

Weekly Roundup: Lallemand scores Canadian gut health claims, Sabinsa provides glyphosate testing results

27 Nov 2020 --- In nutrition news this week, [Lallemand Health Solutions'](#) probiotic *Iballicus+* gained three new digestive health claims. Meanwhile, Sabinsa began offering test results detecting glyphosate in nutraceutical products to its customers this week. The US Food and Drug Administration (FDA) was again under fire for its "inaction" in regulating the US cannabis sector. The growing hemp market also welcomed expanded distribution moves in Canada and Portugal.

In brief: Business news

Sabinsa is offering glyphosate test results to customers to determine residual quantities of the herbicide in nutraceutical ingredients. Glyphosate, originally patented by Monsanto under the brand-name RoundUp, has been linked to cancer and the death of honeybees. Sabinsa will now be making its tests available to all of its phytonutrient and herbal extract products, aiming to provide purity of product across its portfolios.

Valens, a cannabinoid manufacturer, received a Health Canada standard processing license to open a second facility in British Columbia. The new 4,000 m2 facility – dubbed K2 – will significantly expand the company's output of cannabis capsules, sprays, tinctures and topicals. It adheres to good manufacturing processes compliance to support EU level certification.

Cannabis distributor **Smart Nature** introduced six CBD products from its Endopure range to the Portuguese market under a two-year supply agreement with UK-based **TTS Pharma**. The Endopure CBD products are THC-free, positioned to "positively impact quality of life. TTS Pharma states it ensures a fully traceable and transparent supply chain, providing cannabis provenance from "crop-to-shop" for customers.



The IADSA online platform addresses preventative health measures against anemia, including increasing iron intake through the diet and supplementation.

Health to establish packaging and labeling requirements for consumable hemp products. The **Natural Products Association** (NPA) voiced its support for the proposal, flagging however that the rule's mandatory registration requirements for hemp manufacturers may "burden an industry that has already been devastated by COVID-19." The NPA further expressed concerns that "inaction" from the FDA has created a "regulatory nightmare and patchwork approach" in terms of regulating the nation's hemp industry.

In similar support for more FDA action, the **American Medical Association** called for stricter enforcement on dietary supplements. The **Council for Responsible Nutrition** produced a list of objections and agreements to the AMA's call; it concurred with the call for mandatory product listing and increased FDA resources but disagreed with eliminating proprietary blends from the FDA label, saying it would damage product innovation and potential rewards for new formulations.

In brief: Launches and releases

ChildLife Essentials released four nutritional formulas developed by pediatricians. Elderberry Super-Immune soft melts contain Wellmune, beta-glucan, elderberry, vitamin C and folate to support children's immune systems. Zinc Plus liquid formula contains zinc gluconate and copper, designed to give optimal mineral

In brief: Regulatory news

Lallemand Health Solutions gained three Canadian health claims for its probiotic Expert'Biotic *Iballicus+*. Clinical research shows the probiotic can reduce the reappearance of reflux esophagitis symptoms following a proton pump inhibitor (PPI) treatment, extend the time between these reappearances and reduce the risks of small intestine bacterial overgrowth – a common occurrence following PPI treatment. The findings add to previous indications of the positive impact *Iballicus+* has on irritable bowel syndrome.

Bioiberica Plant Health is set to join the **European Biostimulants Industry Council** (EBIC), which advocates for regulatory frameworks that promote agricultural production and innovation for the European market. Bioiberica has said it will help EBIC build a legal framework that allows industry to market natural products and defends environmental sustainability.

Iowa became the latest US state to propose new state regulations for consumable hemp and CBD products. The proposed rule would require the **Iowa Department of**

supplement and absorption. Livebiotics Immune & Digestive Support provides four probiotic strains carrying five billion colony forming units (CFU) per serving. Lastly is Omega 3 DHA soft melts, produced from sustainably caught fish.

Natural Cure Labs expanded its portfolio of immune-focused supplements in response to US consumers' extended efforts to ward off the common cold and flu. Elderberry Immune Support Complex uses a 10:1 elderberry extract along with zinc, vitamin C and D. Premium Immune Support consists of 16 herbs, vitamins, minerals and antioxidants, including astragalus, ginseng, echinacea and garlic, along with vitamins B6, B12, C, D, E, zinc and l-lysine. Nature Cure Labs brought its products to more online retailers, providing consumers the "extra flexibility" needed to access health solutions from home.

Femelle launched botanic supplement Rejuvenate, aimed at restoring and maintaining estrogen levels during menopause. Marketed as a natural solution to the impact of hormonal decline, the product is backed by multiple studies and supported by leading gynecologists worldwide. It is touted for improvements in sleep, skin quality, mood and libido after the onset of menopause.

PureProtein unveiled a range of healthy cookie sandwiches and puffs. All are low in sugar, high in protein, non-GMO and gluten-free. More than half of US consumers are now choosing better-for-you snacking options more frequently than before the COVID-19 pandemic, according to the company. Ingredients in the new product line include whey protein concentrate, tapioca starch and calcium carbonate.

The **International Alliance of Dietary/Food Supplement Associations (IADSA)** launched a Mind the Gap online platform resource highlighting how important iron supplementation can be in reducing anemia. It shares positive stories surrounding iron-rich nutrition and promotes real-life examples of successful national nutrition programs. Specifically, the resource aims to help halve rates of women of reproductive age by 2025, considering anemia carries a greater risk for both pregnant women and their fetuses.

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PureProtein responded to US demand for healthy snacking options during the COVID-19 pandemic.

