

Manufacturers driving trials of supplements

By MICHAEL JOHNSON

JACKSONVILLE, Fla. — Not too long after the Food and Drug Administration issued its final Good Manufacturing Practices for dietary supplement manufacturers, suppliers representing 62 companies made the trek deep into the Sun Belt to showcase the latest in supplement breakthroughs to some 57 buyers representing 39 retailers.

The event was conducted at the Hyatt Regency Jacksonville Riverfront July 16 through 19.

As these companies gear up to GMP compliance in the coming years, having good sci-

ence support product claims already is high on the priority list, as evidenced by the number of manufacturers driving their own trials.

For example, Nutrition 21 is one company focusing its efforts to use patented technology and pharmaceutical-type research in an effort to establish a go-to category for diabetes nutrition. Nutrition 21 holds 27 U.S. patents for chromium and its therapeutic uses.

Similarly, Nutramax is parlaying its heritage among veterinarians into mass with the launch of Cosequin, a glucosamine and chondroitin supplement for household animals.

Quincy introduces jellyfish supplement to fight aging

MADISON, Wis. — Quincy Bioscience introduced Prevagen, a novel jellyfish dietary supplement designed to fight aging. Specifically, the anti-aging potential displayed is an ability to keep brain cells alive longer in controlled tests. Laboratory tests show between a 28 percent and 45 percent improvement in cellular protection from death in the rodent models studied. The dietary supplement consists of the jellyfish protein aequorin, a protein Quincy Bioscience has been researching for the past decade.

To promote Prevagen into the mass market, Quincy is rolling out a national direct response TV campaign beginning Sep. 1. Prevagen has already been featured on NBC, CBS, and in *Business Week* magazine, the company reported.

Prevagen also is being researched as a possible pharmaceutical, the company reported. Since aequorin is an all-natural protein it can be marketed as a dietary supplement and in the future go through clinical trials with the goal of getting Food and Drug Administration approval towards neurodegenerative diseases.

NutraMax showcases OTC supplements for pets

NutraMax showcased a line of glucosamine and chondroitin supplements for pets called Cosequin, that only had been available through veterinarians. Pet products represent a growth opportunity for retailers—Americans spent \$9.3 billion on pet care products in 2006, an expenditure that's projected to rise by 6.5 percent according to the American Pet Products Manufacturers Association. A recent study conducted by the APPMA found 63 percent of American households own at least one pet. To support the retail launch, Nutramax will run ads on the Discovery and Animal Planet cable channels, as well as in *Dog Fancy* and *Cat Fancy* magazines.



Ameal bp debuts in U.S. market

TORRANCE, Calif. — Calpis USA is hoping to parlay its success with Ameal bp in Japan, launched in 1997, to the U.S. market. The dietary supplement contains Ameal-Peptide, a proprietary formula that helps maintain healthy blood pressure levels.



Ameal-Peptide is a series of natural bioactive tri-peptides that are created during a patented production process using casein (milk protein). AmealPeptide acts as a natural, mild ACE inhibitor, and helps the body avert the constriction of blood vessels. In clinical studies, AmealPeptide has been shown to be effective in lowering elevated blood pressure and received Generally Recognized as Safe status from the Food and Drug Administration in May.

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Sweet Success launches Fuel for Health line

SAN ANTONIO, Texas — Sweet Success Enterprises, maker of a line of innovative healthy-lifestyle beverages, introduced a repackaging and relaunch of the brand Sweet Success. Sweet Success Enterprises acquired Nestlé's original Sweet Success brand in 2002 and has launched its line of Fuel for Health all-natural beverages in a growing number of stores, along with the company's seven nutraceutical beverages, which include GlucaSafe, a beverage targeted to the dia-

betic market, and the non-dairy, non-soy Chocolate Immunity Infusion.

GlucaSafe contains the proprietary ingredient Cinnulin PF to help maintain healthy glucose levels.

The line of nutraceutical beverages also includes VitaTein Super Shakes, a ready-to-drink meal replacement containing protein, fiber, vitamins and Omega-3; and UltraGreens, which contains more than half of the USDA recommended daily intake of antioxidants.



Beans help fund cancer research

FAIRFIELD, Calif. — The Jelly Belly Candy Co. will donate 5 percent of sales, up to \$40,000, of its new pink-ribbon edition fruit punch Sport Beans to the Breast Cancer Research Foundation in time for Breast Cancer Awareness Month in October.

Sport Beans Energizing Jelly Beans already are available for retail in 24-pack caddies and five-bag value packs. Each bag delivers a combination of carbohydrates, electrolytes and vitamins clinically proven to maximize sports performance.

Jelly Belly will distribute samples and pink water bottles at the Danskin Women's Triathlon Series, a multi-city event sponsored in part by the Sport Beans brand. The triathlon next kicks off in Seattle Aug. 18 and 19 and in the New York area Sept. 15 and 16.

Probio-Wellness introduces 5-Day Cleanse

WEST PALM BEACH, Fla. — Natural channel veteran Empowering Health is making the move into mass with the launch of six probiotic SKUs under the Probio-Wellness banner. According to the company, the Probio-Wellness line is formulated using premier natural in-gredients, which typically cost between two and three times more than average, in an effort to ensure absorption and efficacy in maintaining digestive health.



The new products include 5-Day Cleanse (cleansing products are up 136 percent the company reported); Acid Balance (digestive aids are up 25 percent); Fruits &

Veggies, which provides the antioxidant equivalent to two servings of fruits and vegetables; Whole Food Fiber; Digestive Enzymes and Probiotic Cultures.

ProtiLife launches diet plan focusing on high protein

SAINT-EUSTACHE, Quebec — ProtiLife Distribution launched a complete slimming program featuring high-protein products. Each ProtiLife products contains between 75 percent and 80 percent protein.

The ProtiLife Program, which includes bars, oatmeal, shakes, soups and hot beverages, also is rich in vitamins and salt minerals. ProtiLife already enjoys distribution through such Canadian retailers as Jean Coutu and Uniprix, and has a comprehensive diet plan described on its Web site, www.protilife.com. The diet plan suggests that the high-protein diet helps reduce hunger and fatigue and is easy to integrate.

Ross Products introduces WINS to assist retailers in nutrition category

COLUMBUS, Ohio—The Ross Products division of Abbott Laboratories introduced a new concept at the ECRM dietary supplement show—WINS (Winning in Nutrition Sales)—that will assist retailers in best exploiting the nutritional products category through clusters of products.

The concept, fortified by Nielsen data, breaks down such categories as weight, sports, nutrition, diabetes, homeopathy and vitamins. Ross Products could be a category captain in each of these areas, especially given the division's breadth of products—Ensure, Glucerna (for people with diabetes), EAS (sports nutrition) and ZonePerfect.

Citrus-flavored 'squeezers' give kids Omega-3

CARLSBAD, Calif. — The Coromega Co., manufacturer of Omega-3 fish oil supplements delivered a unique pudding-like presentation, featured both an adult presentation, and a children's brand called Coromega Child Brain and Body Lemon-Lime Squeezers, a high DHA Omega-3 supplement.

Coromega, a patented emulsified Omega-3 fish oil product that is an alternative to capsules, also contains vitamin C.

The single-serving, squeezable dose of Coromega Child Brain and Body Lemon-Lime Squeezers supplies children with the health benefits of Omega-3s utilizing an easy-to-take packet in a lemon-lime flavor.

Each Coromega Child Brain and Body Lemon-Lime Squeezer has 200mg of DHA Omega-3, with no fish taste and none of the unpleasant "fish burps" often associated with fish oil softgels.



Basic Research premieres Akavar 20/50 caloric-restricting weight-loss formula

SALT LAKE CITY — Basic Research recently launched its Akavar 20/50 dietary supplement weight-loss formula which boasts that consumers can eat all they want and still lose weight. The supplement acts as an appetite suppressant, so consumers are expected to “want” to eat less.

Basic Research has a heritage of testing its diet aid products through direct TV marketing before they are taken to mass market. It’s

been a successful formula—Relacore and Zantrex have been on the market for more than two years and still are ranked within the top five diet aid items according to IRI data, the company stated.

According to the product Web site, the company claims Akavar restricts caloric intake to less than the normal, daily caloric consumption, and can help prevent “further conversion and storage of excess fat.”

ProMax unveils dissolvable dietary supplement system

CONCORD, Calif. — Promax is branching out from its bar heritage with a line of dietary supplements utilizing an innovative delivery system—a tasteless, quickly dissolved powder packaged very much like a sweetener.

Called Promax Xpress, consumers will be able to mix their supplementation into any hot or cold beverage, making the habit part of their everyday activities as opposed to having to consume a pill or drink.

The line, which begins shipping in September, will include a calcium supplement, a joint product and a fiber product.

Pacific World launches Bio-Oil in United States



LAKE FOREST, Calif. — Pacific World recently launched Bio-Oil for scars and stretch marks, following a successful introduction in England, South Africa, Australia and other parts of the world. The product, supported by clinical trials, is the product of choice among doctors and pharmacists in many markets, the company reported.

Bio-Oil also is effective for numerous skin concerns, including uneven skin tone, dehydrated skin and aging skin. It’s formulated with vitamins A and E, calendula oil, lavender oil, rosemary oil, chamomile oil and PurCellin Oil, a reproduction of the preen gland oil found in ducks that helps reduce the viscosity of the oil and improves absorption.

Imagenetix offers fast, effective Inflamm Away-Celadrin products

SAN DIEGO — Imagenetix introduced its Inflamm Away-Celadrin products at ECRM that have been found to be both faster and more effective than glucosamine and chondroitin supplements, the company reported. The line is being offered to the mass market in three delivery systems—tubes, jars and as an ingestible soft gel.

The patent-protected compound has been clinically studied, with study results

published in four peer-reviewed medical publications, according to the company.

The retail launch of Inflamm Away-Celadrin began this spring and is expected to be on shelves in more than 10,000 stores by the end of June. To support the successful launch of its retail products, Imagenetix has retained Quigley-Simpson, the brand response agency of record for Procter & Gamble.

Muscle Milk Light targets female buyers

BENECIA, Calif. — Building on the significant success of Muscle Milk, CytoSport Beverage Co. has added a female-friendly SKU to the product line—Muscle Milk Light. According to the company, the new lighter version of the company’s flagship drink will attract more female buyers to the category.

The new Muscle Milk Light delivers the same nutrition-rich Muscle Milk in lower-calorie formulas. The product was developed out of consumer demand, the company stated.

The ready-to-drink product is available in chocolate milk, chocolate mint shake and vanilla crème flavors.

Performance Labs showcases Diet Classics

CALABASAS, Calif. — Performance Labs showcased at ECRM a line of what might be called branded generics, except not in the traditional sense.

Called Diet Classics, it’s the national-brand equivalent of some of the best-selling dietary aids on the market, including TrimSpa, Relacore and CortiSlim. In fact, the brand names are featured on the packaging, “as compared to,” in typical NBE fashion.

The similarities end there, however. Performance Labs reported earlier this year that the company would be investing \$8.2 million in direct-to-consumer advertising through 2007.