



Ingredient of the Year: Beauty from Within

Entries for The NutraIngredients-USA Awards, Ingredient of the Year categories are required to have the ingredient in a finished product that is commercially available in the United States.

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 United States? *

Yes or No

What other regions is your ingredient available in?

Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, Europe, South America

How long has your ingredient been on the market in the United States? *

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 that in the event this entry is selected as a finalist I will send 4 samples of a finished product containing the ingredient *

I confirm