



## **Ingredient of the Year: Healthy Ageing**

*Entries for The NutraIngredient-Asia Awards, Ingredient of the Year categories are required to have the ingredient in a finished product that is commercially available in the APAC Region.*

### **Entry Details**

Ingredient Name\*

Producing Company\*

Website for ingredient\* - 2 URL links - only one is mandatory

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

### **Does your entry relate to an ingredient? \***

This is defined as either a single nutrient or blend of nutrients that is sold B2B and used in the formulation of other finished products like supplements and functional foods.

*Yes or No*

### **Is your ingredient commercially available in the APAC Region? \***

*Yes or No*

### **What other regions is your ingredient available in?**

*Tick boxes (multiple options) - Russia, Middle-East, Africa, North America, Europe, South America, Europe*

### **How long has your ingredient been on the market in the APAC Region? \***

Please specify the length of time (in years or months) for the country or region with the longest market availability.

*Text*

### **What does your ingredient do? \***

*Text – maximum 100-words*

### **What is the target market of your ingredient? \***

*Text – maximum 100-words*

### **How does your ingredient meet a genuine consumer demand? \***

*Text – maximum 100-words*

### **How does your ingredient provide a unique nutritional solution to this consumer need or problem?**

Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. \*

*Text – maximum 100-words*



**Are your claims backed by peer reviewed primary research and/or clinical trials in humans? \***

*Yes or No*

**If yes – please provide a short overview of the main evidence. \***

You may also supply up to three documents of peer reviewed primary research.

*Text – maximum 300-words*

**Peer reviewed primary research upload 1**

*Upload a document*

**Peer reviewed primary research upload 2**

*Upload a document*

**Peer reviewed primary research upload 3**

*Upload a document*

**Please provide examples of applications and delivery systems for use in final products. \***

Where possible provide examples of commercial availability in finished products.

*Text – maximum 400-words*

**Give detail of commercial success and engagement from your core target market(s). \***

Where possible give numbers and examples of sales and applications that are available in the market.

*Text – maximum 300-words*

**What gives your ingredient the 'X factor' – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). \***

*Text – maximum 300 words*

**Why should you win this award? \***

In no more than 300 words, provide a succinct overview of what makes your ingredient the best.

*Text – maximum 300-words*

**I confirm I will be sending 4 samples of a finished product containing the ingredient. \***

*Yes or No*