



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

## **FOR IMMEDIATE RELEASE**

### **OMNIACTIVE'S HOT RED PEPPER INGREDIENT CAPSIMAX™ RECEIVES 2009 SUPPLYSIDE SCIENTIFIC EXCELLENCE AWARD**

SHORT HILLS, N.J., October 21, 2009 — OmniActive Health Technologies today announced that its hot red pepper extract Capsimax™, together with GNC's WELLbeING™ be-ENERGIZED™ - Calorie Burning Formula, received the 2009 SupplySide Scientific Excellence Award. The awards will be presented at SupplySide West on Friday, November 13 at 2 p.m. at the Virgo Publishing booth #22061.

Capsimax Capsicum Extract is a proprietary encapsulated form of premium, highly concentrated natural capsicum fruit extract manufactured from hot red peppers, a known food that has been a global diet staple for centuries. Capsimax utilizes the innovative and patented encapsulation technology OmniBead™ to deliver functionally effective levels of the active principles of capsicum – capsaicinoids - while minimizing the oral and gastric irritation often experienced with unprotected hot red pepper product applications. A large number of clinical studies on capsicum and capsaicinoids have confirmed significant effects for diet and weight management including increased energy expenditure, enhanced carbohydrates and fat burning and more pronounced satiety signals, as well as antioxidant effects.

For the first time, the SupplySide Scientific Excellence Awards have recognized an ingredient or technology together with a manufacturer of a finished product that utilized that ingredient or technology. "What makes winning this award so significant is that it not only recognizes the innovation and research behind Capsimax, but also GNC's lifestyle product WELLbeING, which is seeing strong success in the consumer marketplace," stated Sanjaya Mariwala, managing director, OmniActive Health Technologies. "With Capsimax, the weight management and calorie-burning benefits of hot red peppers can be experienced without the side-effects of the heat, and as evidenced by the positive response to WELLbeING, consumers are embracing this science-backed, weight management ingredient."

Capsimax is formulated to meet diverse formulation and manufacturing requirements and is ideal for use in nutritional supplements for weight management, diet control and sports nutrition. For more information on Capsimax, visit [www.capsimax.com](http://www.capsimax.com) or stop by OmniActive's booth #17082 at SupplySide West.

#### **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 US subsidiary, OmniActive Health Technologies Ltd in Short Hills, NJ, 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 SupplySide West:**

SupplySide West ([www.supplysideshow.com](http://www.supplysideshow.com)) is dedicated to bringing together manufacturers and suppliers in the dietary supplement, food, pharmaceutical and cosmetic industries. The event provides a unique opportunity for an executive-level exchange of ideas, goods and services not available through any other business-to-business event. SupplySide West offers three days of informative seminars and exhibitions tailored to the specific needs of supply chain executives.