

## Kemin and Valensa International Partner to Introduce Algae-Sourced Beta-Glucan Ingredients for Immune Health

**Novel BetaVia™ ingredients to launch at SupplySide West for use in dietary supplements and functional foods and beverages**

**DES MOINES, Iowa** (September 25, 2017) – Today Kemin Industries and Valensa International announced a partnership to jointly supply and market **BetaVia™** ingredients, immune-supporting beta-glucans sourced from a proprietary strain of algae (*Euglena gracilis*), in the U.S. dietary supplement and functional foods and beverages markets.

The new microalgae ingredients will be launched Wednesday, September 27 at the SupplySide West tradeshow in Las Vegas and will be marketed under the brand names, **BetaVia Complete** (whole cell *Euglena gracilis*) and **BetaVia Pure** (Paramylon/Linear beta-1,3-glucan). The pro-immunity ingredients will be offered as stand-alone ingredients and as part of Valensa's proprietary synergistic combinations.

"We are enthusiastic about the launch of our BetaVia ingredients. Kemin's expansion into immune health highlights our continued initiative to become the supplier of choice for science-backed, high-quality dietary ingredients across platforms," said Anita Norian, President of Kemin Human Nutrition and Health. "Partnering with Valensa, a leader in the microalgae space, will help propel this ingredient forward in the U.S. market."

The BetaVia product line offers a new, patented standard in immune support using *Euglena gracilis* microalgae. BetaVia ingredients are naturally-sourced, GMO- and gluten-free for functional applications. Both *in vitro* and animal studies show that algae-sourced BetaVia ingredients can prime key immune cells to strengthen the body's immune defenses.

"Valensa and its affiliate Parry Nutraceuticals are market leaders in microalgae-based supplements with well-established ingredient brands in over 30 countries," said Umasudhan C.P., CEO of Valensa. "The relationship with Kemin allows us to introduce novel immunity supplement formulations made stronger by BetaVia, to our omni-channel customer base in the U.S. and internationally."

This partnership creates a two-armed sales approach to the U.S. dietary supplement and functional foods and beverages markets. The Kemin sales team will service the functional food and beverage customers while Valensa's sales team will service customers producing dietary supplements.

"We believe in a 'partner and grow' model that helps both companies leverage our mutual strengths to quickly penetrate the market and achieve sustainable growth. We take pride in partnering with Kemin, a company which has a strong reputation and credibility in the marketplace, and has shared values to help our customers create differentiated and effective dietary supplements that enhance health," continued Umasudhan.

BetaVia ingredients will enhance Valensa's patent-protected and clinically-supported Immunum® dietary supplements, which are available in bulk powder blends. Valensa's patented BetaVia formulations for consumers include: Immunum Pro, containing BetaVia and proprietary spirulina extract for dual-action adaptive and innate immunity; Travel Armor™, containing BetaVia with fast-acting antioxidant protection for the frequent traveler; and Immunum Active, which delivers BetaVia with Zanthin® Natural Astaxanthin for recovery, stress support and year-round, balanced immune support.

With this launch, Kemin adds to its catalog of ingredients for functional foods and beverages, building on its industry leadership in vision and cognition health.

To learn more about BetaVia products and immune health, visit [www.kemin.com/betavia](http://www.kemin.com/betavia).

Valensa will be sampling BetaVia supplement formulations at booth O127 and Kemin will be at booth II159 during SupplySide West in Las Vegas.

###

### **About Kemin Industries**

Kemin ([www.kemin.com](http://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 3.8 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 2,500 global employees and operates in 90 countries including manufacturing facilities in Belgium, Brazil, China, India, Italy, Russia, Singapore, South Africa and the United States.

**Kemin Media Contact:**

Stacy Dill, Global Director of Marketing, [stacy.dill@kemin.com](mailto:stacy.dill@kemin.com), + 1 (515) 559-5287

**About Valensa International**

Headquartered in Eustis, Florida, USA, Valensa International ([www.valensa.com](http://www.valensa.com)) designs condition-specific nutraceuticals, backed by clinical science and intellectual property protection for manufacture and distribution in the United States and select global markets.

Founded in 1999, Valensa International is the proud owner of more than 60 U.S. and International Patents for Formulations and Manufacturing (Deep Extract® Supercritical CO2 and O2B® Peroxidation Blocker stabilization.)

Currently, Valensa International is spearheading research and development of micro algae-based products along with its flagship ingredients, Saw Palmetto and Astaxanthin, which are marketed under registered trademark brands USPlus® Saw Palmetto Extract and Zanthin® Natural Astaxanthin. Additional formulations from Valensa include: FlexPro MD® and FlexPro ES® joint health formulations, Immunum™, EyePro MD®, Pur-Blue® SpiruZan® (Spirulina with Astaxanthin), Prostate 360®, Cran-Gyn® & FemCool® Women's Health Formulas, Tresalbio® Stabilized Chia Seed Oil, Verilla® Perilla Oil, Parry Organic Spirulina, Parry Organic Chlorella, and Parry Tomato Lycopene Complex.

**Valensa Media Contact:**

Douglas Lynch, Global VP Sales and Marketing, [Douglas.Lynch@Valensa.com](mailto:Douglas.Lynch@Valensa.com), +1 (609) 977-8953

# valensa



*Valensa International Logo*

---

[https://news.kemin.com/2017-09-25-Kemin-and-Valensa-International-Partner-to-Introduce-Algae-Sourced-Beta-Glucan-Ingredients-for-Immune-Health?locale=eu\\_en](https://news.kemin.com/2017-09-25-Kemin-and-Valensa-International-Partner-to-Introduce-Algae-Sourced-Beta-Glucan-Ingredients-for-Immune-Health?locale=eu_en)