



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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New method to differentiate Dietary zeaxanthin from Non Dietary isomers published by the Zeaxanthin Trade Association

Kaiseraugst, CH – Members of the Zeaxanthin Trade Association have adopted and published a common chiral analytical method to measure the relative percentages of the different Zeaxanthin stereoisomers — (3R,3'R), (3R,3'S) and (3S,3'S) — in dietary ingredients and finished product forms of dietary supplements. The method will help dietary supplement and food manufacturers make sure that no zeaxanthin isomers other than the 3R 3'R are present in the zeaxanthin they source for their finished products, and make sure they are in compliance with GMP standards and FDA and EU regulations.

The method was developed by chemists at DSM Nutritional Products, Kalsec, Inc., and Chrysantis Inc. in an interlab study that lasted six months.

Dietary Zeaxanthin, the 3R 3'R isomer, is the only one present in food and is the only one approved for use in Dietary Supplements. It is a critical nutrient for eye health, which may help guard against vision problems such as Age-Related Macular Degeneration (AMD) and may improve several aspects of visual function.

“The method is an important step in the Association’s efforts to help all Zeaxanthin users comply with the regulatory framework in the manufacturing of dietary supplements containing Zeaxanthin,” says Kevin Meyle, Director of Product Management-Nutritional Ingredients, Kalsec, Inc.

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The Association has been working with suppliers of high purity reagents to assure that the analytical standards necessary for the proper identification of the different isomers are available to the industry.

“Easy access to the standards has been one of the problems the Association had to solve before the method could actually be published,” says Kristina Cselovszky, Global Business Manager, DSM Nutritional Products.

The method will be available at the Zeaxanthin Trade Association members’ websites. “This is just one example of positive self regulation of the Dietary Supplement Industry,” says Manuel Pavon, General Manager, Chrysantis, Inc.

About Chrysantis, Inc.

Chrysantis, Inc., a wholly owned subsidiary of Ball Horticultural Company based in West Chicago, IL, is dedicated to developing high-quality plant-based products for dietary supplement manufacturers and the functional foods industry, which will enhance human health. Ball Horticultural Company is a family-owned business that has been researching, breeding and selling the highest-quality flower seed varieties for more than 100 years. For more information visit www.Chrysantis.com.

About DSM Nutritional Products

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. For further company information visit www.dsmnutritionalproducts.com

About Kalsec® Inc.

Kalsec Inc, is a privately held producer and marketer of natural flavors, colors, antioxidants, hop extracts and nutritional ingredients for use in food, beverage and pharmaceutical applications. Selling and marketing in more than 70 countries worldwide, Kalsec is dedicated to delivering the best products on time, and backed with unparalleled technical expertise. Founded in 1958, the company is headquartered in Kalamazoo, MI, with facilities in Kalamazoo, Denver City, TX, and Mildenhall, England. For more information, visit www.zeagold.com or www.kalsec.com.

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