

SIRIO tackles global surge in demand for novel stress health formulations

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The *Nutra-Innovation Team* is part of SIRIO's commitment to innovation and cross-functional collaboration. The team, consisting of scientists and industry experts across North America, Europe and China, works together on developing solutions around emerging trends. This allows brands to respond quickly without compromising on quality.

In Europe, the Nutra-Innovation Team has identified hops, saffron, lavender and hempseed oil as rising stars - ingredients that help support focus, mood and calm, and meet the growing consumer demand for natural, plant-based products. In fact, SIRIO Europe will be introducing new softgel products with these ingredients by the summer of 2021.

In China, the *Nutra-Innovation Team* is developing a line of gummy products using new gummy technologies. The line features gummy products that combine an attractive appearance and scientific design. For example, the team has developed a center-filled, plant-based and sugar-free gummy product that promotes relaxation and calm before sleep. The main active ingredients are GABA (?-aminobutyric acid) and theanine. The flavor profile of the product is scientifically designed - peach and oolong tea in the filling and jasmine and lavender in the outer layer. This leads to a multidimensional experience for consumers.

