



# INSIDER®

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## SupplySide West: 15 Years of Innovation

For 15 years, SupplySide West has been helping manufacturers find solutions to their natural product needs at every stage in the decision process—from brainstorming to researching, developing a list of contacts and signing the deal. Taking place Oct. 10 to 14, the biggest event for the dietary supplement, food and beverage, and cosmeceutical industries is not to be missed by anyone looking to grow and develop their business. As the industry gathers in Las Vegas, the show will feature 1,300+ booths and more than 100 hours of education.



### Manufacturing Quality Ingredients Since 1954

Carotenoids • Vitamins • CoQ10



## Functional Development

The functional food and beverage market is growing with every fortified beverage and nutrition bar purchase. In 2010, sales clocked in at \$39 billion, which shows consumers are beyond the days when snack bars served only as a mid-afternoon snack, holding hunger over until dinner. Consumers now want their snack bars to actually do something—a lot of something. Novel innovation, palatable flavor profiles and navigating through the regulatory changes are just the tip of this burgeoning iceberg.

*Special section begins on page 88.*

### Take a new look

Lutemax 2020™ combines lutein and zeaxanthin into one potent ingredient



[www.lutemax2020.com](http://www.lutemax2020.com)  
1-866-588-3629



Visit booth 26048 at  
SupplySide West



**100% chemical-free &  
allergen-free**  
**GRAS affirmed**

## The True Essence of Vitamin E

### INTRODUCING **Vitrenol**<sup>TM</sup>

Fully natural, Vitrenol is a complete source of Vitamin E derived from palm. Vitrenol contains an optimum ratio of Tocotrienols and Tocopherols. Our unique chemical-free extraction process assures you a premium quality.

Cholesterol reduction, heart health, living well, superior antioxidants and promote beauty are the well-known benefits of Tocotrienols.

Vitrenol is available in various forms (liquid and powder) to suit your specific needs and applications for dietary supplements, functional foods & beverages and skincare products.

**The only Tocotrienols that's 100% chemical-free and allergen-free in the market**



Visit us at:

**SupplySide West, Las Vegas**  
**Booth #10025**



International Trade Show and Conference

October 10-14, 2011 • Exhibit Hall October 12 & 13  
The Venetian & Sands Expo • Las Vegas, NV



**Inter-Continental Oils & Fats**  
150 Beach Road, #16-01 Gateway West, Singapore 189720  
Tel: +65 6576 6500 Email: [info@vitrenol.com](mailto:info@vitrenol.com)

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

NEW PRODUCTS

## DSM Nutritional Products

Allergen-free beta-carotene 10% Emulsion Red, from DSM Nutritional Products, Parsippany, NJ, offers manufacturers an allergen-free route to colorful beverages. The liquid emulsion product is suitable for vegetarians and designed to appeal to a wide range of consumers. At low concentrations, beta-carotene 10% Emulsion Red offers pinkish pastel shades, which become a strawberry red color at higher dosage rates. Beta-carotene 10% Emulsion Red is process stable, has color stability and a strong resistance to ringing in beverage applications.

For more information visit [DSM.com](http://DSM.com) or Booth #22043 at SupplySide West.

## Inter-Continental Oils and Fats (ICOF)

Vitrenol™ is an ingredient combining natural vitamin E tocopherol plus palm oil tocotrienols, from Inter-Continental Oils and Fats (ICOF), Singapore, that undergoes a solvent-free manufacturing process to ensure no trace residues of solvent are included. Palm vitamin E is acknowledged as GRAS (generally recognized as safe) by FDA. Vitrenol is available in various forms (liquid and powder) and concentrations for specific needs and applications. It provides a choice of solutions that make it easy to add a significant dose to finished products. ICOF can provide application support to make its products work for finished product manufacturers.

For more information, visit [ICOFGroup.com](http://ICOFGroup.com) or Booth #10025 at SupplySide West.

## Envision Plastics

Envision Plastics Industries LLC, Chino, CA, has moved into full-scale production of its EcoPrime™ brand food-grade, high-density polyethylene (HDPE) recycled resin at its plant in Reidsville, NC, and plans to double capacity with new production in Chino in 2012. It is produced from curbside collected HDPE natural colored containers; Envision recycles roughly 110 million lbs. of plastic annually and uses a patented cleaning process to produce the EcoPrime HDPE resins. FDA issued a letter of non-objection related to the use of EcoPrime in food, beverage and dietary supplement packaging.

"We are excited to participate in SupplySide and introduce EcoPrime to a large audience of manufacturers that can use our resins," said Gary Walker, western sales and purchasing manager. "Many plastic bottles and jars that currently package pills, capsules, powders and liquids can be manufactured with EcoPrime and help companies reach their sustainability goals. Using recycled resins has a positive effect on the environment and has the added advantage of producing jobs throughout the United States."

For more information, visit [EnvisionPlastics.com](http://EnvisionPlastics.com) or Booth #10020 at SupplySide West.

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LAS VEGAS, NEVADA

VendorWorks Presentation  
October 13TH 10 am

**Advanced Techniques in Microbial Identification for Non-Sterile Environments**

SPEAKERS: **Christine Farrance, Ph.D.**, Marketing Applications Specialist, Accugenix, Inc.  
**Scott Sutton, Ph.D.**, President, Microbiology Network, Inc.