



Winners Press Release Probiotic Product Of The Year

Astarte (HSO Health Care)

Astarte for women's health addresses an important consumer need and the judges were impressed by the devotion to well-designed clinical studies and intelligent, logical, systematic product design. The products success in multiple markets globally also helped it stand out from the crowd.

Stephen Daniells, PhD, Editor-in-Chief of NutraIngredients-USA, commented: "We received a lot of very strong entries for the probiotic product category, but Astarte really stood out for its commitment to science. This product won the same category at our European awards earlier this year, and our judges concurred that Astarte is a very impressive product in the burgeoning women's health category."

About the NutraIngredients-USA Awards

Focusing on true innovation, long-term market success and cutting-edge research, the NutraIngredients-USA Awards honor the best and brightest in ingredients, finished products, companies, people, and initiatives in the nutrition and dietary supplements industry.

The NutraIngredients-USA Awards are organized by NutraIngredients-USA.com, the key news source for the functional food & beverage and dietary supplement industries.

Covering scientific, regulatory and industry issues, the website offers a reference for all stakeholders in supplements and nutrition. Thanks to its blend of text, video and podcast content, the news can not only be read but also heard directly from the lips of the people making the headlines.

For more information, please visit: www.nutraingredientsusa-awards.com

About William Reed

William Reed is the publisher of NutraIngredients.com, NutraIngredients-USA.com, NutraIngredients-ASIA.com, NutraIngredients-LATAM.com, and a host of digital newsletters, publications and data sources for the food, drink and nutrition industries. As an international multi-media events company, William Reed welcomes more than 40,000 delegates to over 40 live events, conferences and exhibitions every year - on every continent. We're the name behind some of the industry's most influential global award programs including the International Wine Challenge and the World's 50 Best Restaurants Awards.

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