MediaRoom

Kemin Expands into Global Immune Health Market with Algae-Sourced Beta-Glucan Ingredients

BetaVia™ Complete and BetaVia™ Pure ingredients provide immune health benefits for functional foods and beverages

DES MOINES, Iowa (October 2, 2017) – Kemin, a global nutritional ingredient manufacturer, launched its BetaVia™ product line at the SupplySide West tradeshow on Wednesday, September 27 in Las Vegas. The new product line contains two algae-sourced, GMO-free beta-glucan ingredients for immune support.

BetaVia Complete is a nutrient-dense dried whole algae fermentate that provides nutritional support for a healthy immune system and general well-being. BetaVia Complete consists of more than 50 percent algae beta-glucans and more than 20 percent protein with essential vitamins, minerals and amino acids.

“At Kemin, we’re committed to providing high quality dietary ingredients that serve the needs of our customers and benefit human health,” said Anita Norian, President of Kemin Human Nutrition and Health. “We recognized an opportunity to serve our customers in the global immune health market, so we’re very excited to offer algae-sourced beta-glucans. We’ve launched an innovative BetaVia research program to bring cutting-edge science and claims to customers.”

BetaVia Pure is an algae-sourced beta-glucan for immune support. BetaVia Pure consists of more than 95 percent algae beta-glucans, which is the highest purity of beta-glucans currently available on the market.

The new line of beta-glucans is sourced from a proprietary strain of*Euglena gracilis* (algae), distinct from the yeast- and mushroom-sourced immune health ingredients currently on the market. Kemin *in vitro* and animal studies show BetaVia ingredients can prime key immune cells, thereby strengthening the body’s immune defenses.

To learn more about BetaVia products and immune health, visitwww.kemin.com/betavia.

###

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 3.8 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.

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

---

https://news.kemin.com/2017-10-02-Kemin-Expands-into-Global-Immune-Health-Market-with-Algae-Sourced-Beta-Glucan-Ingredients