

New Nutrition Concepts for a New Generation

As society advances and modernizes, the way we take dietary nutritional supplements has changed. Many nutritional supplement brands have evolved from traditional forms (tablets, granules, etc.) into innovative forms (functional food, functional beverage, etc.) that are popular with contemporary consumers. Nowadays, younger generations prioritize convenience when addressing their daily nutrition intake.

How is the RTD Market Evolving?

In response to the market demand, RTD's (Ready-to drink) are currently rising in success on the global market. According to a new report by Grand View Research Inc, the global RTD premixes market size is expected to reach USD 25.96 billion by 2025 registering a CAGR of 4.5%.^[1]

Many beverage companies are rushing into the RTD trend, however the number of scientific papers for RTD beverage ingredients is few and far between. A popular ingredient, CBD, is often put into RTD beverages to provide relaxation and increased sleep quality. However, very few studies can support these claims with only a few clinical studies related to the subject. To fully integrate the efficacy of dietary supplements into drinks, products should come from a background of extensive research to not only increase bioavailability and solubility, but also to provide safety and effectiveness while providing a premium RTD product.

Chenland's Innovative Health Plan

As a world leading supplier of natural branded ingredients, Chenland is constantly making innovative market strategies to meet the diversified needs of contemporary consumers with bold breakthroughs. Compared with other dietary supplements on the market, Chenland has undergone extensive clinical research to ensure the functional support through our ingredients and strives for maximum nutrition efficacy in the production process. We are now launching a number of dietary supplements that can provide RTD functionality which are strongly supported by an extensive scientific background.

Time for a Change
The Innovative Combination of Dietary
Supplements and **RTD** Beverages



Hi Health ingredients
China
健康天然源
Nov 25-27, 2020 Shanghai, China
Booth #71E59

CPhI south east asia
P-mec | IBC | ICSE | LAB-1 | FDF
May 18-20, 2021 Bangkok, Thailand
Booth #W01

Natural Products
EXPO WEST™
May 24-27, 2021 Anaheim, U.S.
Booth #3824, Hall D

SupplySide EAST
June 22-23, 2021 Secaucus, NJ, USA
Booth #146

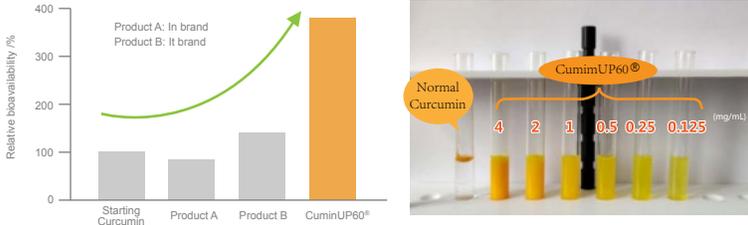
Vitafoods Asia
Sep 22-23, 2021 Singapore
Booth #G51

CUMINUP60



- Potent antioxidant
- Anti-inflammatory
- Supports joint health, liver health, brain health, etc.
- Inhibits the growth of tumor cells

The water solubility test showed that CuminUP60® has high solubility in both coffee and water without changing its original flavor. CuminUP60® is created by Chenland using patented CGSF technology to boost the natural absorption of curcumin in the body, with the highest curcumin concentration at 60%. It can be successfully blended into various liquids such as juice and protein milk to provide multi health benefits.



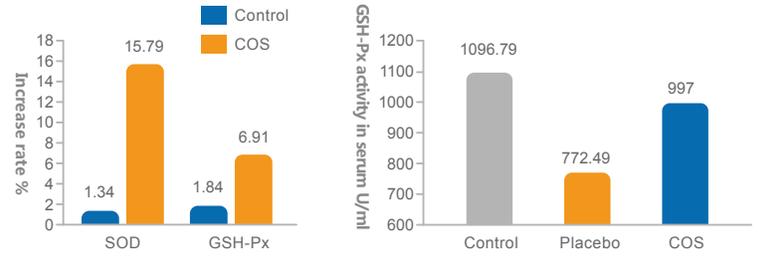
We tested the relative bioavailability in vivo after taking oral CuminUP60®. The results showed that CuminUP60® has a significant increase in relative bioavailability, compared to our starting curcumin and other products in the market.

BIOCHITO



- Improves overall immune health
- Balances circulation metabolism
- Inhibits tumor cell proliferation & assists postoperative recovery of tumor patients

BioChito™ uses a type of Chitosan oligosaccharide(COS) that is naturally sourced from the ocean. It has many benefits including upregulating intestinal microbiota and enriching gut flora species. It is colorless and tasteless and can be used in probiotic boosting powdered shakes, liquid collagen, functional drinks, and more.



Chenland conducted a 3-month randomized, single-blind clinical trial, selecting 101 healthy middle-aged and elderly people aged 45-65. The test results show that compared with the placebo group, chitosan oligosaccharides can significantly increase the SOD and GSH-Px antioxidant enzyme activity and percentage in human serum. These results increase the body's antioxidant capacity and support overall health.

JADEIMMUNE



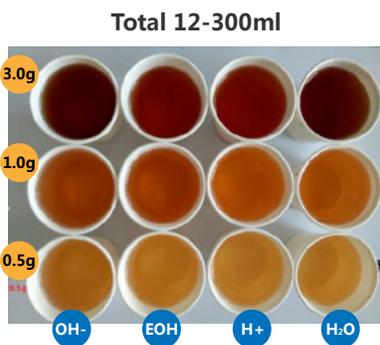
- Strengthens immunity and physical fitness
- Supports respiratory and lung health
- Allergy and nasal relief

The high-water solubility of Jadeimmune™ allows it to perfectly blend with various kinds of beverages. Mixtures have a slightly sweet smell and with no observable change in taste.

Comparison of treatment effect between two groups

Group	n	Effective significantly	Effective	No-Effective	Total effective rate
Control	28	10	7	11	61%*
Treatment	28	15	11	2	93%

An 8-week clinical study of adjuvant treatment with Jadeimmune™ to 56 children with recurrent respiratory infections have results that show an effective rate of the treatment group of 93.0%, which was significantly higher than 61.0% in the control group, and significant increases of immunoglobulin levels after treatment.

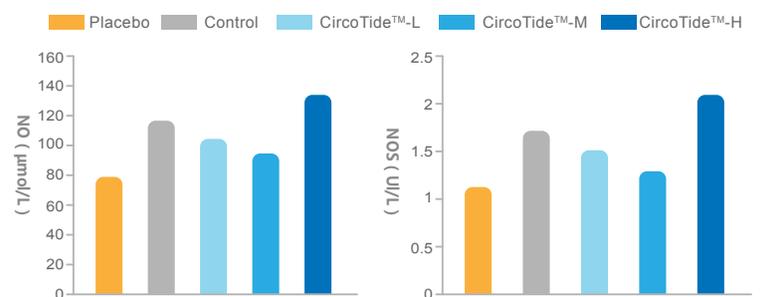


CIRCOIDE



- Regulates blood pressure
- Increases the content of vascular endothelial factor (NO and NOS)
- Promotes heart & kidney health
- Regulates blood lipids

CircoTide™ is a protein peptide made from the natural high-quality Philippine clam of the Pacific Ocean through patented bionic enzymatic hydrolysis technology. The product has high water solubility with odorless and tasteless solubility data.



It's reported that hypertension is significantly related to the levels of NO and NOS in the blood [2,3]. NO has activities such as dilating blood vessels, reducing blood pressure, and relaxing smooth muscles. If any link between the production and release of NO is abnormally reduced, then it may cause high blood pressure. Our research shows that CircoTide™ can increase the content of NO/NOS, thereby effectively reducing blood pressure.

References:

[1] Grandviewresearch.com. 2020. Ready to Drink Premixes Market Size Worth \$25.96 Billion By 2025. [online] Available at: <https://www.grandviewresearch.com/press-release/global-rtd-high-strength-premixes-market>

[2] Yang C, Kang X, Chunyue L. Changes of NO / NOS and ET about Spontaneously Hypertension and Induced-hypertension's Rats[J]. Chinese Journal of Medical Physics, 2006, 023(001):35-39.

[3] Jing X. The change of ACE2-Ang-(1-7)-Mas axis of renal cortex in diabetic nephropathy rats of stasis-blood-blocking-collaterals syndrome and effect of stasis-removing-and-collaterals-dredging intervention [D]. He Bei Medical University, 2014

Breaking News!

We are pleased to announce that Chenland's Patented Brand Ingredient JointAlive® has officially received NDI approval from FDA(NDIN 1172).



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Enriching Quality of Life