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## Pump it up: Prinova's CitraPeak® launches in Europe

Prinova has launched its clinically supported pre-workout ingredient CitraPeak® in Europe.

The unique product is the first 100% soluble form of hesperidin – a flavonoid that occurs naturally in citrus fruits. Its vasodilatory and pump effects make it ideal for pre-work-out applications.

In CitraPeak®, hesperidin is bonded to tapioca starch, making it 100,000 times more soluble and 347 times more bioavailable than standard hesperidin, allowing rapid activation.

The benefits of CitraPeak® are supported by a range of published clinical studies. They include:

- **Increase in physical output:** Research shows that CitraPeak® helps increase, energy and physical output
- **Rapid release:** Over 100,000 times more soluble<sup>1</sup> and 347 times more bioavailable than standard hesperidin, CitraPeak® activates in just 30 minutes.<sup>2</sup>
- **Increase in thermogenic effect:** In a cold condition test, surface temperatures were 5.4 °F higher among a CitraPeak® group than a control, with users reporting increased sweating at room temperature.<sup>3</sup>
- **Nitric oxide pump effect:** CitraPeak® is broken down in the body into hesperetin (of which hesperidin is a glycoside), which has been linked to increased release of nitric oxide<sup>4</sup> and related pump effects.
- **Increase in blood flow:** In another clinical study, CitraPeak® was found to increase blood flow by 18% compared to a control.<sup>5</sup>

Ongoing research is also exploring the product's benefits in areas like  $\dot{V}O_2$  max, recovery, mood and cognitive performance.

Already available in the US, CitraPeak® will make its European debut at Vitafoods Europe (20<sup>th</sup> to 22<sup>nd</sup> May 2025 in Barcelona), where it will feature in a new pre-workout beverage concept. Prinova will exhibit at Stand #CC.B38.

James Street, Global Marketing Director at Prinova, said: "CitraPeak® is a one-of-a-kind ingredient for pre-workout applications. It offers all the clinically proven benefits of standard hesperidin – like increase in thermogenic effect and release of nitric oxide. However, for the first time it delivers them in a completely soluble form, so that the vasodilatory and pump effects of hesperidin are noticeable extremely rapidly. CitraPeak® is a game-changing pre-workout ingredient, and we're delighted that its benefits are now available to active consumers in Europe."

Sourced from citrus peels, CitraPeak® is clean, near colourless, near tasteless and odourless.

**About Prinova Europe**

Prinova is a leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. Prinova holds strategic stocks in numerous distribution centres around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the UK, China and the USA. Prinova's premix business is underpinned with over 40 years of experience in ingredient sourcing and distribution, servicing their customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more.

For more information visit: <https://www.prinovaglobal.com/eu/en>

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- <sup>1</sup> H Mitsuzumi et al. Glucosyl Hesperidin Lowers Serum Triglyceride Level in the Rats Fed a High-Fat Diet through the Reduction of Hepatic Triglyceride and Cholesteryl Ester. *Japanese Pharmacology & Therapeutics* 39(8): 727-740 (2011)
- <sup>2</sup> M Yamada et al. Bioavailability of Glucosyl Hesperidin in Rats. *Bioscience Biotechnology and Biochemistry* 70(6): 1386-1394 (2006)
- <sup>3</sup> K. Yoshitani et al. Effect of a-Glucosylhesperidin on Poor Circulation in Women. *Journal of Nutritional Science and Vitaminology* 61: 233-239 (2008)
- <sup>4</sup> L Liu et al. Distinct Effects of Naringenin and Hesperetin on Nitric Oxide Production from Endothelial Cells. *Journal of Agricultural and Food Chemistry* 56: 824-829 (2008)
- <sup>5</sup> S. Endo. Dietary Glucosyl Hesperidin Improves Blood Flow, Skin Color and Skin Conditions. *The Society for the Study of Hesperidin* (2015)