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Kemin Marks 30 Years of FloraGLO Lutein at Vitafoods Asia 2026

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FloraGLO has set the standard for lutein science, helping to establish it as a key carotenoid for human health

Kemin Industries, a global ingredient manufacturer that strives to sustainably transform the quality of life every day for 80 per cent of the world with its products and services by 2042, will mark the 30th anniversary of its flagship FloraGLO Lutein at Vitafoods Asia on September 2-4 in Bangkok, Thailand. Attendees are invited to join Kemin Human Nutrition at booth #H5-D26 to celebrate three decades of nature-inspired innovation and discover their eye health status through interactive technology.

FloraGLO the world's most clinically studied lutein brand, is supported by 130+ human clinical studies demonstrating the role of lutein in supporting health across all life stages, including vision, cognitive function and skin health. Since its launch in 1996, FloraGLO has set the standard for lutein science, helping to establish it as a key carotenoid for human health.

Eye health continues to be a growing priority across Asia Pacific, a region that carries nearly two-thirds of the global burden of moderate-to-severe vision impairment. At Vitafoods Asia, Kemin will invite visitors to try its interactive FloraGLO EyeQ Station and receive a personalised EyeQ score. This hands-on demonstration assesses the levels of macular pigmentation in the eye, helping visitors understand the role of carotenoids such as lutein and zeaxanthin in supporting nutritional status and their impact on health across all life stages.

Speaking on the rising opportunity for proactive health solutions across the region, Masafumi Hashimoto, Director of Sales for APAC at Kemin Human Nutrition, said, "Over 90 per cent of adults aged 40+ across Asia Pacific are concerned about their vision health. Yet, average dietary intake of lutein and zeaxanthin is estimated at just 1-3 mg per day well below the 10 mg level shown in clinical research to provide meaningful benefits. This represents a dietary gap of up to 90 per cent and highlights the need for effective nutritional solutions that proactively support long-term wellbeing.