

Table of Contents



Proud Supporter of
vitamin angels[®]



VOLUME 30, NO. 4
MAY 2025

Features

- 24 Cognitive Health for All Ages**
Here's how cognitive health ingredients are getting smarter.
- 32 Throwing One's Weight Around: Profiling Weight Loss Ingredients**
Because weight loss products improve self-image as well as health, the category continues to thrive.
- 49 2025 Science of Ingredients**
Nutrition Industry Executive's Science of Ingredients section helps manufacturers gain a better understanding of the ingredients and services that are available to make their products stand out.

Columns

- 4 First Word
- 6 Condition Specific
- 40 Ingredient Technology
- 44 The Pitch
- 46 Marketing Innovation



6



Also Inside

- 12 Industry News
- 18 Association News
- 19 Ingredient News
- 23 Science Update
- 39 Conventions and Meetings
- 65 Advertiser Index
- 65 Industry Events
- 66 Supplier of the Month

FREE Subscription (Print, Digital or BOTH) & E-newsletter Available @ www.niemagazine.com

© Copyright 2025. *Nutrition Industry Executive* (ISSN #2331-2602), Volume 30, Number 4, May 2025. *Nutrition Industry Executive* is published monthly (except for bimonthly January/February and October/November) by VRM Media, 431 Cranbury Road, Suite A, East Brunswick, NJ 08816, USA, Phone (732) 432-9600. All rights reserved, including the right to reproduce in whole or in part. Not responsible for unsolicited material. Opinions expressed in by-lined articles or advertisements are not necessarily those of *Nutrition Industry Executive* or its owners. Publisher is not liable for advertiser product claims or representations. Advertisers assume total responsibility for the contents of their advertisements. Printed in U.S.A. Basic annual subscription rate is \$50.00. Periodicals Postage Paid at East Brunswick, NJ 08816 and additional mailing offices.

POSTMASTER: Send address changes to *Nutrition Industry Executive*, P.O. Box 15026, North Hollywood, CA 91615-5026.

Subscription Customer Service: *Nutrition Industry Executive*, P.O. Box 15026, North Hollywood, CA 91615-5026, USA, Phone: (818) 286-3170, Fax: (800) 869-0040, niecs@magserv.com, www.niemagazine.com.

Back Issues & Single Copies: For order information, contact (732) 432-9600 or info@niemagazine.com. July issue is \$25.00. All other issues are \$8.00 each.

SUPPORT FOR GLP-1 AND SIDE EFFECTS: VESTA NUTRA'S WEIGHT LOSS SCIENCE-BACKED INGREDIENT LINEUP

As interest in GLP-1 receptor agonists continues to grow, Vesta Nutra is increasingly focused on natural alternatives without the adverse effects or high cost. Vesta understands the science of ingredients for GLP-1 and treatment side-effects.

The seminal publication by Xie et al. (2025) lists GLP-1 pros and cons and highlight the need for all natural supplements and supplements for GLP-1 side effects. Vesta Nutra has developed a targeted portfolio of botanical ingredients that support GLP-1 activity and related metabolic functions.

CactOLean: Dragon Fruit-derived Satiety Support

CactOLean is extracted from Dragon Fruit, a cactus fruit high in anthocyanidins and tyramine. These components support increased satiety, thermogenesis, lipid metabolism and glucose regulation. The 2017 study by Poolsup et al. showed metabolic health benefits and clinical glycemic control for subjects using Dragon Fruit. CactOLean supports reduced fat absorption and body weight regulation through enhanced satiety.

CactOLean:

- Delays gastric emptying
- Promotes GLP-1 secretion
- Improves glucose and lipid profiles

BerbOLean: Metabolic Reset via AMPK Activation

BerbOLean is a standardized Berberine Berberis extract that activates AMPK as a central regulator of energy homeostasis. Berberine was shown to improve insulin sensitivity and stimulate GLP-1 release. A 2020 meta-analysis (Asboghi et al.) demonstrated berberine effectiveness in reducing obesity and supporting liver health.

BerbOLean:

- Enhances glucose metabolism

- Stimulates endogenous GLP-1 secretion
- Boosts energy homeostasis

EriOLean: Flavonoid Support for Weight Loss

EriOLean contains *Eriocitrin eriodictyol*, a citrus-derived flavonoid that stimulates cells in the gut to increase GLP-1 and PYY secretion. These hormones are associated with appetite suppression and improved glycemic control. A 2022 review (Yao et al.) supported eriodictyol's ability to regulate gut hormones and promote satiety.

EriOLean:

- Stimulates GLP-1 and PYY secretion
- Enhances satiety
- Supports glucose homeostasis

MorOLean: Thermogenesis From Moro Oranges

MorOLean is derived from Moro blood orange, which is rich in anthocyanins and flavonoids. These bioactives contribute to reduced inflammation and improved insulin regulation. A 2022 clinical trial (Briskey et al.) demonstrated that Moro orange extract reduced body fat, triglycerides and waist circumference.

MorOLean:

- Promotes fat oxidation and thermogenesis
- Modulates inflammatory markers
- Supports GLP-1 receptor sensitivity

GPT Muscle Builder: Muscle Rebuilding During Weight Loss

GPT Muscle Builder (GeroProtect Trigonelline) is a fenugreek extract designed to preserve muscle mass during calorie restriction while supporting glucose metabolism. The 2024 study by Nguyen et al. confirmed that Trigonelline can enhance muscle integrity with improved GLP-1 activity. GPT Muscle Builder is a NAD+ precursor that supports metabolic energy and muscle growth.

GPT Muscle Builder:

- Preserves lean muscle mass
- Protects geriatrics
- Complements GLP-1-targeted formulations

Buckthorn Stem Cell Boost: Cellular Regeneration for GLP-1 Side-Effects

Buckthorn Stem Cell Boost is an extract from sea buckthorn, known for stem cell mobilization. These properties support cellular repair and reduce oxidative stress to address GLP-1 side-effects of muscle loss. A 2019 clinical study (Drapeau et al.) showed rapid mobilization of regenerative cells following consumption.

Buckthorn Stem Cell Boost:

- Immunity and disease prevention, tissue regeneration and repair
- Reduces oxidative stress and inflammation
- Promotes cellular repair

Weight-loss supplements by Vesta Nutra are featured. Consult with Vesta Nutra in the Science of Ingredients for innovations with research-based products of cardiovascular, cognition, skin, joints and other systems. For further information, see www.vestaingredients.com or contact us at marketing@vestaingredients.com.

References:

- Asboghi O, Ghanbari N, Shekari M, Reiner Ž, Amirani E, Hallajzadeh J, Mirsafaei L, Asemi Z. The effect of berberine supplementation on obesity parameters, inflammation and liver function enzymes: A systematic review and meta-analysis of randomized controlled trials. *Clin Nutr ESPEN*. 2020; 38:43-49.
- Briskey D, Malfa GA, Rao A. Effectiveness of "Moro" Blood Orange Citrus sinensis Osbeck (Rutaceae) Standardized Extract on Weight Loss in Overweight but Otherwise Healthy Men and Women—A Randomized Double-Blind Placebo-Controlled Study. *Nutrients*. 2022, 14(3):427.
- Drapeau C, Benson KF, Jensen GS. Rapid and selective mobilization of specific stem cell types after consumption of a polyphenol-rich extract from sea buckthorn berries (Hippophae) in healthy human subjects. *Clin Interv Aging*. 2019, 14:253-263.
- Nguyen V, Taine EG, Meng D, Cui T, Tan W. Pharmacological Activities, Therapeutic Effects, and Mechanistic Actions of Trigonelline. *Int J Mol Sci*. 2024, 25(6):3385.
- Poolsup N, Sukomboon N, Paw NJ. Effect of dragon fruit on glycemic control in prediabetes and type 2 diabetes: A systematic review and meta-analysis. *PLoS One*. 2017, 12(9).
- Xie, Y., Choi, T. & Al-Aly, Z. Mapping the effectiveness and risks of GLP-1 receptor agonists. *Nat Med*. 2025, 31, 951-962.
- Yao L, Liu W, Bashir M, Nisar MF, Wan CC. Eriocitrin: A review of pharmacological effects. *Biomed Pharmacother*. 2022, 154.