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PRESS RELEASE

BGG to showcase apple extract and astaxanthin beverage concepts at SupplySide Global

BGG will demonstrate the potential of its ApplePhenon® apple extract and AstaZine® astaxanthin with drinking yogurt and coffee concepts at SupplySide Global (29 and 30 October, Las Vegas).

The natural ingredient supplier (stand 4323) is inviting SupplySide attendees to “Join the A-Team” as it highlights the two extracts’ versatility and wide-ranging health benefits.

ApplePhenon® has been shown to support weight management and skin health across multiple clinical studies. It is well suited to the growing women’s health market and GLP-1 trend, and can be used across applications including supplements, beverages, chewing gum, and cosmetics. At SupplySide, visitors can sample the green apple extract in drinking yogurt.

AstaZine®, meanwhile, is a powerful natural antioxidant derived from *Haematococcus pluvialis* microalgae with a broad array of clinically backed health advantages. BGG, the largest natural astaxanthin producer in the world, has developed a technological platform to enable its use in beverage formulations. AstaZine® will be available as part of a coffee concept and is also suitable for use in tablets, capsules, gummies, soft gels, sachets, and cosmetics.

In addition, BGG will present solutions for the personal care sector, with a variety of skincare demonstrations on the stand.

Tamara Higgins, BGG’s Managing Director for Americas and Head of Western Regional Sales, said: “We’re inviting visitors to ‘Join the A-Team’ and discover the wide-ranging benefits of ApplePhenon® and AstaZine®. We love it when a plan comes together – and our solutions allow you to combine science-backed benefits with versatile delivery formats. Join us at SupplySide to explore how BGG is bringing innovation in functional ingredients to life.”

For more information on SupplySide Global, visit: www.supplysideglobal.com

About BGG



BGG is a global supplier of science-backed natural ingredients for supplements, pharmaceuticals, cosmetics, personal care, and food and drink.

Founded in 1995, the company is the world's largest producer of natural astaxanthin and a recognized leader in microalgae solutions. The BGG portfolio features a vast array of fruit, marine, and herbal extracts and compounds including:

- AstaZine® astaxanthin
- TheraPrimE® tocotrienols
- ThinOgen® fucoxanthin
- ApplePhenon® apple extract
- Vitosa® next-generation stevia
- Licorice extracts

From cultivation to formulation, BGG's global operations ensure secure, scalable supply with a responsible approach to the environment. All ingredients undergo rigorous quality control and safety tests, with standardization assured and product claims backed by transparent data.

BGG is committed to long-term partnerships, helping brands differentiate with high-purity ingredients that deliver proven performance and build consumer trust.

Visit [bggworld.com](https://www.bggworld.com) for more information.