

CuminUP60®

Attracts much Attention at Trade Shows for its Features & Abundant Applications



The innovative ingredient industry has successively resumed its offline exhibition this spring of 2022, bringing new life to the entire market. The most influential health and nutrition industry events, including Natural Products Expo West, Supplside East, and Petfood Forum, are on schedule. Chenland was invited to participate in these events with a diverse portfolio of pure, natural branded ingredients. Among them, CuminUP60®, the most innovative curcumin product on the market, received unanimous praise from the participants due to its abundant applications and strong clinical research. In this article, we will walk you through Chenland's online exhibition and help you and feel the charm of high-quality curcumin created by Chenland's patented technology.

During the exhibition, the high-quality curcumin extract CuminUP60® attracted a lot of attention for its clinical research. Since the benefits of curcumin are well known, Chenland's research focuses on the adaptability of the ingredient. In the process of determining the relative bioavailability of curcumin after oral administration, Chenland utilized a single equivalent dose, randomized design with crossover to compare the relative bioavailability between CuminUP60® and regular 95% curcumin. CuminUP60® delivered significantly higher plasma curcumin concentrations (14 times greater), compared to the regular 95% curcumin.

The major limitation of standard 95% curcumin extracts are their low solubility in water. Low solubility means the ingredient must be accompanied by another agent such as black pepper, significantly limiting the possible flavor formulations. Chenland's patented CGSF technology allows CuminUP60® to be evenly dispersed in water and is also completely tasteless, making CuminUP60® appropriate for a far greater range of products than standard 95% curcumin. The micron-sized particles (achieved through CGSF patented technology) are responsible for the advantages of low dosage and high efficiency of the product.

With the support of patented CGSF technology, CuminUP60® has a wide range of applications (it can be easily incorporated into nearly every product category), and its high in-water solubility make it easy to formulate various dosages for diverse application scenarios. Finished products formulated with CuminUP60® curcumin including turmeric gummies, solid drink mixes, and water infusions were displayed at the conference. On the show floor company representatives demonstrated for the guests how to mix CuminUP60® into various soft drinks, juices, and other products, and soon ran out of sample drinks. When CuminUP60® enters water, it quickly dissolves (regardless of water temperature) without any left over agglomeration or insoluble particles, and does not produce any unpleasant odor or taste. Hence, CuminUP60® can easily solve a series of application difficulties such as insolubility in water, changing odor and caking, and provides a unique solution for the applied curcumin market.



During the exhibition,
we also received a lot of good feedback from our customers, such as



“I love the color and I can't taste any turmeric!”



“I've worked with other companies who make curcumin, but theirs weren't soluble. This one dissolves without any separation.”



“I love that I could add this to any beverage and not worry about curcumin taste.”

Through these spring exhibitions in 2022, we have received several orders and have started many new relationships and collaborative programs. We believe that CuminUP60[®], as an unprecedented high-quality innovative curcumin, can redefine the application pattern of curcumin as the market changes, and create more end products that are beneficial to consumer health based on the product's high bioavailability, high water solubility and other brand ingredient highlights. Chenland currently provides OEM services and technical support for CuminUP60[®] dosage forms such as gummies, solid drink mixes, shots, and capsules. If you have any questions or would like further information, please feel free to contact us!

UPCOMING TRADE SHOWS

 **Hi** Health ingredients
China
健康天然源
June 22-24, 2022 Shanghai, China
Booth #41M63

 **Vitafoods Asia**
Sept 21-22, 2022 Singapore
Booth #D23

 **Natural Products EXPO EAST**
Sept.29 – Oct.1, 2022 Philadelphia, USA
Booth #TBA

 **Hi** Health ingredients
Japan
Oct 12-14, 2022 Tokyo, Japan
Booth #2-358

 **CPhI south east asia**
P-mec | ICM | ICSE LAB | FDF
Oct 17-19, 2022 Bangkok, Thailand
Booth #W01

 **SupplySide WEST**
Nov 2-3, 2022 Las Vegas, USA
Booth #5472



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Chenland Nutritionals, Inc. is a leading supplier of natural branded ingredients. Our global headquarter is in Irvine, California. We select only globally certified GAP herbs and marine organisms to ensure our ingredients promote safety, quality, and sustainability. We specialize in TCM-based brand ingredients scientifically backed through in-vitro and in-vivo testing, alongside preclinical and clinical trials. We are committed to providing our customers with innovative solutions to health problems and meeting the world's growing natural nutritional needs.



Enriching Quality of Life