NUTRAFOODS Spectrum
perspectives on food technologies & business
ASIA

Prinova Unveils New Everyday Wellness Solutions at Vitafoods Europe

16 April 2026 | News

This balanced blend brings a â??beauty from withinâ?? concept into an everyday wellness format

This balanced blend brings a â??beauty from withinâ?? concept into an everyday wellness format

Prinova will focus on consumersâ?? everyday health and wellness needs at Vitafoods Europe (5th-7th May 2026 in Barcelona), as it showcases a range of new whole body wellness concepts.

The leading supplier of functional ingredients and manufacturing solutions will highlight its capabilities in categories including sports nutrition, gut health and womenâ??s health. New concepts on show at the Prinova stand (3C104) will include:

An Everyday Radiance beverage targeting longevity and womenâ??s health. Flavoured with maracuja and pineapple, it includes marine collagen and bioactive minerals from the Aquamin range. This balanced blend brings a â??beauty from withinâ?? concept into an everyday wellness format.

An Everyday Harmony gut health beverage with a ginger lime mojito flavour featuring prebiotic plant fibres enhanced with vitamins D, B6 and B12. This refreshing functional drink is the perfect addition to daily routines to support digestive health and immunity.

An Everyday Protein beverage based on clear pea protein and flavoured with dragon fruit and kiwi. The crisp, juice-like drink is ideal for post-workout recovery, and for consumers seeking a plant-based solution to boost their daily protein intake.

Prinova will also highlight its branded products, including clinically supported ingredient CITRAPEAK, a 100 per cent soluble form of hesperidin to unlock your pre-workout pump.

James Street, Global Marketing Director at Prinova, said: â??Consumers no longer compartmentalise health and wellness, but incorporate them into their daily lives. Whether itâ??s maintaining gut health, sharpening cognitive wellbeing, or upping daily protein intake, the key is making it as easy as possible for people to achieve their wellness goals by combining high-quality functional ingredients that taste great in a convenient way. With these new concepts, weâ??re demonstrating whatâ??s possible when you identify the trends, then work hand-in-hand with R&D and in partnership with customers to focus

on the everyday consumer.â?•