



Beauty Trend

Premix for gummy bears and beauty trend drinks with vitamins and minerals

The latest trend in foods is all to do with an attractive appearance. The target group has a firm belief in „beauty from within“. So the food and beverages sector worldwide is experiencing an ongoing boom in products with a promise of beauty.

The ingredients of this premix are designed to have an antioxidant effect and also offer protection against free radicals, so that the skin, hair and fingernails stay beautiful for a long time.

Our beauty trend concept is an attractive product idea based on innovative premixes. Draw on our technical know-how for your tailor-made premix!

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Fortification for a Healthy Life

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Examples of usage levels 200 mg/portion	Per portion
Vitamin E	1.8 mg*
Vitamin C	12 mg*
Biotin	7.5 µg*
Selenium	8.25 µg*
Lycopene	1 mg
Ubidecarenone (coenzyme Q10)	4.3 mg

*15 % of the recommended daily allowance (RDA), in accordance with Directive 2008/100/EC

Possible health claims if the ingredients reach 15 % of the RDA in the end product

- Biotin and selenium help to maintain normal hair
- Biotin helps to maintain normal skin
- Selenium helps to maintain normal nails
- Vitamin C assists normal collagen formation to ensure proper skin function

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