

# And the winners are...

We are delighted to reveal the winners of our *Nutrition I-Mag* Product Awards.

**P**roduct excellence is the cornerstone of the nutritional therapy world and here at *Nutrition I-Mag*, we are here to celebrate that.

Which is why every year, we run our Product Awards to celebrate those products that have truly

made a difference to people's health, and to champion those brands leading the way with advanced formulations.

And here, we are delighted to reveal those products that have scooped one of our awards this year. Congratulations to all the winners and those who were highly commended.

## BEST VMS

**Winner – Nature's Answer Turmeric-3**

This holistically balanced fingerprint supplies the critical three curcuminoids, the active ingredients naturally present in authenticated turmeric rhizome – bidesmethoxycurcumin, desmethoxycurcumin, curcumin. It is gluten and alcohol free and provides the herbal equivalent of 5,000mg per serving.

Commenting on the award win, Alexander Barani, Managing Director at Kinetic, which distributes the brand in the UK, said: "We are delighted that Nature's Answer Turmeric-3 has been rewarded this accolade, by the readers of *Nutrition I-Mag*, who are the future of the health, nutrition and supplement industry. The product is fast becoming a hero product in the range, and well deserved as it is an innovative formula that surpasses other turmeric products on the market."

**Highly commended: Viteyes 2**



## BEST NEW PRODUCT



**Winner – Rio Rosa Mosqueta Day & Night Cream**

This new and improved formula of the best-selling Day & Night Cream is now lighter, neutral and completely allergen-free. The Chilean rosehip seed oil used in the cream is combined with specially sourced plant ingredients, including shea butter, calendula, coconut and white tea. The cream is certified by EcoControl, and is suitable for all skin types, and for vegetarians and vegans.

Stephan Smits, Managing Director at Rio Trading, which owns the brand, commented: "We at Rio Trading are very proud to receive this award. It reflects our drive to continuously improve our natural skincare range and compete with the best available in the market."

**Highly Commended – Solgar Curcumin**

## BEST ALTERNATIVE

**Winner – Hericium – MRL Powder, Mycology**

This powder is composed of both mycelium and primordial (young fruit body) of the mushroom, *Hericium erinaceus*. The mushroom is cultivated into a biomass that is grown on a sterilised substrate in California and, in a comparative study, *Hericium-MRL* has one of the highest super oxide dismutase (SOD) enzyme activity after in vitro exposure to proteolytic enzymes.

**Highly Commended – Crio Brü**

