

MartinBauer Establishes US Nutraceuticals Business Unit

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New North American business unit brings science-backed botanical ingredients, branded ingredient innovation, and local technical expertise closer to customers



MartinBauer has established a dedicated US Nutraceuticals business unit, expanding its international growth strategy and strengthening its presence in the North American dietary supplement market.

The move follows the launch of MartinBauer Nutraceuticals in Europe and brings the company's botanical sourcing, plant science and extraction capabilities together with the innovation and scientific expertise of Finzelberg. The new business unit will provide customers in the US with direct access to commercial, technical and innovation support across branded ingredients, signature ingredients and core botanicals.

"North America represents a key growth market for botanical health solutions," said Anina Krey, Global Director, MartinBauer Nutraceuticals. "With the establishment of our dedicated US Nutraceuticals business unit, we are bringing our expertise closer to customers and creating a stronger platform for collaboration, innovation, and long-term partnerships."

MartinBauer Nutraceuticals offers a portfolio of clinically supported branded ingredients targeting several high-growth health categories. These include Concentral for cognitive performance and healthy ageing; AnnurTriComplex for beauty-from-within and hair health applications; RHOSERA for muscle strength and resilience; and 360GUT for digestive health and gut wellbeing.

Alongside its branded ingredients, the company provides a broad selection of botanicals supported by its sourcing, extraction and formulation capabilities. The dedicated US operation is intended to help supplement manufacturers access ingredient expertise and support product development for the North American market.

"Customers today are looking for more than ingredients alone," Krey added. "They are seeking trusted partners that can combine scientific excellence, quality, and botanical expertise. MartinBauer Nutraceuticals is uniquely positioned to deliver on those expectations."

MartinBauer Nutraceuticals will showcase its expanded North American presence at SupplySide Global 2026, where it plans to present its branded ingredients, innovation pipeline and solutions for the dietary supplement market.