MediaRoom

Kemin Natural Zeaxanthin Approved as New Food Material by China NHFPC

Zeaxanthin approval provides a new opportunity for vision benefits through food and supplements

SHANGHAI, July 5, 2017 /PRNewswire/ -- Naturally-sourced zeaxanthin from Kemin Industries has been approved as a New Food Material by the National Health and Family Planning Commission (NHFPC) of China. The announcement offers manufacturers an exciting new opportunity to include natural zeaxanthin in supplements and foods for eye health benefits.

Dietary zeaxanthin and lutein are the carotenoids found in common foods and deposited in our eyes for vision health, with zeaxanthin more prevalent in the central region of the retina. Kemin ZeaONE® Zeaxanthin (distributed by DSM as OPTISHARP® Natural Zeaxanthin) is a naturally-sourced zeaxanthin from the same company that produces FloraGLO® Lutein, the most studied lutein brand worldwide and the number one lutein recommended by doctors in the U.S.[1,2] ZeaONE Zeaxanthin provides the zeaxanthin form found in our diet, and is extracted from the petals of marigold flowers.

"We are excited to supply high-quality, naturally sourced zeaxanthin to Chinese companies looking for trusted ingredients that will help protect the eye health of Chinese consumers," said Anita Norian, President of Kemin Human Nutrition and Health.

Chinese consumers can now benefit from the gold-standard eye health formulation of the Age-Related Eye Disease Study 2 (AREDS2), a study in more than 4,000 adults which showed that 2 mg of zeaxanthin along with 10 mg of FloraGLO Lutein reduced the risk of progression to advanced age-related macular degeneration (AMD).[3]

Zeaxanthin and lutein act as powerful antioxidants in the eye with clinically proven benefits for visual performance and function, in addition to age-related eye conditions such as AMD and cataracts.[4,5,6] Studies have also shown that zeaxanthin and lutein protect eyes from exposure to blue light, part of visible light and the most harmful to our eyes.[7,8]

The approved zeaxanthin is listed under its scientific name in Chinese, (3R,3'R)-dihydroxy-β-carotene, and up to 4 mg per day can be included in product formulations.

For more information on ZeaONE, visit www.kemin.com/zeaone or www.kemin.cn.

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 3.5 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, Russia, Singapore, South Africa and the United States.

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OPTISHARP® Natural is a Registered Trademark of DSM Nutritional Products Ltd.

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