



# NUTRA INGREDIENTS **USA** AWARDS

BROUGHT TO YOU BY

**NutraIngredients**

Monday, July 14, 2025

[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

#NIUawards25

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# CONGRATULATIONS

## A huge congratulations to our 2025 NutraIngredients USA Award winners!

Every year, the task for our judges gets more challenging: **We had a record number of entries across 16 categories**, and the quality of those entries improves significantly with every iteration of these awards. For those who completed the entries, you know we asked a lot of you. For many of the categories, it was difficult to narrow the field down to the shortlisted finalists, let alone decide on a winner. Each finalist is thoroughly deserving and beat out many others just to make it to this stage.

Our Awards ceremony is about recognizing all our finalists and celebrating our winners. In our product and ingredient categories, the winners displayed a unique combination of scientific substantiation, commercial success, and game changing positioning.

Our winners this year continue to raise the bar for innovation and dedication to quality science and go-to-market strategy. But it's not just about our product and ingredient categories, we were also looking for that stand-out start-up, for the best nutrition research, and for the best innovation in Women's Health. There is also the category judged by the NutraIngredients-USA editorial team: NutraChampion, which recognizes one person for their long-term service to, and impact on the industry.

On behalf of everyone at NutraIngredients USA, I would like to express our sincere thanks for the time and effort our judges put into these awards. We are deeply grateful for their insights, patience, and guidance throughout the judging process.

This brochure provides more information about our finalists and the winners of the 2025 NutraIngredients USA Awards, including our prestigious NutraChampion.

**Congratulations to everyone involved in the NutraIngredients USA Awards for your successes and efforts to continually improve both the community and people's health.**



**Stephen Daniells, PhD**  
*Editor-in-Chief*

**NutraIngredients**

# OUR JUDGES

The 2025 NutraIngredients USA Awards were evaluated by a panel of esteemed industry experts, led by the award-winning NutraIngredients Editorial team.

We sincerely thank all our judges for their time, expertise, and valuable support.



**Claudia Adrien**  
*Senior Correspondent*  
NutraIngredients



**Mark Bluementhal**  
*Founder & Executive Director*  
American Botanical Council



**Marc Brush**  
*Principal*  
Bend



**Rob Craven**  
*Founder*  
ScalePassion



**Andy Dahlen**  
*Advisor*  
IngredientsAI



**Stephen Daniells, PhD**  
*Editor-in-Chief*  
NutraIngredients



**Stefan Gafner**  
*Chief Science Officer*  
American Botanical Council



**Steve Hanson**  
*Chief Executive Officer & Founder*  
Nutrasocial



**Jeff Hilton**  
*Founder & Chief Marketing Officer*  
BrandPath USA



**Ewa Hudson**  
*Director of Insights*  
Lumina Intelligence



**Ralf Jäger, PhD**  
*Managing Member*  
Increnovo



**David Keller**  
*Owner*  
Keller Consulting Group



**Susan Kleiner, PhD, RD**  
*Owner*  
High Performance Nutrition



**Danielle Masterson**  
*Editor*  
NutraIngredients



**Mark Miller, PhD**  
*President*  
Kaiviti Consulting



**Christopher Mohr**  
*Consultant*  
Mohr Results



**Nilufer Orhan**  
*Scientific Author*  
American Botanical Council



**Simon Pitman**  
*Freelance Journalist*  
Pitters Freelance



**Guru Ramanathan, PhD**  
*Managing Director*  
Dutch Medical Food B.V.



**Kantha Shelke, PhD**  
*Principal / Sr. Lecturer*  
Corvus Blue / Johns Hopkins University



**Asia Sherman**  
*Deputy Editor*  
NutraIngredients



**Paula Simpson**  
*Founder*  
Nutribloom Consulting



**Cassandra Stern**  
*Editor*  
CosmeticsDesign-USA



**Sudipta Veeramachaneni**  
*President*  
SV Scientific



**Dr. Taylor Wallace**  
*Chief Executive Officer*  
Think Healthy Group



**Crystal Webber, MS, RD**  
*Chief Innovation Officer*  
Formulation Innovations Group

# INGREDIENT OF THE YEAR: BEAUTY-FROM-WITHIN

## WINNER



### RED ORANGE COMPLEX®

RED ORANGE COMPLEX™ is a standardized extract from three varieties of Sicilian blood oranges (Moro, Tarocco, and Sanguinello), rich in antioxidants like anthocyanins, flavanones, and vitamin C. Clinically studied for skin health, it helps reduce UV-induced damage, improve skin tone and elasticity, and protect against oxidative stress—key contributors to skin aging. Sourced sustainably from oranges grown on Mount Etna's volcanic soil, it offers a natural, science-backed solution to support radiant, resilient skin from within.

[www.Bionap.com](http://www.Bionap.com)

#### WHAT THE JUDGES SAID:

*The judges were impressed with the science, low-dose, sustainability and strong commercial success of RED ORANGE COMPLEX®.*

*The ingredient also has four accepted claims from Health Canada — a rigorous process that the judges appreciated.*



## FINALISTS

### DracoBelle™ Nu

DracoBelle™ Nu, derived from Moldavian Dragonhead (*Dracocephalum moldavica*), is an innovative, plant-based, vegan nutricosmetic ingredient designed to boost collagen in skin tissues. Backed by two published clinical studies, DracoBelle™ Nu significantly improves skin moisture, elasticity, density, and dermis thickness. By activating the AMPK/FOXO longevity pathway, DracoBelle™ Nu stimulates the skin's own collagen synthesis without any supplementation of animal-derived collagen building blocks, promoting skin rejuvenation and vitality. Ideal for beauty-from-within and anti-aging supplements, DracoBelle™ Nu is a scientifically proven solution for rejuvenated and hydrated skin.

[www.MibelleBiochemistry.com/Products/Food-Health](http://www.MibelleBiochemistry.com/Products/Food-Health)



### OVOLUX™

OVOLUX™ is a powerhouse beauty ingredient clinically shown to help reduce the visible signs of skin aging, including fine lines and wrinkles, giving you a smoother, more youthful complexion. Naturally occurring bioactive nutrients in OVOLUX™ help improve hair strength and texture, as well as promoting stronger, healthier nails. In 12 weeks, OVOLUX™ produces visible improvements in hair and skin texture. And, in just 6 weeks, OVOLUX™ significantly improves skin hydration, firmness and elasticity, particularly around the delicate eye area, helping reduce the appearance of crow's feet and fine lines.<sup>1</sup>

[www.StratumNutrition.com](http://www.StratumNutrition.com)

1. Ruff KJ, Dockery N, Back M. Unpublished October 2024



These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure, or prevent any disease.



# INGREDIENT OF THE YEAR: BOTANICAL

## WINNER



### Berberis®, Berberine Indena Phytosome®

Berberis® is an innovative food-grade ingredient based on the formulation of berberine (standardization 28-34% by HPLC) from Berberis aristata with Indena Phytosome® technology. The tailor-made formulation is specifically designed considering its unique phytochemical and biological profile. Berberis® unique composition is based on:

1. Raw Berberis aristata extract used instead of pure berberine (market benchmark) since it is 2.5 times more soluble than berberine HCl
2. Pea proteins as carrier to optimize berberine absorption
3. Grape seed extract as powerful, natural antioxidant protecting the intestinal mucosa against gastrointestinal adverse effects of traditional berberine

A natural ally to keep metabolism balanced, naturally.

[www.Indena.com](http://www.Indena.com)

#### WHAT THE JUDGES SAID:

*Berberis® makes innovative use of the Indena Phytosome® delivery system to address the long-standing challenges of conventional berberine—namely poor solubility, limited absorption and gastrointestinal discomfort. They also noted that the blend of Berberis® aristata, pea proteins and grape seed extracts is one of the most clinically supported and commercially successful berberine ingredients available on the market today.*



## FINALISTS

### KSM-66 Ashwagandha®

KSM-66 Ashwagandha®, the largest natural product ingredient brand on the market, is the top-selling Ashwagandha, with a global market share of >65% and featured in 4,000+ products across 62 countries. Backed by 50+ clinical studies, it supports stress reduction, cognitive function, hormonal balance, sleep, and sports performance. Manufactured using “Green Chemistry” extraction process and sourced from company-owned organic farms, KSM-66 holds 47+ quality certifications. Its exceptional safety and efficacy, broad applicability, sustainability, and global endorsements, including that from the Prime Minister of India and other international celebrities, make it a gold standard botanical for wellness across all age groups.

[www.KSM66Ashwagandha.com](http://www.KSM66Ashwagandha.com)



### Reducose®

Founded in Oxford, Phynova is a British life sciences company with over 20 years of expertise in developing and commercializing science-backed ingredients. Phynova's flagship product, Reducose®, is a unique patented water extract of mulberry leaves. It works in a small dose and has an immediate and significant effect on moderating blood glucose and insulin levels that has been clinically validated in 11+ trials.

[www.Phynova.com](http://www.Phynova.com)



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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

# INGREDIENT OF THE YEAR: HEALTHY AGING

## WINNER

### ProGo®

For healthy aging, ProGo® (salmon protein hydrolysate) helps support a better weight profile with a fraction of small peptides identified to activate GLP-1 and GIP receptors. It also provides muscle-protective properties (as presented at MASCC 2023 & 2024) to help protect muscle mass and avoid frailty. Along with weight loss it supports a healthy iron and glucose metabolism through the increase in the iron storage protein ferritin (via the upregulation of FTH1) and GLP-1 receptor activation, improving vitality. Finally, the upregulation of anti-inflammatory and antioxidant systems, including HMOX1 and FTH1, provides important overall health benefits including better gut health.

[www.HofsethBiocare.com](http://www.HofsethBiocare.com)

#### WHAT THE JUDGES SAID:

*ProGo® has x-factor potential. The upcycled salmon protein hydrolysate ingredient is built around versatile, compelling clinical data with marketing-friendly markers, especially GIP and GLP-1 for weight without lean mass loss.*



## FINALISTS

### Lute-gen®

Lute-gen® is the only scientifically-researched lutein-zeaxanthin complex shown to reduce telomere shortening—a breakthrough biomarker of aging. Backed by six peer-reviewed studies conducted across the globe, this patent-pending marigold extract supports cognitive function, visual health, and cellular longevity—through the powerful connection of the Eye-Brain Axis. Delivering 10mg lutein and 2mg zeaxanthin, Lute-gen® offers formulation flexibility across advanced formats, backed by robust stability and bioavailability data. Sustainably sourced and clean-label (Non-GMO, solvent-free, allergen-free, vegan), Lute-gen® combines robust science with cost-effective innovation—empowering brands to deliver accessible, next-generation solutions for healthy aging with scientific depth, real-world relevance, and consumer trust.

[www.Bio-gen.in](http://www.Bio-gen.in)



### TurmXTRA® 60N

TurmXTRA® 60N is a clean-label turmeric extract delivering clinically validated results at just 250 mg daily without piperine. Designed with a pharmaceutical-grade approach, it contains 60% curcuminoids, matching the bioavailable actives of 1575 mg of standard turmeric extract. It overcomes key challenges of poor absorption and high dosing. Backed by three pharmacokinetic studies and three clinical trials showing benefits for joint comfort, muscle recovery, and mobility, TurmXTRA® proves its performance. In today's world, where mobility defines healthy aging, TurmXTRA® offers a natural, low-dose solution to support movement, resilience, and active living bridging tradition with scientific innovation.

[www.Nutriventia.com](http://www.Nutriventia.com)



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# INGREDIENT OF THE YEAR: MICROBIOME MODULATION

## WINNER

**Kaneka**  
PROBIOTICS

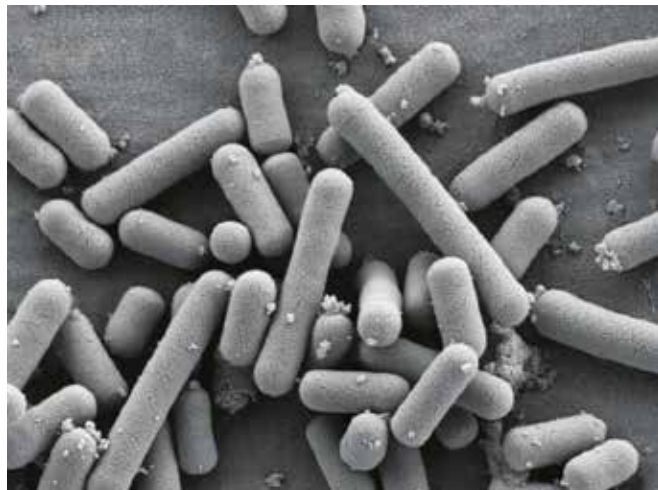
### KABP® Menopause

KABP® Menopause is the first probiotic supplement with a clinical study showing that its unique blend—including *Levilactobacillus brevis* KABP®-052, a high- $\beta$ -glucuronidase (GUS) activity strain—can help maintain normal estrogen levels in healthy peri- and postmenopausal women. The Honda et al. (2024) study demonstrated that our probiotic formula modulated estradiol and estrone levels over 12 weeks, setting an industry-first milestone. KABP® Menopause represents a pioneering approach to supporting women's health by targeting the estrobolome to influence estrogen balance during menopause, addressing the hormonal changes that accompany natural aging.

[www.KanekaProbiotics.com](http://www.KanekaProbiotics.com)

#### WHAT THE JUDGES SAID:

*Women's health continues to be a market driver, but menopause support continues to be underserved. Kaneka's blend of probiotics, which supports menopausal women by modulating the estrobolome, could be a game-changer for this category. The combination of the scientific substantiation with good commercial success created a very strong application for a novel ingredient.*



## FINALISTS

### PoZibio®



PoZibio® (heat-inactivated *Lactobacillus paracasei* D3.5) is a human-origin postbiotic developed by a research team led by Dr. Hariom Yadav at Wake Forest School of Medicine. This patented ingredient discovered through longevity screening promotes healthy aging by balancing the gut microbiome, strengthening intestinal barriers, and reducing age-related inflammation. It acts as a prebiotic on the body's own *Akkermansia*, preserves muscle, and supports cognitive health and positive mood. PoZibio® has been shown to help soothe and seal the mucus layer of the gut, decreasing gut permeability and ensuring proper nutrition to the gut-brain axis. It offers a science-backed solution for longevity.

[www.Sabinsa.com](http://www.Sabinsa.com)



### SynbÆctive® Femme



SynbÆctive® Femme, composed of *L. plantarum* PBS067, *L. rhamnosus* LRH020, and *B. lactis* BL050, is a patented probiotic ingredient designed to support women's health across all life stages. Clinically tested, it targets urogenital infections and modulates inflammatory responses. Its efficacy has been demonstrated in various applications, showing vaginal colonization following oral intake, reduced recurrence BV, and restoration of vaginal microbiota in postmenopausal women by increasing lactobacilli typically lacking. The depth of clinical investigation positions SynbÆctive® Femme as a strong ally for female health, with ongoing research unlocking new potential applications and insights into its mechanism of action.

[www.SynBalance.Care](http://www.SynBalance.Care)



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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)



# INGREDIENT OF THE YEAR: MIND & MOOD

## WINNER

### Holixer™

Holixer™ is a clinically validated Holy basil extract for stress and sleep management that is developed using a proprietary Bioactive Optimization Technology. It comes with a potential to help millions of adults in alleviating stress and support healthy sleep through improving sleep quality and sleep efficiency.

In 2 clinical studies for each sleep and stress, Holixer™ has shown remarkable effects on sleep quality and sleep efficiency from 4 weeks. Holixer™ helps maintain healthy cortisol levels during everyday stress and regular intake for 8 weeks helps the body quickly respond when facing acute stress.

[www.NaturalRemediesHumanHealth.com/Holixer](http://www.NaturalRemediesHumanHealth.com/Holixer)

#### WHAT THE JUDGES SAID:

*Holixer™ has the X-factor with a favorable dose and clinical data published in excellent journals. The Holy Basil ingredient already boasts excellent commercial success for a relatively recent launch and the impending publication of data from a sleep study will further the adoption of this ingredient into the broader FDM channel*



# HOLIXER™

## FINALISTS

### Prolanza®

Prolanza® is a clinically substantiated, sustained-release ashwagandha root extract designed to overcome the short half-life limitations of traditional extracts. Using proprietary delivery technology, Prolanza® ensures consistent plasma levels of withanolides for 8–12 hours from a single daily dose—addressing the fluctuation gaps typical of standard formats. Standardized to NLT 4% USP withanolides and backed by the first-ever published human pharmacokinetic study on Ashwagandha, Prolanza® delivers reliable stress support and cognitive balance throughout the day. Its clean-label, non-GMO, solvent-free formulation makes it the ideal choice for modern mind and mood solutions.

[www.Nutriventia.com](http://www.Nutriventia.com)



### RelaxPLX®

RelaxPLX® is a botanical extract from Lemon Verbena designed to support emotional wellbeing and restful sleep. Backed by three clinical studies—including one in adolescents aged 12–16—it has shown to help maintain healthy cortisol and melatonin levels, promoting a calm state of mind and quality rest without next-day drowsiness. RelaxPLX® offers a natural, clean-label solution that aligns with today's wellness-conscious consumers. Its versatility across formats makes it ideal for innovative formulations. Rooted in science and inspired by nature, RelaxPLX® empowers individuals to unwind, restore balance, and embrace their best selves—day and night.

[www.RelaxPLX.com](http://www.RelaxPLX.com)



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# INGREDIENT OF THE YEAR: SPORTS NUTRITION

## WINNER

### Bimuno® GOS

Bimuno® GOS is a targeted prebiotic ingredient that's redefining how sports nutrition addresses gut health. Backed by over 125 publications and 20+ clinical trials, including research with elite rugby and football players, it delivers tangible benefits for immune support and gastrointestinal resilience - two critical factors for athlete performance and recovery. With a low clinically proven daily dose, it offers outstanding formulation flexibility across powders, drinks, and capsules. As microbiome science becomes central to performance strategies, Bimuno® GOS is leading the way with validated science and growing relevance in sports-focused applications.

[www.Clasado.com](http://www.Clasado.com)

#### WHAT THE JUDGES SAID:

*Bimuno® GOS captivated the judges due to its low dose, commercial success and a solution to a widespread issue that impacts many athletes across all sports. Maintaining gut health is crucial for athletes, and as one judge put it: "This won't just get you to the end of the race, it will get you out to train."*

Clasado  
biosciences



Powered by  
Bimuno®

## FINALISTS

### AstaReal® Astaxanthin

AstaReal® Astaxanthin is a premium natural antioxidant extracted from *Haematococcus pluvialis* freshwater microalgae. The algae are derived from hand-selected non-GMO strains optimized for astaxanthin production and cultivated using advanced biotechnology for optimal quality. AstaReal® branded astaxanthin is the original and most studied brand of natural astaxanthin, backed by over 85 human clinical studies and 37 years of research. AstaReal® Astaxanthin supports healthy mitochondria and combats free radicals to support exercise recovery and endurance. Clinically shown to have whole body benefits - promoting skin, immune, cognitive, cardiovascular, and physical performance health - AstaReal® sets the gold standard in astaxanthin innovation.

[www.AstarealUSA.com](http://www.AstarealUSA.com)



### KSM-66 Ashwagandha®

KSM-66 Ashwagandha®, the largest natural product ingredient brand on the market, is the top-selling Ashwagandha, with a global market share of over 65% and featured in 4,000+ products across 62 countries. Backed by 50+ clinical trials, including 19+ in sports health, it enhances strength, endurance, recovery, sleep, testosterone, and stress resilience. With over 9 billion doses sold and trusted by sports celebrities and Olympic athletes globally, KSM-66 is BSCG drug-free certified and Informed Ingredient certified, amongst 47+ third-party certifications. Its superior taste and solubility profile enable inclusion in 45 delivery formats, from supplements to functional foods and sports nutrition products.

[www.KSM66Ashwagandha.com](http://www.KSM66Ashwagandha.com)



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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

# PRODUCT OF THE YEAR: BEAUTY-FROM-WITHIN

## WINNER

### Xtressé™ Hair Growth Gummies

Xtressé™ was founded by some of the country's top dermatologists and hair restoration experts with over 180 years of combined experience. Frustrated by the underperformance of existing hair-health products, they developed Xtressé™ Hair Growth Gummies, a new drug-free solution to address hair loss. The gummies are delicious, easy-to-take, and formulated with a breakthrough combination of plant-based extracts and regenerative compounds proven to combat common stressors that lead to hair loss, including NAD+, pumpkinseed extract, taurine, and saw palmetto. What sets Xtressé™ apart is its focus on science-backed, natural solutions to supporting hair growth and scalp health on a cellular level.

[www.Xtresse.com](http://www.Xtresse.com)

#### WHAT THE JUDGES SAID:

*Xtressé's™ Gummies are professionally formulated to support hair growth. Although relatively new to the market, the strawberry-flavored gummies are well formulated with vitamin, minerals and a good blend of botanicals. This product has that X factor.*



xtreSe™  
HAIR THERAPY

## FINALISTS

### Collagen Plus

Thorne's Collagen Plus features a dream team of skin-health ingredients, combining the well-known benefits of collagen and nicotinamide riboside with a supporting cast of plant extracts that have been clinically studied to support beauty from within. Collagen Plus features collagen peptides, a patented black and red currant polyphenol blend, a white peach extract, and nicotinamide riboside, in a pleasant-tasting passion berry flavored-powder. This unique formula is built to nourish skin, hair, and nails, and protect them from environmental insults.

[www.Thorne.com](http://www.Thorne.com)

### THORNE



### Vegan Pro Collagen

Vegan Pro Collagen combines the exact amino acid profile as the type I collagen in your skin with vitamin C, gotu kola and ginseng root extracts. This combination has been clinically studied to support healthy collagen production and healthy-looking skin and reduce the appearance of wrinkles. Now you don't have to choose between a plant-based lifestyle and beautiful skin.

[www.LifeExtension.com](http://www.LifeExtension.com)

LIFE  
EXTENSION™  
The Science of a Healthier Life®



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# PRODUCT OF THE YEAR: BOTANICAL

## WINNER

### Quercetin 20x Plus

Quercetin 20x Plus is scientifically formulated to support the respiratory system, including nasal passages. It features Quercetin®, a highly absorbable Quercetin formulated with Phytosome™ technology, combined with nettle extract and antioxidant compounds to target immune-system-related pathways connected to respiratory symptoms.

[www.Xymogen.com](http://www.Xymogen.com)

#### WHAT THE JUDGES SAID:

*Quercetin 20x Plus fills a white space in natural allergy support with a highly bioavailable quercetin, enhanced with NAC, stinging nettle extract and vitamin C to support immune and antioxidant pathways. Backed by clinical studies and designed as an alternative to antihistamines, the product has shown strong uptake and repeat use within its first year on the market.*



## FINALISTS

### Neuro Memory & Focus Peppermint Gum

Neuro's Memory & Focus Peppermint Gum is a caffeine-free supplement made with clinically studied ingredients like Cereboost® Ginseng, L-theanine, and B vitamins. This clean, convenient gum is designed to sharpen focus, support memory, boost energy, and promote a balanced mood—without the jitters or crashes of traditional stimulants. At the heart of the formula is Cereboost®, a patented American Ginseng extract shown to enhance cognitive function and mental performance. With cold-compression technology and a form factor that enhances bioavailability and absorption, Neuro is your smart, stimulant-free way to stay at your best—day or night.

[www.NeuroGum.com](http://www.NeuroGum.com)

**Neuro**  
functional gum & mints



### Peri Essential 5™

Peri Essential 5™ is a clinically-backed botanical supplement designed specifically for perimenopause. It features six medical-grade adaptogenic herbs, each supported by its own clinical research, that work synergistically to target the five core systems most disrupted by erratic hormonal fluctuations: the nervous system, liver and digestion, blood sugar balance, inflammation, and immunity. Both the individual herbs and the full blend are third-party tested for purity and efficacy. With no fillers or fluff, it delivers proven, non-hormonal support to help women navigate one of life's most complex transitions and improve quality of life for millions of women in perimenopause.

[www.NNABLife.com](http://www.NNABLife.com)

**NNABI**



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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

# PRODUCT OF THE YEAR: MICROBIOME MODULATION

## WINNER

### Roll Call Immunity

Renzo's Roll Call Immunity is a sugar-free, melt-in-your-mouth supplement designed to support kids' immune health at the cellular level. Featuring IMMUSE® (*Lactococcus lactis* strain Plasma, LC-Plasma), a clinically researched postbiotic, this formula helps activate immune cells to keep your child's defenses strong year-round. With a delicious orange flavor, no artificial ingredients, and a kid-friendly format, Roll Call Immunity is the parent-approved way to help kids stay healthy and resilient.

[www.RenzosVitamins.com](http://www.RenzosVitamins.com)

#### WHAT THE JUDGES SAID:

*Making an efficacious product for kids that they will take is a challenge: Renzo's Vitamins has succeeded with Roll Call Immunity: A simple, focused approach with a well-documented postbiotic that give parents a high degree of confidence in the safety and efficacy of these quick melt tablets.*



## FINALISTS

### Biofilm ProBalance™

Biofilm ProBalance™ by Standard Process is a targeted microbiome support supplement designed for when GI biofilms or Candida are suspected, helping those who have microbiome disbalance, occasional bloating, and are often dissatisfied with their gut health. The product features a proprietary blend of probiotic bacteria, probiotic yeast, enzymes, organic kale from our farm, and organic garlic. By helping regulate biofilm matrices and naturally occurring yeasts like Candida it supports a healthy microbiome. Biofilm ProBalance™ demonstrates a whole food-based, science driven solution for gut health.

[www.StandardProcess.com](http://www.StandardProcess.com)



### V•Nella

V•Nella is a daily probiotic that fights fatigue at the cellular level. V•Nella was created by FitBiomics, the biotechnology company spun out of Harvard's Wyss Institute. Scientifically developed with a patented probiotic decoded from the fittest individuals on the planet, V•Nella is designed to help achieve peak performance through a novel metabolic health pathway, converting lactic acid in the gut into short-chain fatty acids that power our muscles. V•Nella offers multi-faceted health benefits by improving physical endurance, aiding in quicker recovery, and motivation to exercise. This in turn enables applications including assisting with weight management and providing healthy aging options.

[www.Fitbiomics.com](http://www.Fitbiomics.com)



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# PRODUCT OF THE YEAR: SPORTS NUTRITION

## WINNER

### SuperBeets Sport

SuperBeets Sport is a patented & clinically studied beet root powder featuring a blend of fermented beets grown in the USA providing a standardized ratio of naturally occurring dietary nitrates & nitrites to help fuel athletic performance. SuperBeets Sport incorporates patented science from the University of Texas Health Science Center for the generation of Nitric Oxide. With its unique ratio of dietary nitrates & nitrites from beet root, SuperBeets Sport works for anyone regardless of commensal bacteria levels in the oral microbiome. This formula is backed by a clinical trial demonstrating its effectiveness for exercise endurance, stamina, and recovery.

[www.Humann.com](http://www.Humann.com)

#### WHAT THE JUDGES SAID:

*The judges applauded the human studies with research-supported benefits, convenient format, along with proper dosing and meaningful benefits.*



human<sup>n</sup>

## FINALISTS

### CurraNZ® Original

CurraNZ® is the breakthrough ergogenic aid that delivers a unique range of benefits for sports performance, muscle recovery and GI support when exercising in the heat. Multi-award-winning CurraNZ® New Zealand blackcurrant anthocyanin extract is a standardised formulation of Enzans®, high-potency polyphenol bioactives that deliver its evidence-based effects for athletes and active people across the sporting spectrum. Amongst the most effective legal performance-enhancers available, CurraNZ® stands apart for its independent, gold-standard clinical evaluation, with over 40 studies demonstrating its range of positive benefits for performance and muscle recovery.

[www.CurranzUSA.com](http://www.CurranzUSA.com)

health & curranzy



### FastChews

SaltStick FastChews are chewable electrolyte tablets designed to provide fast, effective hydration without the need for water – no mixing and no waiting. Just chew like a sweet tart. Clinically proven to start working in 45 seconds, FastChews deliver rapid electrolyte replenishment to help combat dehydration, fatigue, muscle cramps, and lightheadedness caused by sweat loss. With a balanced electrolyte profile and no artificial sweeteners, FastChews offer a clean, convenient, and efficient way to stay hydrated, perform at your best, and recover faster.

[www.AleteNutrition.com/Pages/Saltstick](http://www.AleteNutrition.com/Pages/Saltstick)

SaltStick



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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

# INNOVATION IN WOMEN'S HEALTH

## WINNER



### Women's Health by Probi: Iron Absorption

Women's Health by Probi: Iron Absorption is a clinically supported concept combining the probiotic strain LP299V® with iron to address a leading health concern among women worldwide. This unique combination enhances iron absorption and restores iron levels more effectively than iron alone—while reducing common gastrointestinal side effects. Ideal for individuals with iron deficiency anemia, pregnant women, vegetarians/vegans, and athletes seeking long-term iron support, it offers a novel, microbiome-based solution for improving women's health.

[www.Probi.com](http://www.Probi.com)

#### WHAT THE JUDGES SAID:

*There hasn't been a lot of novelty or innovation in the iron space, so we were delighted to see an innovative offering with an interesting MOA with such a large reach. We also appreciated the fact that Women's Health by Probi: Iron Absorption deemed safe for and studied in pregnant women.*



## FINALISTS

### Pycnogenol®

Pycnogenol®, French maritime pine bark extract, is a leading ingredient for women's health supported by 40+ years of extensive research. Exclusively supplied worldwide by Horphag Research, Pycnogenol® owes its wide-ranging health and beauty benefits to its unique mechanisms of action. Its powerful antioxidant and anti-inflammatory properties help manage menopausal symptoms and menstrual discomfort, while its ability to support circulation and bind to collagen and elastin contributes to heart, joint, venous and skin health. Currently, there are 27 clinical studies involving 2,210 women that demonstrate Pycnogenol®'s efficacy for women of all ages.

[www.Pycnogenol.com](http://www.Pycnogenol.com)



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### Thermella®

Thermella® is a hormone-free supplement for managing hot flashes & night sweats caused by hormonal fluctuations during menopause.\* Thermella's® ingredients block neurokinin B from binding to receptors on KNDy neurons in the hypothalamus; the thermoregulatory center of the brain. Through this mechanism of action, Thermella® reduces hot flashes & night sweats. Modulation of this pathway was previously only achieved by prescriptions, until Thermella®. Across multiple clinical trials, Thermella® was determined to be effective compared to placebo, with no serious adverse events. In clinical trials, 82% of participants noted fewer hot flashes & night sweats in as early as 2 weeks.

[www.HelloBonafide.com](http://www.HelloBonafide.com)



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# MARKETING INITIATIVE OF THE YEAR

## WINNER



### Lutein For Every Age Campaign

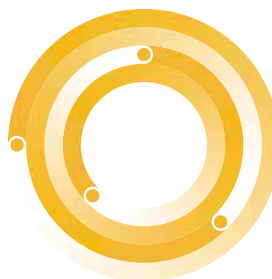
OmniActive expanded its Lutein for Every Age (LFEA) campaign to highlight the role of lutein and zeaxanthin (L/Z) in school-aged children's eye and brain health, supported by new research on Lutemax Kids.

The campaign's objectives were to educate parents on the benefits of L/Z and supplementation, inform healthcare professionals (HCPs) of the science behind Lutemax Kids, position the ingredient as a trusted, science-backed solution for children's health, increase traffic to the campaign website and share of voice in the nutrition space. Finally, the campaign featured brand partners to help consumers locate products containing Lutemax Kids.

[www.OmniActives.com](http://www.OmniActives.com)

#### WHAT THE JUDGES SAID:

*Kid's eye health is crucial in this digital age, and modern problems call for modern solutions. Lutein for Every Age took an omni channel approach focused on today's consumer. It was content-driven, backed by credible thought leaders, professionally executed and targeted a specific need.*



LUTEIN  
FOR  
EVERY  
AGE

## FINALIST

### Nature Made Pickleball Activation

Nature Made's Pickleball campaign merged wellness with culture in an unexpected, yet approachable way. Leaning into the combination of Pickleball's explosive growth and recent pickle-related food trends, the brand released limited-edition Pickle-Flavored Multivitamin Gummies and exclusive merchandise, in addition to partnering with USA Pickleball™ to become the "Official Vitamin of USA Pickleball."

From a viral mascot to a sold-out product drop, the campaign sparked consumer engagement, inspired syndicated broadcast mentions, and even resulted in "Pickle" being the top search on NatureMade.com. This culturally relevant activation made vitamins fun, built brand affinity, and centered Nature Made in the pickle conversation.

[www.NatureMade.com](http://www.NatureMade.com)



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# NUTRITION RESEARCH PROJECT

## WINNER

### Canomiks' Bio-B2B™ Technology

Canomiks' Bio-B2B™ technology, backed by a \$1M National Science Foundation grant, standardizes botanical ingredient biological effects using human cells, genomics, and AI. This first-of-its-kind platform enables rapid, cost-effective batch-to-batch biological-effect testing of nutraceutical botanicals for their biological effect and contaminant safety. Customers receive a comprehensive report with a biological-effect quality score, gene insights including health relevance, and a CanTrust by Canomiks® seal, plus digital platform support for traceability and sustainability. Bio-B2B™ empowers brands to build consumer trust and reduce compliance risks with scientifically validated ingredients.

[www.Canomiks.com](http://www.Canomiks.com)

#### WHAT THE JUDGES SAID:

*Canomiks' Bio-B2B™ (Biological Effect Batch-To-Batch) ingredient testing, which includes an AI-powered biological effect score predictor software, is potentially game-changing. The research project provides ingredient suppliers with an easy way to verify the safety and/or efficacy of their products. This will be interesting to watch.*



## FINALISTS

### ErgoActive® Research Program for Healthy Aging & Longevity



Ergothioneine is a unique antioxidant known as a “longevity vitamin,” yet it’s largely missing from the American diet. Through the ErgoActive® Research Program for Healthy Aging & Longevity, Blue California is leading a global initiative with top-tier institutions to explore its full potential in extending healthspan. The program spans cognitive, physical, mitochondrial, immune, kidney health and more, with the goal of establishing ergothioneine as a foundational nutrient for healthy aging. Early clinical trials show benefits for memory, sleep, and liver function. With FDA GRAS, proven bioavailability and broad formulation potential, ErgoActive® offers a science-backed solution for helping people age well.

[www.Bluecal-Ingredients.com/Ergothioneine](http://www.Bluecal-Ingredients.com/Ergothioneine)

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[www.NutraIngredientsUSA-Awards.com](http://www.NutraIngredientsUSA-Awards.com)

### Plant-Based Transfer Factor



This innovative research project explores plant-based peptides and proteins—specifically from Brassica seed isolates—as sustainable, vegan alternatives to colostrum- and egg-derived immune supplements. Conducted by 4Life Research in collaboration with Unigen, Burcon NutraScience, and the University of Louisville, the study uses advanced immunological screening and proteomics to identify immune-modulating compounds that mirror mammalian functionality. With robust preclinical results, the initiative highlights strong immunological activity and commercial potential across supplements and functional foods. The project meets urgent consumer demands for health, ethics, and sustainability, offering a transformative solution in the evolving landscape of plant-based, science-driven nutrition.

[www.4Life.com](http://www.4Life.com)

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# START-UP

## WINNER

### Tiny Health

Tiny Health is the first microbiome testing platform built for lifespan health, starting in pregnancy and infancy, to prevent chronic conditions before they start. Using shotgun metagenomic sequencing and a patent-pending bioinformatics pipeline, they profile the full ecosystem of the gut and vaginal microbiome—including bacteria, fungi, viruses, and archaea. Their proprietary biomarkers and healthspan metrics move beyond identification to capture functional potential. Tiny Health delivers first-of-its-kind insights and interventions across early-life health, fertility, perimenopause, and aging, making personalized, preventive care not only possible, but practical. Tiny Health are not just empowering families, they're building the future model for gut-centered precision health.

[www.TinyHealth.com](http://www.TinyHealth.com)

#### WHAT THE JUDGES SAID:

*Tiny Health stands out for its innovative, science-driven approach to improving child and family health through precision gut microbiome testing. By focusing on the critical first 1,000 days of life and using strain-level analysis, the company is pioneering health optimization in an underserved and complex category. With a strong scientific foundation, clear mission and notable commercial traction, Tiny Health is well-positioned to make a meaningful, long-term impact.*



## FINALISTS

### Alethios

Alethios is a software platform for virtual human health research, built to lower the barriers to scientific discovery and evidence generation. Researchers — from seasoned PIs to first-time innovators — can design and launch fully virtual, real-world studies using tools for wearables, biomarkers, and survey-based endpoints, with AI-powered support and no-code workflows. The Alethiad participant platform reimagines research participation through intuitive design, gamified adherence, and individual data return. Whether powering RCTs or claim-driven studies, Alethios enables credible, inclusive research at startup speed — helping more people ask questions, generate evidence, and be represented in the science that shapes health.

[www.Alethios.com](http://www.Alethios.com)



### RedLeaf™ Biologics

RedLeaf™ Biologics is a US-based natural ingredients company developing high-performance, plant-based solutions for the food & beverage, nutraceutical, personal care, and natural color industries. Headquartered in Kentucky and working exclusively with US farmers, RedLeaf™ has built a fully domestic supply chain around its proprietary, non-GMO red sorghum - an adapted variety developed for its unique bioactive and color properties. RedLeaf™'s flagship ingredient, ReDaxin™, delivers a clinically validated complex of bioflavonoids, including rare 3-deoxyanthocyanidins unique to sorghum, with exceptional stability and formulation versatility. From clean-label colorants to functional bioactives, RedLeaf™ is creating a scalable platform for innovation using American-grown, purpose-bred sorghum.

[www.RedLeafBiologics.com](http://www.RedLeafBiologics.com)



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[www.NaturalIngredientsUSA-Awards.com](http://www.NaturalIngredientsUSA-Awards.com)



# NUTRACHAMPION

## WINNER

### Mark Blumenthal

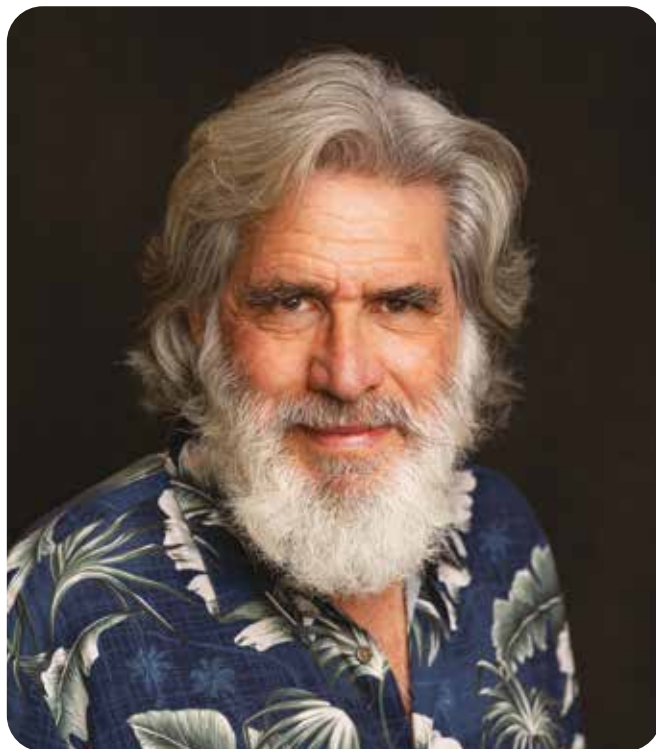
Mark Blumenthal is the Founder and Executive Director of the **American Botanical Council** and Editor-in-Chief of **HerbalGram**. A leading herbal educator and advocate for over 50 years, he has authored and edited numerous publications on medicinal plants, herbal safety, and regulation. Blumenthal also directs the Botanical Adulterants Prevention Program and has served on advisory boards for leading academic and regulatory institutions. He's received multiple honors, including honorary doctorates and industry leadership awards.

Through his extensive writing, public speaking, and nonprofit leadership, Blumenthal has played a key role in shaping global standards and education on herbal medicine.

#### WHAT THE JUDGES SAID:

*Mark Blumenthal has dedicated his life to herbs and botanicals, as an advocate, educator, researcher, writer, and editor. His positive impact is felt every day by members of the herbal and medicinal plant community, not only as founder and executive director of the American Botanical Council, but through his work as Editor-in-Chief and Publisher of HerbalGram and the work of the Botanical Adulterants Prevention Program, which he founded alongside the American Herbal Pharmacopoeia (AHP) and the University of Mississippi's National Center for Natural Products Research (NCNPR). Mark is an inspiration to the botanical community, a mentor to many and a trusted friend.*

*The NutraIngredients Team is honored to name Mark Blumenthal its 2025 NutraChampion for his leadership, passion, and commitment to the herbal community.*



# UPCOMING EVENTS

BROUGHT TO YOU BY  
**NutraIngredients**

NutraIngredients, the leading online news source for the nutrition industry, organises flagship global events and awards that connect science, business, and innovation, bringing together key stakeholders to explore the latest trends, research and market opportunities.



This Summit explores the very latest market opportunities across the region that is driving the growth of the global food, beverage and nutrition industries. Bringing extensive expert insights from a raft of big-name brands, leading academics, market and trends specialists and policy experts.

[www.GrowthAsiaSummit.com](http://www.GrowthAsiaSummit.com)



This edition of the awards series focuses on the APAC market and entries for 2025 are now open. The award winners will be announced in September. Closing date for entries is 16 June 2025.

[www.NutraingredientsAsia-Awards.com](http://www.NutraingredientsAsia-Awards.com)



Nutra Healthspan Summit is where cutting-edge science meets business strategy in the quest to extend healthspan through nutrition and supplements. This must-attend event will cut through the noise and hype to deliver actionable insights from the world's leading scientists, brands, and innovators in Cellular Aging. Join the bold minds shaping the future of longevity and be part of the movement redefining what it means to grow older.

[www.NutraHealthspanSummit.com](http://www.NutraHealthspanSummit.com)



Probiota brings together the worlds of microbiome science and industry - uniting researchers, brands, manufacturers, and retailers. Join us for cutting-edge insights, roundtable lunch discussions, emerging science showcases and valuable networking opportunities.

[www.ProbiotaEvent.com](http://www.ProbiotaEvent.com)



Back by popular demand, the Weight Management Summit returns in 2026! This focused half-day event dives into the fast-evolving weight management space, highlighting cutting-edge innovations, scientific insights, and success stories—especially as top brands and retailers launch GLP-1 support platforms.

[www.SportsNutritionSummit-USA.com/WMS](http://www.SportsNutritionSummit-USA.com/WMS)



This summit remains the must-attend event, bringing together cutting-edge science, business strategy, and regulatory insights that are shaping the future of sports and active nutrition. From breakthrough ingredient innovations and evolving product formats to shifting consumer demands, we will continue exploring the trends defining the industry's next chapter.

[www.SportsNutritionSummit-USA.com](http://www.SportsNutritionSummit-USA.com)



Probiota Americas is heading back to Vancouver in 2026 following a blockbuster 2025 edition. As the premier microbiome event in North America, it offers dynamic content sessions, engaging roundtable lunch discussions led by industry experts, wellness activities, a lively social evening, and exceptional networking opportunities.

[www.ProbiotaAmericas.com](http://www.ProbiotaAmericas.com)