

PRESS RELEASE

Omega-3 fatty acids tabletable for the first time

New Omega-3 powder from SternVitamin enables easy and economical tablet manufacture

Ahrensburg, July 2015 – Omega-3 preparations are a growing category in the nutritional supplement market. There are good reasons for this - they appeal to a wide audience and offer health benefits for all age groups, from prenatal development to fitness in old age. According to Euromonitor, sales of Omega-3 supplements will grow steadily in the coming years. New formulations and combinations can add to sales growth. Now, SternVitamin offers an Omega-3 powder that lets pharma and healthcare companies make tablets for the first time. Tablets have several advantages over conventional capsules.

Production costs are a big factor. “With our new Omega-3 powder, any company that already manufactures tablets can make Omega-3 tablets on their existing equipment, whereas soft gel capsules often have to be outsourced to contract manufacturers,” noted Jan Heuer, Head of Business Unit SternVitamin. “This lets these companies benefit from the growing demand for Omega-3 products.”

SternVitamin’s new Omega-3 powder is also user-friendly. Tablets made with it are odour and flavour-neutral. They have no unpleasant fish taste and cause no reflux symptoms like burping. Another plus point is that the powder can easily be combined with other ingredients like vitamins, minerals and plant extracts. For example, adding zinc results in a preparation for beautiful skin, while adding B vitamins gives a product for boosting concentration and performance. With folic acid, the powder becomes a special nutritional supplement for pregnant women. Through these target-group specific concepts, Omega-3 tablets offer maximum value creation potential through additional marketing possibilities.

“Our new powder contains 18 percent Omega-3 fatty acids,” explains Jan Heuer. “A one gram tablet therefore has 162 mg Omega-3 fatty acids, with 135 mg eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA).” Depending on the size, one or two tablets cover the WHO and EFSA (European Food safety Authority) recommended daily intake of 250 mg EPA and DHA. The bioavailability of the fatty acids in the tablets is at least as good as with the capsules. In addition, the tablets have a comparatively long shelf-life of

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three years. The powder itself has a shelf-life of two years, a plus for production and sales.

About SternVitamin:

SternVitamin GmbH & Co. KG in Ahrensburg offers full service in micronutrient premixes. Working to customer requirements, the company develops individual vitamin and mineral mixes that also include functional ingredients like amino acids and plant extracts. These nutrient mixes are suitable for enriching foods, beverages and nutritional supplements. As a subsidiary of the independent, owner-operated Stern-Wywiol Gruppe, SternVitamin always has access to the concentrated expertise and modern applications technology of its sister companies. These are Mühlenchemie for flour improvers, DeutscheBack for baking ingredients, Hydrosol for stabilising systems, HERZA Schokolade for functional chocolate pieces and bars, OlbrichtArom for flavourings, SternEnzym for enzymes (baked goods and confections, alcohol and beer production) and Sternchemie for food lipids (including lecithin, MCT oil, red palm oil and spray-dried coconut milk). Sister company SternMaid works in the contract manufacture of powdered foods and nutritional supplements.

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