MediaRoom

Neumentix™ Represented in NutrAward 2017 Finished Product Finalists

Natural Products Expo West attendees invited to vote for award winner

Des Moines, Iowa (February 16, 2017) – Memory Matters® from Bricker Labs, formulated with Kemin's cognitive performance ingredient Neumentix Phenolic Complex K110-42, has been selected as one of three finalists for the prestigious NutrAward 2017 Finished Product Award.

The sixth annual NutrAward targets companies with products in an emerging dietary supplement category with a focus on creative product concept, distinct health application, unique packaging and matchless marketing.

"Neumentix is an exciting new brain health dietary ingredient. Sourced from patent-pending, non-GMO lines of Kemin's purpose-grown spearmint, it's clinical studies show it helps support working memory without disrupting sleep in healthy adults." said Kim Colletti, Global Cognition Product Manager of Kemin Human Nutrition and Health. "With this key ingredient, Memory Matters is naturally positioned to win with consumers."

The NutrAward 2017 winners will be selected based on a weighted vote from the selection committee of industry experts, scientists and nutritionists, as well as cumulative votes of registered Natural Products Expo West attendees. **Votes must be submitted here before Monday, February 20, at 11:59 p.m. MST.**

"We are thrilled and honored that Memory Matters, formulated with Neumentix, is in the running for this distinguished award; we've already casted our votes," said Anita Norian, President of Kemin Human Nutrition and Health.

Award winners will be announced on Thursday, March 9, during Natural Products Expo West, the leading trade show in the natural, organic and healthy products industry. The annual event attracts more than 77,000 industry professionals and 3,000 exhibitors to the Anaheim Convention Center.

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About Kemin Industries

Kemin (www.kemin.com) has been dedicated to using applied science to improve the quality of life for over half a century. As a global company touching 3.4 billion people every day with its products, Kemin is committed to improving the quality, safety and efficacy of food, feed and health-related products to feed a growing population and be a resource for others in need.

Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where over 500 specialty ingredients are made for humans and animals in the global feed and food industries, as well as the health, nutrition and beauty markets. The company provides product solutions and options to customers in more than 120 countries.

A privately held, family-owned and operated company, Kemin has more than 2,000 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

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Additional assets available online: Photos (1)

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