



PRODUCT PROFILE SHEET

According to [market data](#), the global vegan supplement market is projected to reach a value of US\$ 4,830 million by the end of 2022, with an anticipated rapid growth rate of 11.3% Compound Annual Growth Rate (CAGR) from 2022 to 2032.

Recognising the importance of natural vitamins and minerals for vegans, who rely on plant-based sources for nutrition is important, but not only that, according to [Innova Market Insights](#), the popularity of plant-based and vegan formulations is on the rise, appealing not only to those who follow to a vegan lifestyle but also to individuals seeking healthy nutrition.

These formulations can sometimes offer clean label and a natural taste making them attractive to a wider audience. The increasing use of botanical ingredients and a better understanding of their health benefits have led to a greater emphasis on traditional plant sources for dietary supplementation. Therefore our PlantNutra® range which provides exceptional solutions could be the choice for your next food supplement idea.

Alongside our scientifically validated branded ingredients, premium raw materials from our [essentials range](#) and top-quality minerals from our [PHARMAGNESIA®](#) line, our PlantNutra® brand offers a specially selected range of plant-based botanical specialties, some of which allow for EFSA Approved Health Claims.



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Product Advantages

- ✓ **Natural & Plant-Based**
- ✓ **On Trend**
- ✓ **Selected Clean-Label Ingredients**
- ✓ **From Specific Approved Partners**
- ✓ **Supports Various Health Applications**
Beauty from Within, Cardiovascular health, Women's Health and more.
- ✓ **Suitable for Vegetarian & Vegans**
- ✓ **Technical and Commercial support from our expert teams**
- ✓ **Qualified and approved by our Regulatory team**

Product Range

Natural Vitamins and Minerals

Product Description

[Natural Calcium from Lithothamnium Calcareum \(min 35% Calcium\)](#)

[Natural Green Superfood Blend](#)

[Natural Potassium from Coconut Water \(Spray Dried\)](#)

[Natural Vitamin E from Soy \(min 96% D-Alpha Tocopheryl\)](#)

Other Botanicals

Product Description

[Natural Citrus Bioflavonoids Complex from sweet oranges \(min 60% Hesperidin\)](#)

[Natural Griffonia Seed PE 30% 5-HTP \(5-hydroxytryptophan\)](#)

[Natural Saw Palmetto from berries \(min 25% fatty acids\)](#)

About



LEHVOSS Nutrition is the European division of the Hamburg-based group, specialising in the sourcing, technical approval, sales and marketing of specialty ingredients for the food supplement, pharma, animal nutrition and functional foods industries.