MediaRoom

Kemin Celebrates 30 Years of FloraGLO® Lutein at Vitafoods Europe

Company will kick off yearlong celebration marking 30 years of its revolutionary FloraGLO® Lutein

DES MOINES, Iowa, U.S. (April 23, 2026) – Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services by 2042, will kick off a yearlong celebration commemorating 30 years since the launch of its pioneering FloraGLO® Lutein at Vitafoods Europe on May 5–7 in Barcelona. At booth UWA24, Kemin Human Nutrition and Health will mark three decades of leading nutritional carotenoid research.

FloraGLO Lutein is the first and most extensively studied brand of lutein, supported by more than 100 human clinical studies spanning vision, cognitive function, and skin health across life stages. Since launching in 1996, FloraGLO has established lutein as a clinically proven carotenoid for human health. FloraGLO's unique combination of lutein and naturally occurring zeaxanthin is shown to benefit eye and brain health from childhood through older age.[1–4] Despite decades of evidence showing lutein's benefits, most adults consume only one to three milligrams per day—far below the levels studied for health benefits.[5] Supplementation bridges this nutritional gap that the human body cannot fill on its own.

At Vitafoods Europe, Kemin Human Nutrition and Health will be highlighting this need to translate science into solutions with real-world impact with its FloraGLO EyeQ Station, which uses an MP-Eye machine to assess levels of macular pigmentation. Visitors to the Kemin booth who test their eyes' lutein levels will receive a personalized FloraGLO EyeQ score. This interactive demonstration will help visitors understand their own nutritional status and explore opportunities to increase carotenoid uptake through food consumption and supplementation.

"Since 1961, our founders had a vision rooted in curiosity and a belief in nature's power to transform health," said Pedro Vieira, Vice President, Kemin Human Nutrition and Health. "At Vitafoods Europe 2026, we're celebrating a milestone that reflects that vision in action. Over the last 30 years, FloraGLO has established the impact of lutein in eye and cognitive health for millions of people, and today it continues to set—and raise—the standard for carotenoid science. But it's not just about what's been done; it's also about what's next. Our commitment to advancing nutritional carotenoid science is inspiring the next chapter of innovation. This milestone reflect our ongoing commitment to shaping human health across life stages—today and into the future."

Beginning at Vitafoods Europe, Kemin will also be partnering with industry thought leaders throughout 2026 to share lutein's impact on human health and advancements in lutein science.

Vitafoods Europe attendees can visit Kemin at booth UWA24 to learn more about FloraGLO and the rest of Kemin's portfolio of natural products across life stages with science-led innovation for eye, brain, gut, immune health, and more.

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About Kemin Industries

Kemin Industries (www.kemin.com) is a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 percent of the world with its products and services. The company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceutical, food technologies, biofuel, and animal vaccine industries.

For over half a century, Kemin has been dedicated to using applied science to address industry challenges and offer product solutions to customers in more than 120 countries. Kemin provides ingredients to feed a growing population with its commitment to the quality, safety, and efficacy of food, feed, and health-related products.

Established in 1961, Kemin is a privately held, family-owned-and-operated company with more than 4,000 global employees and operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, Egypt, India, Italy, Singapore, South Africa, and the United States.

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