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Replacement Bottle Cap

Symrise has introduced MagicTops, an innovative and patented beverage enhancement device that can transform any bottled water or other beverages into a more flavorful, nutritious or fun beverage. MagicTops can be filled with powder, liquid concentrates, encapsulates or spray dried alcohol to create new beverages. They are easy to use, allowing the consumer to remove the original bottle cap, replace with a MagicTop, then twist it to release ingredients that transform a bottle of water (or other beverage) into a favorite beverage or even a new product. MagicTops can be customized and engineered to fit most bottles and support all brands.

For further information: 201-462-5502.

PowerFlex PET Bottle

Amcort PET Packaging has introduced PowerFlex polyethylene terephthalate (PET) bottles. PowerFlex bottle features a patented panel-less design that takes hot-fill (185 degrees Fahrenheit) bottle options to a new level. Amcor's structural design not only eliminates the panels, but the also feature a large, completely smooth label panel—free of any kind of ribbing. The bottles absorb vacuum via a specially designed base. A unique diaphragm within the base draws upward as the liquid cools. It has the geometric characteristics to enable the inverted cone shaped diaphragm to deflect upward as the vacuum is created. Most recently, the Cha Dao Tea Company selected the 16.9-oz.

PowerFlex bottles to launch its premium, preservative-free, natural tea line.

For further information: 734-302-2272.

Natural, Transparent Beverage Colors

Chr. Hansen has extended its ColorFruit range of natural colors with four transparent shades that are tailor made for making clear beverages. The new natural red, orange, yellow and violet are all made from fruits and vegetables. The transparent colors use a unique technology that optimizes the intermolecular relationships of the color molecules and creates colors with superior heat and light stability. The ColorFruit range covers all shades from yellow to violet, but is based on just two pigments, natural carotene and anthocyanins.

For further information: 45-4574-7427.

New Delivery Form for Relora

Next Pharmaceuticals, Inc. (NPI) has introduced a microencapsulated concentrate to incorporate the dietary supplement ingredient Relora into bars, powders and other products. Relora works on central nervous system receptors to decrease the response to stress without causing daytime sedation. Relora contains a patented extract derived from *Magnolia officinalis*, combined with a proprietary extract of *Phellodendron amurense*. Both species have been used in Traditional Chinese Medicine for more than 1500 years.

For further information: 415-454-2243.

Premium Fish Oil & Flax-Based Product

Bioriginal has launched BioPure DHA premium fish oil. With high purity and full contaminant testing conducted on every batch, BioPure DHA is a rich source of the omega 3 fatty acid DHA (docosahexaenoic acid), which is essential for neural development and cognitive function. BioPure DHA's unique purity derives from a new proprietary extraction process. The natural oil is extracted directly at source under mild processing conditions, removing the possibility of oil degradation through detrimental raw material handling, harsh extraction or heat treatment.

Bioriginal has also unveiled a new flax-based product. As a combination of premium quality milled organic flaxseeds and cranberries, the new formula allows manufacturers of dietary supplements to offer two well-recognized ingredients in one easy-to-use-package. Flaxseeds are an ideal vegetable source for the omega 3 fat alpha linolenic acid (ALA), while cranberries are known for their strong antioxidant and anti-adhesion properties.

For further information: 31-0-187-618020.

New and Improved Ester-C

Zila, Inc., Phoenix, AZ, has announced that its wholly owned subsidiary, Zila Nutraceuticals, Inc., manufacturer of

Ester-C and Ester-E, has developed a new and improved form of its Ester-C product. The patent protection for this new form of Ester-C extends until 2019 and offers all the benefits of Zila's traditional Ester-C plus an additional metabolite with new benefits. It has been designed to enhance the antioxidant and anti-carcinogenic potential of the existing Ester-C formula.

For further information: 928-445-8063.

White Cranberry Concentrate

Ocean Spray ITG has launched a new white cranberry concentrate. Harvested one month before the red color of the cranberry develops, white cranberry concentrate has a lower acidity level than the traditional red berry and delivers a delicate color and flavor profile. The concentrate's color and mild taste allows it to combine well with other fruits, while retaining all the health properties of the North America cranberry (*Vaccinium macrocarpon*).

For further information: 508-946-7606.

Premium Algae

Bio Serae has launched a new ingredient for weight management called ID-aIG. As a natural source of vital nutrients, ID-aIG is made from premium brown algae sourced off the coast of Brittany. According to the company, it has the ability to inhibit two main digestive enzymes, lipase and amylase. ID-aIG is also rich in natural iodine, which is known to regulate the synthesis of thyroid hormones involved in thermogenesis and fat reduction.

For further information: 33-0-4-68-76-76-20.

Research Highlights

PeptoPro Increases Physical Performance in Trained Athletes

Recent trials at the German Olympic Support Center in Essen have shown that consumption of PeptoPro, the protein hydrolysate from DSM Food Specialties, helps speed athlete recovery after rigorous activity, boosting their performance in subsequent exercise. The trials, designed and run by Dr. Alf, from the Sports and Medicine Department of the Olympic Support Center, observed and measured the contribution of Multipower Re-Charge, a commercially available mixture of PeptoPro and carbohydrates and another product that contained only carbohydrates. Fifty athletes between the ages of 17 and 39 and from a variety of sports backgrounds participated in the trial.

Athletes refrained from rigorous exercise for 24 hours prior to starting the trial. Following an overnight fast, the subjects performed an exercise protocol until an agreed blood lactate level had been reached. Once the exercise was completed, the athletes entered a four-hour recovery phase, during which each athlete drank four 330 ml doses of Multipower Re-Charge drink or the same amount of carbohydrate-based drink. Each dose contained 8.2 grams of CHO per 100 ml; the Multipower Re-Charge sports drink contained an additional 4.2 grams of easily absorbed protein (PeptoPro).

At the end of the recovery period, all athletes were then subjected to a second, rigorous physical exercise protocol. The whole test was repeated after one week, with all drinks being offered and consumed in a double-blind methodology. Comparison of the athletes' performance with and without PeptoPro showed a significant improvement from 39 of the 50 athletes tested for those that consumed the Multipower protein/carbohydrates Re-Charge drink during the recovery phase.

For further information: 951-461-1619.

Consumers Prefer Ropufa 75-EE Dietary Supplements

Consumers in a recent study found Ropufa 75-EE (a concentrated form of omega 3 polyunsaturated fatty acid) from DSM Nutritional Products, Inc. had a significant advantage over other fish oil ingredients with a lower incidence of adverse side effects. DSM proprietary technology minimizes the fishy aftertaste and diminishes the gastrointestinal distress commonly associated with other marine-based omega 3 oils.

During a 9-week double-blind in-home use test, 150 subjects consumed five different fish oil capsules with a one-week washout period in between supplementation. Results from the study showed that higher percentages of the consumers who were tested "will definitely purchase" or "will probably purchase" Ropufa 75-EE versus competitive concentrates and the standard fish oil.

For further information: 800-526-0189.

ARVO Presents Latest Eye Health Studies

The Association for Research in Vision and Ophthalmology (ARVO), Rockville, MD, presented the latest advances in eye health at its annual conference.

"Researchers this year talked about how zeaxanthin supplementation could be part of a therapy to inhibit the development of retinopathy in diabetics, and how long-term use of statins to lower cholesterol might decrease the density of the macular pigment," said Manuel Pavon, general manager, Chrysantis, West Chicago, IL. "Researchers also discussed how people with high lutein/zeaxanthin intake had 30% reduced likelihood of developing moderate or

mild cataract.”

These results are important in light of the increase in people developing diabetes (especially type 2 diabetes), the number of people that use statins to control their cholesterol and the number of cataract surgeries performed every year in the U.S.

It is well documented that people with diabetes have 25 times greater risk for blindness from cataracts, glaucoma and macular degeneration, and that diabetes is the leading cause of new cases of blindness among adults 20 to 74 years of age. Research findings at the ARVO conference showed that the zeaxanthin supplementation of diabetic rats inhibited the increase in retinal oxidative stress and nutritive stress that is associated with the pathogenesis of retinopathy in diabetics.

Research on statins has shown that their use could be beneficial for retinal health, but the mechanism for this protective effect is not clear. Based on the fact that statins change serum lipid concentrations and that the serum lipid fractions do transport zeaxanthin and lutein to the retina, researchers wanted to see if altering lipid serum concentrations influence macular pigment levels. Findings suggest macular pigment concentration was inversely related to duration of statin use.

The association between dietary carotenoid intake and cataract prevalence, type and severity was also examined. **For further information: 847-676-4337.**

Collagen Hydrolysate Plays Key Role in Managing Chronic Joint Symptoms

Results from a new study with adult athletes at the German Olympic Center in Essen, Germany, show that during a 12-week study period, 79% of the study's participants had statistically significant improvement in joint flexibility after a course of CH-Alpha. The postmarketing surveillance study was conducted to determine whether CH-Alpha, a nutritional supplement containing collagen hydrolysate, could ease restricted mobility and pain in athletes' knees or hips when walking or climbing stairs, or pain in the shoulder when lifting and manipulating objects above the head. Subjects took 10 grams of collagen hydrolysate as CH-Alpha daily for 12 weeks and were interviewed and assessed before starting to take collagen hydrolysate (baseline visit), during treatment (interim visit at 4 to 6 weeks after the start of therapy), and at the end of therapy (final visit at 12 weeks). At each visit the athletes also scored the tolerability and taste of the CH-Alpha supplement and recorded the dosages of analgesic and anti-inflammatory drugs they were taking to relieve pain and inflammation, including non-steroidal anti-inflammatory drugs (NSAIDs) such as ibuprofen, corticosteroids or COX-2 inhibitors.

The results showed that during the 12-week study, most participants had marked improvement in most of the metrics employed, with significant improvements in mobility, hip or knee pain related to exertion and when walking up stairs, and in shoulder pain when lifting and manipulating objects above the head. Pain on movement was eased in 78% of the 86 subjects whose study results were fully evaluated. In athletes with hip or knee pain and those with shoulder pain, 79% had reduced pain when climbing stairs or lifting heavy objects. The study also found a decreased use of NSAIDs.

For further information: 773-944-0477.

Clarinol CLA Effective for Weight Management

Recent research results from Lipid Nutrition indicate that Clarinol CLA reduces fat mass in particular locations on the body, without any additional exercise. Previous research on CLA was not able to establish this prior to this study. The subjects in the trial lost 2 kg of fat (equal to 4.4 lbs.) around the waist area and in the legs. The outcome of this new study provides substantial insights into the effects of Clarinol CLA since the research was conducted with a sufficient amount of people to demonstrate the effects of CLA for body weight management. The population consisted of 118 overweight and obese persons (BMI 28-32 kg/m²) and was randomized into two groups, a CLA group and a placebo olive oil group, for a period of six months. Not only did the CLA group lose weight, but subjects in that group also lost a significant amount of fat located in the legs and mid-section.

For further information: 815-730-5208.