

Expertise Plus Information

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Natural highlights at Vitafoods

BTC extends a warm welcome at its own booth at Vitafoods Europe. Three of our products will be the special focus at the largest European trade fair for nutritional supplements.

From raw material to the shelf – exhibitors from all sectors of the nutritional supplements industry will be meeting at Vitafoods Europe in Geneva. From 7 to 9 May 2019, visitors can establish contacts and discover innovations and joint solutions. All this is also true for BTC at booth M71. Meet our industry experts and discover the following product highlights:



Omega 3: Gold, Pronova Pure and Algae DHA

The two omega-3 fatty acids eicosapentaenoic acid and docosahexaenoic acid can benefit a person's health in any phase of life, from conception and early development, through to later life when they suffer from chronic illnesses and frailty. BTC offers a range of different omega-3 products.

- Our Omega 3 Oil Gold with excellent sensory profile
- High concentrated Pronova Pure fish oils of highest purity
- New: vegan algae DHA oil from the algae *Schizochytrium* sp.

All of our omega-3 powder products are produced using BASF's own beadlet technology. This ensures a particularly stable powder which is suited for a variety of applications.

Naturally sourced beta-carotene

Betatene® is a mixture of natural carotenoids based on algae. The *Dunaliella salina* algae is cultivated naturally at BASF's own seawater lagoons. BTC offers Betatene® in various forms and concentrations.

Proven CLA solution sourced from natural raw materials

Benefit from BASF's most researched CLA product. Tonalin® is the solution for a healthy body composition, verifiably reducing the body fat percentage while at the same time maintaining muscle mass. This makes Tonalin® a proven supplement on the way to a healthy body.

Our Expert

Kathrin Kornek has been working for BTC as Technical Sales Manager for the Human Nutrition Europe sector since 2017. Prior to this, she studied ecotrophology and food sciences in Fulda, Hamburg and Warsaw. She is fascinated by the question as to how nutrition contributes to a healthy lifestyle and enjoys sharing her expertise in this area: “I am the technical contact for our customers and answer all questions on the subject of Health Ingredients”.



You can find additional information about our Omega 3-Products, Betatene® und Tonalin® in the corresponding One Pagers in the [Download Centre](#). You can also contact your local BTC partner directly using the [Solution Finder](#).