

Lubrizol Showcases Curcushine Gummy Concept at Vitafoods Europe

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Lubrizol Nutraceuticals has created a new gummy application concept to highlight the formulation possibilities of its Curcushine microcapsules.

The advanced, scale-ready application concept will be showcased at Vitafoods Europe (5th-7th May), where it will demonstrate how microencapsulated curcumin can perform in industrially relevant gummy formulations.

Each of the sugar-free pectin gummies delivers 100 mg of Curcushine, Lubrizol's proprietary microencapsulated curcumin extract. They are flavoured with natural orange and ginger, which perfectly complements the subtle turmeric flavour present in the gummies, and gently sweetened with maltitol and stevia – natural plant-based sugar substitutes.

"Beauty and wellbeing are integrating more and more," said Isabel Gómez, Global Marketing Manager for Lubrizol Nutraceuticals. "And while consumers are taking a proactive approach to maintaining their outer glow and inner comfort, they also want products that are natural and serve as an enjoyable part of their daily routines. The current rise in the prejuvenation trend clearly illustrates this growing demand. With Curcushine gummies, we've created a nutra-ready concept that is indulgent and connects directly with what consumers are seeking: simple, flavour-forward experiences that can help support radiant and lush-looking skin."

Curcumin is turmeric's key bioactive polyphenol compound. Traditionally venerated for multiple anti-ageing and wellness benefits, it has demonstrated potent antioxidant and anti-inflammatory properties that help counter the negative impacts of Reactive Oxygen Species (ROS) and advanced glycation end-products (AGEs) associated with collagen deterioration and skin ageing.

Curcushine is a nutraceutical ingredient solution based on a patented microencapsulation process that transforms curcumin into a water-dispersible, highly bioavailable ingredient. This makes it suitable for inclusion in gummies and other convenient, on-the-go formats.

The new gummies are built on a sugar-free pectin base that reflects the shift toward plant-based and reduced-sugar choices. However, Curcushine has also been successfully evaluated in gelatin-based gummy formulations and is versatile across gelling systems as well as applications beyond gummies.

Lubrizol's technology enables formulators to integrate curcumin more easily into everyday sugar-free snacks, beverages, and other products. Microencapsulation enhances the stability and integrity of the active ingredients while mitigating turmeric's characteristic flavour profile, letting brands offer sensory appealing products without compromising function. The new concept has been designed with scalability in mind and can be transferred directly to industrial production.

“Curcumin is widely recognised for its potential wellbeing and skin-support benefits,” G3mez added. “But its poor water solubility and naturally bold flavour have traditionally limited its use in consumer-friendly formats, especially gummies. We overcame those challenges by protecting our curcumin formulation inside powerful microcapsules.”