter what format they are working on, offering an end-to-end solution. We will be offering the same versatility for organic schisandra as well."

SOPHORA JAPONICA

"SophorOx is a standardized extract from Sophora japonica buds clinically shown to combat 'inflammaging' by reducing oxidative stress," says Roza. "In a human trial, it delivered a 6X reduction in oxidative stress, along with 15x greater weight reduction compared to placebo. These results highlight its potential to support joint mobility, cardiovascular function, metabolic health, and immunity."

TREMELLA

"Tremella is rapidly emerging as an inner-beauty superstar thanks to its unique ability to support hydration, elasticity, and overall skin wellness," says Chioffi. "Nammex and Real Mushrooms bring this innovation to market with premium Tremella extracts, carefully sourced and processed. These mushrooms, revered in traditional Chinese medicine and diet, are now validated by modern science."

TURMERIC

TurmXTRA 60N is a turmeric extract delivering clinically validated benefits for joint comfort, muscle recovery, and mobility at a low daily dose of 250 mg, says Shah. It contains 60% curcuminoids and achieves bioequivalence to 1,575 mg of standard extract, solving the problem of poor absorption. “Six peer-reviewed studies including two pharmacokinetic trials, four clinical trials, one meta-analysis and one zebrafish study demonstrate superior curcumin bioavailability and significant reductions in pain, inflammation, and improvement in mobility. Results show benefits as early as Day 7, with meaningful reductions in joint discomfort, enhanced stair-climb performance, and faster post-exercise recovery.”

From Arjuna Natural: BCM-95, a 100% turmeric-derived extract backed by over 45 human clinical studies. It combines curcuminoids and essential oils for enhanced bioavailability and sustained activity in the body.

VITAMIN B-12

“HTBA’s MecobalActive is a pioneering, active and bioavailable form of Vitamin B12 for cognition health and energy,” says Bernardo Gonzaga, Global Division Manager – Functional Health. A new study shows it can support cognitive focus, physical power and endurance in healthy, active individuals. “The triple-blind study, which was conducted on male amateur cyclists aged 18 to 45, evaluated the effects of MecobalActive over three days. Results revealed a 4.1% increase in physical power and a 6.4% reduction in fatigue in the Wingate Anaerobic Test, along with a 4.9% faster cognitive response time compared to placebo. These findings demonstrate how acute MecobalActive supplementation can improve both mental and physical performance in daily life.”

From Phynova and backed by 13 clinical trials, Reducose is a patented ingredient that works by lowering post-prandial glucose and insulin spikes up to 42% when taken with carbs. “Consumers can see it working in real-time using a Continuous Glucose Monitor (CGM), as they feel the benefits of better metabolic health like steadier energy, less cravings, improved sleep and next day mood,” says Jewell Blackwell, Phynova. “Its small serving size (250mg) is

portable and helpful in a world where 76% of our food choices include carbohydrates that cause spikes."

FORMULATION BOOSTERS

Clean label

"RIBUS, Inc., The Original Clean Label Ingredient Company, has expanded its portfolio with two new ingredients offering new plant-based, clean label alternatives in place of traditional synthetic ingredients," says Alicia Peirce Kasch, Vice President, RIBUS, Inc. "Nu-LIFT launched in July 2025, offers a plant-based suspension aid and alternative to xanthan gum for liquid applications. Early applications include meal replacement or energy shots (4-5 oz.), traditional RTD beverages like juices and smoothies, as well as condiments like sauces or salad dressings that settle and separate. Nu-LIFT is a blend of sodium alginate, citric acid and aloe, available as conventional or certified organic and allows 'shake well' to be removed from labels. Nu-FILL, launched at SupplySide Global, is a plant-based alternative to microcrystalline cellulose (MCC) for tablets or capsules. This filler, available in both conventional and certified organic, allows manufacturers to make clean label supplements with improved functionality over MCC."

Formats

"Cosmax NBT is reshaping the nutraceutical space through advanced delivery formats, proprietary technologies, and clinically backed ingredients," says Sam Park, Business Development Cosmax NBT. "Their latest innovations include a:dam mini-tablets and softgels, which reduce excipients by up to 87% for easier swallowing, and Airy Melt-it powders, a patented melt-in-your-mouth format that improves solubility, taste, and consumer experience....Packaging innovation is another differentiator, with dual-cap formats combining liquids, tablets, and capsules in one unit, plus tear-drop shaped capsules designed for swallowability and premium branding.

For protein bars, Angie Rimel, Product Promotions Manager, North American, GELITA, spotlights OPTIBAR as "the solution for consistent, uniform textures across protein levels. With outstanding solubility, OPTIBAR ensures bars stay soft, stable, and high-quality. As protein rises, OPTIBAR

becomes even more essential, delivering the premium taste and texture consumers expect in better-for-you bars."

And for gummies: "Consumers desire sugar-reduced confections but are not willing to sacrifice sensory pleasure," says Rimel. "Get the best of both worlds with GELITA's next generation gelatin: SOLUFORM. This sensational solution enables better-for-you gummy formulations with reduced-sugar and protein-enrichment while maintaining the one-of-a-kind gelatin texture and indulgent flavor release."

Bioavailability

"NovaSOL is a patented micelle technology system that significantly enhances the bioavailability and solubility of lipophilic active ingredients, enabling innovative applications across supplements, functional foods, and beverages," says Braman.

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