

## Prinova to Showcase Functional Nutrition Concepts at SupplySide Global 2026

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**The leading supplier of ingredients, nutrient premixes, and contract manufacturing solutions will demonstrate innovative functional beverage**



Prinova will highlight its functional nutrition capabilities with a range of great-tasting, on-trend new concepts at SupplySide Global 2026 (28th-30th October in Las Vegas).

The leading supplier of ingredients, nutrient premixes, and contract manufacturing solutions will demonstrate innovative functional beverage and supplement concepts that address key consumer trends. They include:

**PreSip & PostSip** – a hangover recovery concept comprising a PreSip capsule to consume prior to drinking and a PostSip stick pack for the morning after, both containing Setria (L-glutathione) to support natural detoxification processes. PreSip also features ginger root extract and milk thistle extract, while PostSip includes natural caffeine, plus an electrolyte blend to support hydration. Prinova’s proprietary research has highlighted Performance+ as a key megatrend. Within this, “post-social recovery” is a growing area of interest, seeing a rise in products featuring ingredients that aim to counteract the “day after” effects of alcohol.

**Clear protein powder beverage** – a clean-tasting, refreshing drink in sherbet flavor offering high-protein functionality without the heaviness of a traditional shake. Protein remains a megatrend, with Innova Market Insights research showing that three in five consumers intend to boost their protein intake compared to last year. Between 2020 and 2024 alone, the number of high-protein drinks grew by 122 per cent, with clear protein emerging as an in-demand solution.

**Sunproof** – a “love your skin from within” supplement concept containing Setria and Lutemax 2020 (marigold flower extract), both of which offer antioxidant benefits. It taps into the growing consumer awareness, particularly among Gen Z and Millennials, of the relationship between inner wellness and outer beauty, which is driving product demand and innovation.

Prinova will also be demonstrating NutriPaw, a daily nutrition mix concept for dogs. In the US, 71 million households own a dog, and a recent survey of nearly 10,000 US dog owners found 56 per cent believe their pets should eat a clean, balanced diet. NutriPaw features chicken broth, organic mushrooms, and organic turmeric root.

Dan Force, VP Innovative Products & Customer Category Management at Prinova USA, said: “We are delighted to showcase our great-tasting, functional nutrition concepts at SupplySide Global – both for consumers and for their much-loved pets. They highlight how we can help brands develop on-trend products in delicious, convenient formats that meet the needs of today’s consumers. Offering market insights, formulation expertise and a vast range of ingredients and premix solutions, Prinova is the ideal partner for creating exciting, functional nutrition products with real shelf appeal.”