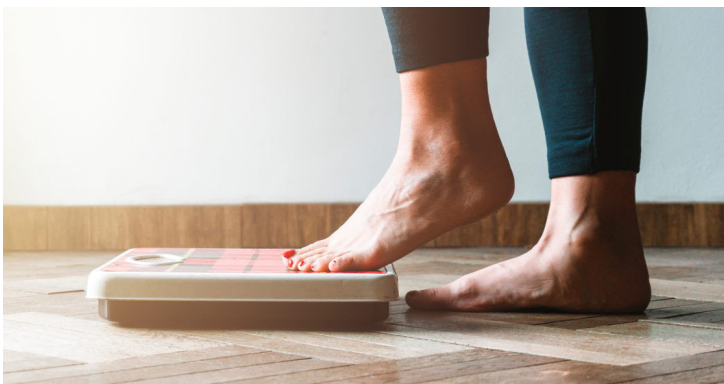


BGG to showcase apple extract and astaxanthin beverage concepts at SupplySide Global

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AstaZine® will be available as part of a coffee concept and is also suitable for use in tablets, capsules, gummies, soft gels, sachets, and cosmetics



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BGG will demonstrate the potential of its ApplePhenon apple extract and AstaZine astaxanthin with drinking yoghurt and coffee concepts at SupplySide Global.

The natural ingredient supplier (stand 4323) is inviting SupplySide attendees to “Join the A-Team” as it highlights the two extracts’ versatility and wide-ranging health benefits.

ApplePhenon has been shown to support weight management and skin health across multiple clinical studies. It is well-suited to the growing women’s health market and GLP-1 trend, and can be used across applications, including supplements, beverages, chewing gum, and cosmetics. At SupplySide, visitors can sample the green apple extract in drinking yoghurt.

AstaZine, meanwhile, is a powerful natural antioxidant derived from *Haematococcus pluvialis* microalgae with a broad array of clinically backed health advantages. BGG, the largest natural astaxanthin producer in the world, has developed a technological platform to enable its use in beverage formulations. AstaZine will be available as part of a coffee concept and is also suitable for use in tablets, capsules, gummies, soft gels, sachets, and cosmetics.

In addition, BGG will present solutions for the personal care sector, with a variety of skincare demonstrations on the stand.

Tamara Higgins, BGG’s Managing Director for Americas and Head of Western Regional Sales, said: “We’re inviting visitors to “Join the A-Team” and discover the wide-ranging benefits of ApplePhenon and AstaZine. We love it when a plan comes together – and our solutions allow you to combine science-backed benefits with versatile delivery formats. Join us at SupplySide to explore how BGG is bringing innovation in functional ingredients to life.”