

CONGRATS!

CuminUP60[®] now self-affirmed GRAS!



CUMINUP60



In August 2022, Chenland officially received the letter of self-certification, confirming that Chenland Nutritionals Inc.'s branded ingredient CuminUP60[®] successfully passed GRAS certification, affirming its safety as a food additive.

GRAS (Generally Recognized as Safe) is an indicator for evaluating food additives and dietary supplements. The audit of GRAS certification is critical, the two most important criteria are safety and efficacy, as well as the manufacturing technology.

GRAS Associates and Chenland Nutritionals, Inc., ensured that all reasonable efforts were made to identify and select a balanced Expert Panel with expertise in food safety, toxicology, and nutrition. The Expert Panel unanimously concluded that the proposed uses of CuminUP60®, manufactured under cGMP standards, meets the FDA definition of safety in that there is "reasonable certainty of no harm under the intended conditions of use" as described herein, and that CuminUP60® is generally recognized as safe (GRAS).



CuminUP60® has successfully passed the US GRAS certification, showing that CuminUP60® has a sufficiently high level of safety, and that the ability level of the reporting company and scientific research team behind CuminUP60® has been recognized. GRAS approval was another step towards our goal of the internationalization of plant and marine branded ingredients.

International Brand, High-Quality Branded Ingredient

Most of the turmeric products in the market have problems such as poor dispersibility in water and low bioavailability. In terms of solving the application problems, Chenland strives to be at the forefront of research and manufacturing processes - from the selection of branded ingredients bases, to the screening, processing, preparation of branded ingredients to finished products, Chenland has a reliable traceability system for quality assurance.

The patented branded ingredient CuminUP60® is a high-quality curcumin ingredient developed by Chenland using its patented CGSF technology (solvent-free co-grinding preparation technology). CuminUP60® has advantages in areas such as curcumin content, bioavailability, and dispersibility in water.

It is reported that CuminUP60® complies with the organic certification level. Compared to ordinary 60% curcumin, the bioavailability (confirmed by clinical data) is 14 times higher, CuminUP60® can provide better water dispersibility, and has a neutral taste and attractive color. Chenland's biological research and development team also made a series of efficacy evaluations on CuminUP60®. According to the existing data, CuminUP60® curcumin can not only effectively regulate the body's immune system and build the defense line of the immune system, but also has significant effects in relieving fatigue and improving exercise ability.



Chenland's Biological R&D team has also conducted a series of efficacy evaluations on CuminUP60®, and recently received its structure/function claims (SFC) notification from the Department of Health and Human Services, Food and Drug Administration. According to the existing data, CuminUP60® can not only effectively regulate the body's immune system and build the defense line of the immune system, but also support brain health, supports brain function and helps to support brain focus and mental stamina.

What's also worth mentioning is that CuminUP60® has significant effects in effectively relieving fatigue and improving exercise capacity, for example, promotes endurance and power output; boosts energy levels.

ScientificalllyResearched, Widely Praised

As early as the beginning of 2022, the innovative ingredient industry has successfully resumed in person exhibitions, 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.



At the exhibition site, finished products made from curcumin, including turmeric gummies, solid beverages, tablet candies, and other food forms, were well received by customers; in addition, CuminUP60® can also be mixed into various soft drinks, juices and other products, a large number of customers were invited to tried the drink, and gave very positive feedback.



The improvement in taste is also a noteworthy feature of CuminUP60®. As an entry product, good sensory experience is the basic element that must be built. In order to satisfy the carrier suitable for consumer circulation, Chenland has updated the applications of CuminUP60® to improve the taste, and also promoted more dosage forms for B-end enterprises, so that customers can develop more products with confidence.

We believe that CuminUP60®, as an unprecedented high-quality innovative curcumin, can change the current application pattern of curcumin as the application market changes, and create more end products that are beneficial to human health based on the product's high bioavailability, high water solubility and other branded ingredient highlights. Chenland currently provides OEM services and technical support for dosage forms such as gummies, solid drinks, shots, and capsules for formulations using CuminUP60®. If you have any questions, please contact us.

UPCOMING
TRADE SHOWS


Sept.29 – Oct.1, 2022 Philadelphia, USA
Booth #3934


Oct 5-7, 2022 Bangkok, Thailand
Booth #AD88


Oct 12-14, 2022 Tokyo, Japan
Booth #2-358


Oct 17-19, 2022 Bangkok, Thailand
Booth #W01


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


Nov 8-10, 2022 Shanghai, China
Booth #E2A61




Are you interested in an energy boost? Stay tuned for our updates next month. In September, we will first disclose a new product focusing on energy enhancement - Ilexpower™.

Ilexpower™ is developed from kuding tea leaves (Ilex latifolia Thunb), which has been consumed in the southern region of China for many years. Sounds good right? If you are interested, you are welcome to contact us at: info@chenland.com

Tips


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Enriching Quality of Life

Chenland Nutritionals, Inc.

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.