

Greenvit Debuts ARONVIT for Gut Health and Microbiota at Vitafoods Europe

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Nutraceuticals innovator Greenvit Sp. z o.o. introduces its ARONVIT low-dose, clean-label, concentrated aronia berry extract powder and its ability to support gut health. A comprehensive review by Greenvit of multiple recent clinical studies identifies compounds in aronia berries (*Aronia melanocarpa*) as potent microbiome modulators that support gut health. Greenvit will exhibit ARONVIT at Vitafoods Europe in Barcelona, as well as at the New Ingredients Zone.

With digestive health maintaining its status as a primary consumer concern, prebiotic ingredients have reached unprecedented demand. For most consumers, prebiotics have become synonymous with fibre. Prebiotic fibre passes through the upper gastrointestinal tract (GI) undigested and is metabolised through bacterial fermentation primarily in the lower GI. But fibre is not the only pathway for supporting the microbiome and gut health.

"Aronia berries are rich in precision polyphenolic compounds, including anthocyanins, proanthocyanidins, tannins, and other flavonoids that contribute potent antioxidant properties and multiple health benefits, including activity in the GI," professes Rafał Pietruszyński, CEO of Greenvit. "Aronia has a prebiotic effect based on polyphenols. A process similar to the fermentation of polyphenols is slower and potentially more gentle; it is associated with less gas production than traditional fibre sources. It is ideal for consumers with limited fibre tolerance, which can cause severe bloating or gastrointestinal discomfort."

Aronia berries are among the fruits richest in antioxidant compounds, and score at the top of the ORAC (Oxygen Radical Absorbance Capacity) scale, a measure of the ability to reduce the radical oxygen molecules that lead to lipid peroxidation and damage of the cellular DNA. ARONVIT is sourced from the special Nero-Eggert variety of aronia berries, a variety recognised for its high yield of polyphenols.