

dsm-firmenich launches innovative multivitamin solution in Japan

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dsm-firmenich, innovators in nutrition, health, and beauty, together with Rohto Pharmaceuticals announced the market launch in Japan of Vision R made with the dsm-firmenich patented Sprinkle It Technology (SIT[®]), multi-layered micronutrient granules designed to address nutritional insufficiencies amongst seniors in support of healthy longevity.

“At dsm-firmenich, our commitment to healthy longevity is rooted in science, bolstered by robust evidence generation and grounded in a portfolio of established, innovative ingredients that include new delivery formats and product forms developed by our scientists and technical experts,” said Anneleen Spooren the company’s Senior VP, Innovation, Research & Development and Regulatory for Health, Nutrition & Care business, “Sprinkle It Technology (SIT[®]) is a breakthrough micronutrient solution that is efficacious, and highly versatile. It perfectly aligns with the global food-first trend preferred by many consumers, to help close the gap between life expectancy and health expectancy via their diet.”

At the core of the Sprinkle It Technology (SIT[®]), is a proprietary low-moisture, short-time extrusion process, which produces stable, highly compacted nutrient granules. Compared to traditional capsules, tablets, or encapsulated products, Sprinkle It Technology (SIT[®])’s patented technology uses a natural matrix made from semolina and wheat starch, enabling vitamins to be integrated seamlessly into food. Each granule is composed of a multi-layered matrix protecting the micronutrients from environmental elements while allowing their release once consumed. This advanced protection ensures that vitamins retain their potency without compromising taste or texture.