

Evonik launches ground-breaking omega-3 product for dietary supplements

- Powder with highest omega-3 fatty acid concentration
- Product exhibits outstanding bioavailability
- Suitable for small, easy-to-swallow tablets

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Evonik will present an entirely new type of omega-3 product at the SupplySide West trade show in Las Vegas (Nevada, USA).

AvailOm® is a high-concentration omega-3 lysine complex that exhibits excellent bioavailability and stability. As the highest load omega-3 powder with a minimum of 45 percent EPA and DHA by weight, it is designed to reduce the number of daily dosage forms.

“With AvailOm®, EPA and DHA are absorbed as free fatty acids; there is no need for enzymatic conversion. The bioavailability of our product is therefore three to five times higher than with traditional fish oil capsules containing liquid omega-3 ethyl esters,” explains Dr. Ludger Eilers, responsible for Advanced Food Ingredients within Evonik’s Health Care Business Line.

Conventional soft gel capsules are expensive to produce, and yet do little to protect their contents against aggressive gastric acid. This can lead to unpleasant fishy reflux. In contrast, the AvailOm® powder can be efficiently pressed into compact tablets that are small and easy to swallow. When combined with one of Evonik’s EUDRAGUARD® polymer coatings, it will also prevent fishy reflux.

A single, small tablet made from AvailOm® is equivalent to the same omega-3 fatty acid uptake as from two large fish oil capsules. As a result, it is a convenient way to meet health organizations’ recommendation of several hundred milligrams of EPA and DHA per day.

The fish oil raw material used to create the high-quality omega-3 lysine complex is sourced from carefully selected suppliers. Furthermore, AvailOm® is manufactured in Europe to high quality standards. The powder has proved to be extremely stable and easy to process in all tests.

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In addition to being cleared for sale in the USA (both NDI and GRAS), Evonik is pursuing registration in Europe and other markets. It is suitable as a stand-alone omega-3 tablet or capsule, or in combination with other ingredients, such as vitamins, to produce a variety of consumer-friendly, solid and powder dietary supplements.

With the launch of AvailOm®, Evonik continues to expand its portfolio of advanced food ingredients, which is one of six innovation growth fields where the enterprise is focusing its efforts. The portfolio includes naturally occurring ingredients with scientifically proven health benefits, as well as nutraceutical coating technologies that help ensure the health ingredients are released in the human body at the right time and location.

Company information

Evonik, the creative industrial group from Germany, is one of the world leaders in specialty chemicals. Profitable growth and a sustained increase in the value of the company form the heart of Evonik's corporate strategy. Its activities focus on the key megatrends health, nutrition, resource efficiency and globalization. Evonik benefits specifically from its innovative prowess and integrated technology platforms. Evonik is active in over 100 countries around the world with more than 35,000 employees. In fiscal 2016 the enterprise generated sales of around €12.7 billion and an operating profit (adjusted EBITDA) of about €2.165 billion.

Evonik's international activities are organized into six regions. The Asia Pacific North region consists of China, Taiwan, Japan & Korea, and is headquartered in Shanghai. Sales in Asia Pacific North reached 1,947 million euros in 2016. Evonik regards China as one of the driving forces of the global economy and we consequently endeavour to grow our business here. The company now employs about 3,000 employees and has in total of 10 production sites in China.

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