

**SupplySide<sup>®</sup>**  
**WEST**

PRESENTED BY



OCTOBER 25-28, 2021 • EXPO HALL OCTOBER 27 & 28 • MANDALAY BAY, LAS VEGAS, NV

# NEW PRODUCTS ZONE

## 6500 AISLE

Source the latest offerings to hit the market and learn about the companies who are producing them. The New Products Zone is designed to highlight ingredients and finished products at the forefront of innovation and invention. Use this brochure to learn more about the participating sponsors, their products and contact information.

### Better Hemp Company Hemp Heart Almond Butter

Lightly roasted almonds and raw hemp hearts ground into a paste and mixed to create a powerhouse of flavour, texture and nutrition.

**Booth #1620**



### Bontac - Bio engineering Introduction of NMNH

Dihydronicotinamide mononucleotide (NMNH) is the reduced-form of nicotinamide mononucleotide (NMN), which was naturally occurred in kidney, act as a better NAD<sup>+</sup> enhancer compared to NMN. NMNH could convert to NAD<sup>+</sup> rapidly in vivo, which is two times higher than NMN in speed and concentration, and also increase the NAD<sup>+</sup> level in a variety of tissues. NMNH could reduce cell damage under hypoxia condition by enhancing repair. In addition, Additionally, NMNH increased the NADH level in cells and in mouse liver, suppresses glycolysis and TCA cycle.

[marketing@bontac-bio.com](mailto:marketing@bontac-bio.com)



### California Natural Color Red & Blue Natural Colors

Made from fruit, vegetables and other natural sources, our colors are the perfect choice for food, beverage and nutraceutical industries. Stop by Booth #1665 to see our new colors and learn more!

**Booth #1665**



### Canadian Pine Pollen Co Pine Pollen Powder

Pine Pollen is a wildcrafted functional food. It is a vegan alternative to bee pollen, a raw ingredient for food, and for supplements alike. This golden powder boasts over two hundred bioactive molecules including the phyto-androgens need for pollen germination. At Canadian Pine pollen our goal is simple: deliver the only highest-quality, most nutrient-rich pollen in the world. In addition to being the only commercially available non-cracked cell wall pollen, we are proud to say that Canadian Pine Pollen Co., products meet and exceed the most rigorous nutraceutical and GMP standards in the industry.

**Booth #2572**



## Certified Nutraceuticals

### KollaJell™

KollaJell™ is the only patented, edible wild caught jellyfish collagen peptides that contains all nine essential amino acids to support brain health and cognitive function, including glutamate, glycine, and tryptophan.

[certifiednutra.com](http://certifiednutra.com)



## Certified Nutraceuticals

### Telos95®

Telos95® is a blend of natural polyphenols isolated from proprietary grapevine and organic olive leaves that protects telomeres, the protective DNA end caps on chromosomes that help ensure healthy cell division and maintain longer telomeres from shortening.

[certifiednutra.com](http://certifiednutra.com)



## Chenland Nutritionals

### JointAlive®

Premier Joint Support Solution with Clinically Proven Formula; FDA NDIN#1172

**Booth #5234**



## Conteck Life Science Co., Ltd

### Nattokinase

Nattokinase is the golden enzyme from the incredible fermented soybean. It is the longevity secret of Japanese and being discovered from natto, the Japanese traditional food. It can enhance cardiovascular health by the sophisticated mechanism.

Nattiase® is created by Contek Life Science Co., Ltd since 2017. Contek, as the leading manufacturer, offers nattokinase with top-notch quality under comprehensive food safety scheme by ISO/FSSC 22000 certification more than 10 years. To contribute to the human being wellness, we diligently work out the pioneering research on the discovery of potential possibility of the precious material.

For more details, please contact us without any hesitation.

[info@nattiase.com](mailto:info@nattiase.com)



## De Silva Brothers

### Nomad Spice Blends

7PC Artisanal Spice Seasoning Set

**Booth #2028**



**DE SILVA BROTHERS  
& COMPANY**

## Fiberstar, Inc

### Citri-Fi® TX20 Texturizing Citrus Fiber

A citrus fiber that creates meat-like texture in meat alternatives. When used with the Citri-Fi 100 line, which forms emulsions with fats, the combination improves the texture and juiciness. These citrus fibers in conjunction with canola protein, potato protein and/or starches improve the hot bite, firmness and texture in meat alternatives with or without methylcellulose.

**Booth #1870**



**Geltor, Inc**  
**PrimaColl™**

A first-of-its-kind ingredient, PrimaColl™ is a high-purity bioactive collagen for food and beverage, made 100% animal-free. It is structurally identical to the bioactive amino acid core of Type 21 poultry collagen, which was selected for its important role in interacting with other collagens. This signaling activity helps stimulate additional collagen production at the cellular level. PrimaColl™ sets a new bar for collagens in terms of performance, ease in formulation, and suitability for a broad range of diets.

[Booth #1927](#)

**G E L T O R**

**Hemp Sail**  
**Organic Hemp Tea**

Raw Hemp Tea! As featured at the World Tea Conference 2021, 100% Organic hemp leaf and flower. Excellent for blending with herbs or as a stand-alone; great served with honey and lemon. Providing spectrum cannabinoids and terpenes direct from the plant. Available decarboxylated or not. MSRP is less than 5 cents/cup! COA's with every batch, always less than .3% THC.

[Booth #3245](#)



**ICL Specialty Products Inc**  
**BEKAPLUS® DV 180**

A superior solution that delivers excellent cheese texture and remelting properties for a variety of non-dairy, vegan alternatives to cheese.

[Booth #1732](#)



**Indus Biotech**  
**Fenuflakes**

Fenuflakes™ are a novel fiber and plant-based protein from fenugreek, that has a neutral taste, that can increase the nutritional value in a variety of food applications. Fenuflakes™ are nutritionally dense, providing an excellent source of dietary fiber (>50%), with an almost equal ratio of soluble to insoluble fiber (1:1). It is over a quarter protein, comprising all 9 essential amino acids, with 10% of the total available protein being the branched-chain amino acids (BCAAs). In addition, Fenuflakes™ are extremely low in carbs, low in fat, allergen-free and certified Low-FODMAP as well as non-GMO Project Verified.

[Booth #4271](#)



**Jordan Process**  
**CXP**

Jordan Process' newest cannabinoid ingredient, CXP (Cannabis Extract Powder) is produced using our proprietary technology to bind the cannabinoid distillates with the organic fibers, allowing manufacturers to easily integrate our ingredients into new or existing natural product lines.

CXP is made using nothing but all-natural ingredients and responsibly sourced organic fiber blends to assure that all products meet regulatory requirements and consumer specifications. Our full catalog of products rigorously adheres to all the highest standards for natural and organic-based products. CXP is a sophisticated composition consisting of a standardized full-spectrum oil offered with CBD/ CBG/ and CBN in a variety of different ratios.

[Booth #6727](#)



## KD Nutra

### Alga3™

Alga3™ is a breakthrough nutritional platform of plant-based omega-3 concentrates from algae. KD Nutra uses state-of-the-art processing technologies to achieve the highest concentrations on the market: up to 75% EPA and 95% DHA. Alga3™ can be customized to provide a vegan alternative to any KD Nutra fish oil.

Booth #3253



## Kyowa Hakko

### EYEMUSE™

A clinically researched paraprobiotic (postbiotic) for eye health. New discoveries have revealed that EYEMUSE™, a proprietary heat-treated Lactocaseibacillus paracasei KW3110†, now has shown benefits for eye health, may reduce eye fatigue, and filter blue light. In vitro studies suggest the mechanism of action is EYEMUSE's ability to support a balanced immune response.

† Formerly known and referred in studies as Lactobacillus paracasei KW3110

Booth #4365



## Kyowa Hakko

### IMMUSE™ LC-Plasma

IMMUSE™ is a novel paraprobiotic (postbiotic) which is a patented strain of Lactococcus lactis strain Plasma (LC-Plasma) that provides clinically researched immune support at a cellular level. With a unique mechanism of action that activates pDCs (plasmacytoid dendritic cells), a leader of the immune system, IMMUSE™ is a novel solution for your next immunity product for more comprehensive immune support.

IMMUSE Won the Frost & Sullivan 2021 New Product Innovation Award: North American Immune Health Ingredient Industry.

Booth #4365



## Nexira

### HEPURE

HEPATOPROTECTIVE EFFECT to detox your body - HEPURE is an organic and proprietary formulation with synergistic antioxidant activity in liver cells. HEPURE has a Nutrigenomic action through the activation of cell defenses and detoxification pathway.

Booth #2457



HEPURE

## Nutrasweet

### NutraSweet Natural

Revolutionary Zero Calories Stevia Sweetener with a taste like sugar. No bitter or unpleasant aftertaste. Made for the health of people and the planet.

Booth #2955



## Pharma Base

### micellon™ Full Spectrum Turmeric Oil

micellon™ Full Spectrum Turmeric Oil is a clean, self-emulsifying oil containing solubilized curcuminoids. Using patent-pending technology, micellon™ Turmeric is formulated with natural, food grade ingredients using a native turmeric extract containing the beneficial compounds of the turmeric root, including turmerones. Also available in Boswellia Serrata. Study coming soon.

[info@pharmabase.ch](mailto:info@pharmabase.ch)



## Shandong New Element Biotechnology

### Natural Vitamin E

These display samples are our natural vitamin E (and by-product) with different kinds of specifications: Mixed tocopherols (30% powder), D-a-tocopherol 1000IU-1490IU, D-a-tocopheryl acetate(1000IU-1360IU oil, 700IU&950IU powder), D-a-tocopheryl acid succinate 1185IU&1210IU, Sunflower sourced tocopherol ( Mixed tocopherol 70%&95%, D-a-tocopherol 1000iu&1300iu ), and Phytosterols 90%&95%. They can be can be widely used in dietary supplements, food, and cosmetics to improve the nutrition and stability of the product. Both of them are certificated by ISO9001&ISO22000, FSSC2200, Halal, Kosher, and EUROFINS IP.

[isobel@nelementchina.com](mailto:isobel@nelementchina.com)



## Silky Smooth MicroCreamery

### SilkySweet™

All-Natural & Uniquely Functional 1:1 Sugar-Free Sweetener Blend. Transforms Flavors in Foods, Beverages and Bakery Items. Tastes Better than Pure Cane Sugar! Available in a 1:1 blend, plus 8x for beverages and 125x bulk-free for hi-intensity applications.

[Booth #2370](#)



## Verdure Sciences

### Bacognize®

NEW CLINICAL SUPPORT! Recently, researchers examined the ability of Bacognize® (300mg/day) to act as an adaptogen, modulating the serotonin/melatonin pathways associated with alertness, focus, and a healthy circadian rhythm. Quality of life (QOL) measures were taken as well as salivary biomarkers. The results showed an overall improvement in the Bacognize® group when compared to placebo in all QOL measures (alertness upon awakening, emotional wellbeing, general health and pain), with positive changes in PM melatonin, decrease in CRP, and trending increase of morning cortisol levels. Overall, the quality of sleep was better based on the QOL measures, without inducing sleepiness or morning grogginess. This study supports the opportunity to promote restful, restorative, and rejuvenating sleep with Bacognize®. Additionally, it bodes well for a variety of opportunities, including the growing gaming market and eSports enthusiasts as support for mental acuity, increased focus, attention, and now restorative sleep without inducing sleepiness or jittery side effects.

[Booth #6702](#)

