

Scientifically backed nutraceutical ingredients to enter Asia-Pacific marketplace

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Pharmactive Biotech Products, S.L.U., has announced a new strategic partnership with Singapore-based Nutraconnect to bring innovative, scientifically backed nutraceutical ingredients to the Asia-Pacific marketplace (not including Australia and New Zealand).

The partnership will combine the strengths of both companies into a greater whole. Pharmactive will provide its well-supported, clean-label botanical extract ingredients, while Nutraconnect will function as a growth engine for the region, connecting Pharmactive with local and regional nutraceutical players seeking high-quality, pure ingredients.

"We are very fortunate to partner with Nutraconnect, as their team possesses a great deal of market and customer information and strategic insight, allowing for quick responses to potential customers in their local time-zone," confides Jean-Marie Raymond, CEO and Founder of Pharmactive. "Asia is a tremendous growth-hub for Pharmactive. We already have had successes in Korea, Japan, Vietnam, and Malaysia with Affron pure saffron extract and Aged Black Garlic [ABG+]. Many Asian industry players, formulators, and brand owners approach us about new compounding formats or innovative product concepts to cross the nutraceutical/functional food and beverage divide. Asia is clearly the frontrunner in terms of new ingredient concepts."

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