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The LEHVOSS team were thrilled to welcome customers to our Stand and share our latest ingredient innovations, ground-breaking research, and forward-thinking developments designed to help you formulate the future.

## Participation to the Innovation Awards

We were proud to showcase two standout ingredients that were named finalists:

- **Zooca® Calanus® Oil**, a unique marine ingredient delivering a full spectrum of Fatty Acids, Marine Policosanols, and Astaxanthin, all naturally bound in wax esters for enhanced digestion and absorption. Sustainably sourced and clinically supported, this ingredient sets a new standard in **metabolic health and healthy aging**. Its commitment to environmental responsibility has earned it a finalist position in the **"Sustainability"** category.
- **Benicaros®**, a precision prebiotic fibre ingredient upcycled from carrot pomace has been shortlisted in the **"Immune and Gut Health"** category. Benicaros® is clinically researched to strengthen the innate immune cell responses while consistently boosting the production of beneficial gut bacteria in **every type of gut microbiome**. The latest publication (2025) reconfirms Benicaros®' ability to modulate the gut microbiome. Learn more at our stand!

## Innovation Tours at our Stand

We were excited to participate in the Innovation Tours (organised by Nutrimarketing) once again. On the morning of Wednesday 21st May (11am-12:30 pm), the **'Sustainability' Tour** came to our stand to discover how **Zooca® Calanus® Oil** extensively researched for Metabolic Health, meeting today's needs without compromising the future.

In the afternoon (15:00-16:30pm), the **'Cognitive & Emotional Health' Tour** came to our stand to learn why **Witholytin®** has officially been recognised as the world's first Alkemist Assured™ Ashwaganda, in addition to the recent clinical research showing the benefits for effective **stress and fatigue relief**.

## New Ingredients Zone and New Pets Zone

- We showcased **Witholytin®** in the New Ingredients Zone — a unique Ashwagandha extract standardised to a distinct withanolide profile. Backed by strong clinical evidence, the latest published research highlights its benefits for both **mitochondrial and muscle health**.
- In the **Pet Ingredients Zone**, a new addition to Vitafoods this year, we highlighted **Anivestin™** in innovative pet treats and food supplements. Anivestin™ is an EU-approved natural bioflavonoid composition, with published research in dogs showing rapid relief from joint discomfort, along with added oral health benefits.

## Meet Liposomal PureWay-C® DUOCAP®: Intelligence in a Capsule

From the makers of the **Worldwide leading brand PureWay-C®**, we were thrilled to introduce another breakthrough: Liposomal PureWay-C® **DUOCAP®**, the next Generation of Vitamin C in a unique, appealing, advanced capsule system, thanks to Lonza's DUOCAP® capsule-in-capsule technology powered by LiposoMax™.



According to research, this innovative **"smart capsule"** enhances absorption of Vitamin C while offering strong consumer appeal thanks to its natural ingredients, smart formulation and cutting-edge technology.

**Sample Boxes were available at the show and are still available if you wish to receive them: ask your local sales manager for one!**

## New PureSea® Protect

**PureSea® Protect** is a natural source of iodine that delivers all the benefits of **PureSea® Seaweed**, **without the strong sea aroma or flavour**. With **excellent water**



**dispersion**, it offers remarkable versatility in any formulation. Research shows that the advanced coating neutralises taste and smell while locking in key nutrients, protecting them through processing and digestion. We had samples of a PureSea<sup>®</sup> Protect and Collagen blend at our stand—Ask your sales manager for more details.



## Research Updates from our Brands

- Witholytin<sup>®</sup> ashwagandha: Exciting new research has been published (April 2025) demonstrating how Witholytin<sup>®</sup>, our branded, natural ashwagandha, significantly influences mitochondria in cortical neurons whilst also potentially bolstering stress adaptation and neuroprotection.
- Driven by increasing demand for advanced delivery systems, we were proud to present the latest research on our Liposomal PureWay<sup>™</sup> Glutathione. Developed with true liposomal technology, it offers superior delivery, absorption, and cellular uptake — **all backed by scientific data**.
- As interest in plant-based nutrition continues to rise, Benexia<sup>®</sup> Xia Oil, nature's richest vegan source of **Alpha Linolenic Acid (ALA)**, is emerging as a true game-changer. New research is redefining ALA's roll and demonstrates that, regardless of the amount of DHA or EPA supplemented, adding ALA to the diet helps the body **synthesize and utilize the right levels of DHA and EPA** to meet its metabolic needs.
- From our Unigen range, we showcased the **powerful synergy** between AmLexin<sup>™</sup> and Univestin<sup>®</sup>—two clinically studied ingredients that work together to reduce pain sensitivity and support the **structural integrity of articular cartilage**.
- Learn about the **beauty within benefits** of OptiMSM<sup>®</sup>, the leading brand in MSM, now backed by a new synergy study highlighting its enhanced effectiveness for skin beauty when combined with collagen.

## New Finished Product Solutions

- We were excited to offer our new ready-to-use Zoooca<sup>®</sup> Softgels. Available in two versions, **500mg Zoooca<sup>®</sup> Calanus<sup>®</sup> Oil** and **525mg Zoooca<sup>®</sup> Calanus<sup>®</sup> Oil + Vit D3**, their appealing ruby-red colour and smooth, oval shape enhance consumer appeal. With a three-year shelf life and available in bulk quantities and low minimum order quantities, these softgels offer a convenient solution for quick product launches. Not only that, but Zoooca<sup>®</sup> D3 Softgels contain **Vitamin D** which supports EFSA-approved claims **for normal bones, muscle function, and immune system**.
- Extending our finished product range, we offer Golden Omega<sup>®</sup> fish oil softgels in a range of shapes, sizes, and concentrations—providing a quick and convenient solution for expanding or launching your Omega-3 supplement line. These softgels feature high-quality and sustainably sourced Golden Omega<sup>®</sup> fish oil concentrates.

## New Additions in our Essentials Range

From our Essential collection, we offer a wide selection of **premium-grade raw ingredients**, with full traceability. Our new additions include Vegetarian D-Glucosamine available in **two grades (HCl and 2KCl)**, Griffonia extract standardized to **30% 5-HTP**, and Resveratrol produced through **fermentation**—a method that ensures consistent quality, high purity, and sustainability without the harsh solvents often used in plant-based alternatives. Or try Folate L-5-MTHF-Ca, known for its high purity, **excellent stability**, and **water solubility**.



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## There is more...

Explore our **PlantNutra®** brand, featuring a range of plant-based vitamins, minerals, and other innovative active ingredients, as well as our **PHARMAGNESIA®** line of premium-quality minerals.

We also unveiled our **PHARMAGNESIA® functional sports drink**, formulated with premium minerals from the LEHVOSS portfolio. With its vibrant, eye-catching colour and targeted functionality, it quickly became the talk of the show.

Let us help you turn your formulation ideas into real-world innovations that meet today's market needs and tomorrow's innovation. [Contact us](#) today to learn more about our innovative ingredients!



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