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FINAL FOR RELEASE

Bioactives American Debuts Broad Ingredient Portfolio at Supply Side West

Company features GRAS Ingredients SALSULIN[®], AMLAAC[™], Sesamin Complex, and first Micronized Curcumin 95%

Highland Park, NJ (September 2014) — After five successful years in business, Bioactives American Corporation will be making its first appearance at Supply Side West in October, complete with an arsenal of new ingredients for health and wellness. BioActives American will be exhibiting at Booth #17144.

- Salsulin[®] is a self-affirmed GRAS ingredient for blood sugar management and weight management. Bioactives will be displaying a new prototype of this ingredient for the first time at the show.
- AMLAAC[™] is a newly-appointed self-affirmed GRAS ingredient for general health, made from the super fruit Amla and extracted with water. A water-soluble product, AMLAAC[™] will be sampled in shot drinks during the show.
- Curcumin has been a big focus for Bioactives American. Its curcumin portfolio includes bioavailable Curcumin CURQFEN[™], Granulated Curcumin 95%, Micronized Curcumin 95% and Organic Curcumin 95%. The company is introducing a Micronized Curcumin 95% with lower particle size (100% below 20 microns) without any additives. It is made using single solvent, ideal for soft gels and capsules. Micronized ingredients have been demonstrated to have good provide improved bioavailability and absorption due to large surface area in the particles. Most of the recent pharma API are micronized. Bioactives American is the first company to introduce micronized curcumin.
- Bioactives will also be featuring several water-soluble ingredients, including green coffee bean extract with 50%-60% chlorogenic acids, Vitamin D3 (AQUA- D3) and Garcinia Cambogia.

The company will be sampling Chocolate Truffles made with Salsulin[®], and healthy drink shots made with Amla Berry.

“We’re very excited about making our debut at Supply Side West this year,” says company founder and CEO Rafi Mohamed, PhD. “We believe that the connections we have made these past few years at the show will serve us well as an exhibitor and is bound to fuel our business in the months ahead.”

Bioactives American will also be discussing other specialty ingredients including Sesamin Complex, Natural Caffeine 99%, Bromelain and stabilized vitamins.

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Bioactives American Corporation is a science-based specialty ingredient company whose mission is to support the health and wellness industry, with a wide range of services including contract manufacturing and specialized ingredients with proven efficacy.