

Svetol[®] receives an approved claim for its weight loss properties from Korean authorities

Seoul, August 28th, 2014 – Naturex and its Korean distributor Ju Yeong NS have been granted a Health Functional Food Ingredient Certificate for Svetol[®], the unique and most studied green coffee bean extract available on the market, for its benefits on weight management.

The scientific validity of studies on Svetol[®] (green coffee bean extract) has been recognized by the Korean Minister of Food & Drug Safety. With a minimum daily dose of 400 mg of Svetol[®], the authorities have allowed Naturex to use a claim concerning weight management for its green coffee extract. From now on, all finished product manufacturers using Svetol[®] in their weight loss products can mention: “can help to reduce body fat” on their packaging.

“Our clients will gain an edge over competitors from this recognition because Svetol[®] is the first and only green coffee bean extract with an authorized weight loss claim in Korea,” said Guirec Rollando, Sales Director East Asia. “Thanks to the strong and trusted scientific backing, they can stand out from the crowd with the approved claim,” he explained. Moreover, this individual license ingredient will help to raise awareness about green coffee bean extract in the Korean weight loss market.

Svetol[®] is a natural plant extract of decaffeinated green coffee. It is derived from 100% unroasted premium Robusta beans that have undergone a proprietary extraction process and possess a unique composition that offers the benefits of green coffee in a plant extract and helps facilitate weight loss. This 100% all-natural plant concentrate has no side effects and contains less caffeine than a quarter cup of coffee. Naturex controls the entire Svetol[®] production process from sourcing to extraction.

Svetol[®] differs from other green coffee beans because its traditional extraction process which ensures a well-balanced chlorogenic acids profile. Unlike most green coffee bean extracts on the market it does not focus on one particular acid. Studies show that these compounds support weight loss by slowing down the absorption of sugars in the bloodstream, ultimately increasing the burning of fat. To learn more, visit www.svetol.com.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices worldwide.

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