



51 JFK PARKWAY  
FIRST FLOOR WEST  
SHORT HILLS, NJ 07078  
USA  
TEL: 1-866-LUTEMAX (588-3629)  
FAX: 1-877-LUTEMAX (588-3629)

## **OMNIACTIVE HEALTH TECHNOLOGIES TO SHOWCASE LUTEMAX® EYE HEALTH INGREDIENT LINE AT IFT ANNUAL MEETING & FOOD EXPO**

**Short Hills, N.J., July 7, 2010** — OmniActive Health Technologies will be exhibiting at the 2010 IFT Annual Meeting and Food Expo being held July 17 – 20 in Chicago, alongside Kancor Ingredients, Ltd. at booth #3072. The company will be showcasing its Lutemax® line of eye health ingredients which includes free lutein, lutein esters and the newly launched Lutemax 2020, the first ingredient that provides enhanced levels of zeaxanthin isomers, along with lutein, for convenient and more beneficial nutrient availability to the eyes.

OmniActive announced in April that the company had successfully achieved self-determined GRAS status for its free lutein and lutein esters after an intensive review of safety and toxicology data by an independent panel of scientists with extensive regulatory, pharmacology and toxicological experience. Self-affirmed GRAS approval for Lutemax 2020 is imminent.

As the baby boomer population ages, demand for functional products that support healthy aging is expected to increase. Lutein and zeaxanthin offer several benefits to consumers, including support for eye, heart and skin health, and those benefits are backed by nearly 800 published studies on PubMed. These powerful antioxidants are found naturally in many fruits and vegetables, so consumers can easily understand and appreciate their benefits. OmniActive's Lutemax line can be used to enhance the benefits of a wide-range of functional products where lutein and zeaxanthin are already present in small concentrations including: fruit and vegetable juices; juice-based drinks and health beverages; dressings, spreads and dips for use with vegetables; fruit and vegetable chips; and fruit-based nutrition bars. Additionally, fortifying products with Lutemax ingredients does not affect the taste profile or aroma of the end product.

For more information on how OmniActive's Lutemax line of eye health ingredients can benefit functional food and beverage formulations, please stop by booth #3072 at IFT or visit [www.omniactives.com](http://www.omniactives.com).

### **About OmniActive Health Technologies:**

OmniActive Health Technologies, Ltd. ([www.omniactives.com](http://www.omniactives.com)) supplies a range of innovative, scientifically validated, active natural ingredients for healthcare, food and personal care applications. OmniActive has a wholly owned U.S. subsidiary, OmniActive Health Technologies, Inc. in Short Hills, N.J., and conducts operations from its manufacturing, R&D and corporate facilities at Pune, Mumbai, Thane and Cochin, India. OmniActive's manufacturing facilities are certified for the quality and food safety management systems under ISO-22000(2005) and cGMP standards.

### **About IFT and its Annual Meeting & Food Expo:**

The Institute of Food Technologists (IFT) is an international, non-profit professional organization for the advancement of food science and technology. For more than 70 years, it has been helping members from more than 100 countries connect both in person, through scientific and technical education venues and forums, and virtually, through publications and other resources. Its Annual Meeting & Food Expo is an important event for



51 JFK PARKWAY  
FIRST FLOOR WEST  
SHORT HILLS, NJ 07078  
USA  
TEL: 1-866-LUTEMAX (588-3629)  
FAX: 1-877-LUTEMAX (588-3629)

professionals involved in food science and technology as it features the industry's largest collection of food ingredients, equipment, and packaging suppliers. Visit <http://www.ift.org> for more information.