

Biotexia Launches New Brand Ahead of Vitafoods Europe Showcase

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Biotexia has introduced its new brand identity as it prepares to showcase its clinically supported ingredient portfolio at Vitafoods Europe (5th-7th May in Barcelona).

Biotexia is the new name for three health and nutrition businesses within ABF Ingredients that have merged. The companies previously operated as ABbiotek Health, Fytexia and Anzchem, each contributing unique expertise.

ABbiotek Health brings extensive experience in biotics that support the microbiome, including ABBC1, and in degrading histamine through its adiDAO enzyme. Fytexia offers leading capabilities in clinically supported polyphenols and peptides, with products like Promunel, Sinetrol and DNF 10 in high demand. Anzchem contributes as a trusted legacy in fish oil lipids, deep knowledge of the APAC region, and a strong footprint in Australia and New Zealand.

As a unified brand, Biotexia delivers natural, science-backed ingredients across four key areas: metabolic, immune and digestive health, while also innovating to support healthy ageing and vitality. The merger and new name launch are part of a strategy for growth in the supplements market.

Laurent Hubert, CEO of Biotexia, said: "The primary reason for the creation of Biotexia was to bring together our expertise to serve our customers at a time when the supplements industry is undergoing exciting shifts. Each of our three former businesses offered something valuable, and by bringing them together, we will be able to innovate and share our scientific expertise more effectively. Moving forward as Biotexia, our goal is to expand and play an active part in the continuing evolution of the global wellness market."