

## Lubrizol to Showcase Science-Backed Nutraceutical Innovations at SupplySide Global

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**Lubrizol's Lipofer microcapsules provide a stable, tolerable source of microencapsulated iron with a pleasant taste and texture, including in gummy and stick pack formats**



Lubrizol will demonstrate how its science-backed innovation and consumer insights create great-tasting, effective nutraceutical solutions for all life stages at SupplySide Global.

Lubrizol's booth will feature dedicated Persona, Science, and Sensory Zones. These will highlight consumer needs, address manufacturers' formulation challenges, and demonstrate the scientific and sensory benefits of the proprietary, advanced microencapsulation technologies that underpin Lubrizol's nutraceutical innovation.

Four personas representing women's health and wellbeing needs at different life stages will show how Lubrizol helps brands develop targeted solutions combining efficacy with sensory appeal:

"Young Rebel" Saoirse and mother-to-be Julieta – adolescent Saoirse has increased iron requirements due to menstruation, while Julieta is seeking an iron supplement she can comfortably take throughout pregnancy. Lubrizol's Lipofer microcapsules provide a stable, tolerable source of microencapsulated iron with a pleasant taste and texture, including in gummy and stick pack formats.

Busy professional Linneah – balancing career ambitions with personal wellbeing, Linneah is focused on maintaining her health while supporting skin rejuvenation and beauty from within. Curcushine microcapsules use microencapsulation technology to deliver a bioavailable, water-dispersible curcuminoid extract. This helps overcome curcumin's naturally strong flavor profile, opening opportunities for appealing products such as plant-based gummies and beauty drinks.

Fighting fit Cara – active and determined, Cara is looking for convenient ways to manage fatigue, stress, and sleep quality to maintain her busy lifestyle. Magshape microcapsules deliver microencapsulated magnesium oxide, which is clinically proven to have higher bioavailability and reduced gastric side effects compared to common magnesium salts.<sup>1</sup> Magshape microcapsules are ideal for convenient formats such as stick packs.

Supporting each persona's story, the booth's dedicated Science Zone will highlight Lubrizol's microencapsulation technologies that protect active ingredients and improve stability, dispersibility, bioavailability, and tolerability to create better sensory experiences. The Sensory Zone connects these scientific benefits to real-world consumer experiences, offering visitors the opportunity to sample Lubrizol's featured ingredients.

Lori Ditty, Global Marketing Communications Manager, Pharma & Nutra, Lubrizol, said: "Consumers increasingly expect nutraceutical products that fit seamlessly into their lifestyles, delivering proven health benefits without compromising on taste and convenience, to provide an enjoyable daily experience. At SupplySide Global, we are bringing that concept to life by demonstrating how our advanced microencapsulation technologies help brands develop consumer-friendly products that support health needs from adolescence to active aging. By addressing common challenges such as stability, taste masking, and bioavailability, we enable brands to create effective, great-tasting nutraceutical solutions that stand out in an increasingly competitive marketplace."