

Korean firm CJ FNT unveils functional nutrition brand 'ActiveNrich'

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South Korea-based CJ Food & Nutrition Tech (CJ FNT), a business unit of CJ CheilJedang, and a part of CJ Group, has announced the launch of its functional nutrition brand "ActiveNrich" as part of CJ FNT's drive to establish a presence in the global nutrition market.

As its first product under the ActiveNrich brand, CJ FNT is launching a natural antioxidant solution on a global scale in the second quarter (Q2) of this year. This brand-new solution is produced by natural fermentation that contains glutathione as its key ingredient, and it can be used as raw material for various health foods.

To cater to the needs of the global market, CJ FNT is working to secure various certifications including Non-GMO, Vegan, Halal, and Kosher.

Soon to be followed by other products specialising in skin health and detox, the ActiveNrich brand will expand its product line specifically focused on antioxidants. By 2025, CJ FNT plans to expand into the sports nutrition market by diversifying its portfolio to include functional nutrients that enhance the effects of physical exercise and athletic performance.