

Nutraland USA's Somato Phytomelatonin achieves GRAS status

10 September 2024 | News

Somato is the world's first whole food-derived phytomelatonin from tomatoes



Somato is the world's first whole food-derived phytomelatonin from tomatoes

Nutraland USA announced that its game-changing plant-based melatonin ingredient, Somato, derived from tomatoes, has achieved self-affirmed Generally Recognised As Safe (GRAS) status. This significant milestone highlights Somato's safety and paves the way for greater acceptance and utilisation of this innovative ingredient in the U.S. market.

Somato is the world's first whole food-derived phytomelatonin from tomatoes, setting a new standard in natural sleep health solutions. Extracted using Nutraland's proprietary, gentle extraction process, Somato offers a sustainable, plant-based melatonin source without synthetic solvents or conversion processes. This makes it a highly appealing option for consumers seeking natural sleep support.

Somato has already gained traction in several international markets, particularly in regions where synthetic melatonin is regulated as a drug and only available by prescription. Nutraland is collaborating with multiple international partners to launch products containing Somato across Europe and Asia-Pacific.

Achieving self-affirmed GRAS status is a critical step for Nutraland USA as it strengthens the market position of Somato in the U.S. The GRAS designation confirms that Somato is safe for food and dietary supplements, encouraging more brands to adopt this innovative ingredient in their product lines. With a growing number of consumers seeking natural alternatives, Somato provides an ideal solution for brands looking to differentiate themselves by offering a plant-based melatonin that is both effective and sustainable.