

## SupplySide East 2006



**a** record-setting 3,600 industry executives from dietary supplement, food, pharmaceutical and cosmetic companies gathered May 1 to 3 for the SupplySide East International Trade Show and Conference at the Meadowlands Exposition Center in Secaucus, N.J. Participation was up 30 percent this year to 3,607, while the sold-out exhibit hall included 254 companies occupying 322 booths.

Both attendees and exhibitors found the show continued to exceed expectations. "From our perspective, SupplySide gives you a cutting-edge look at what's happening in the industry and what's coming up on the market," said Elliott Balbert, executive chairman at Natrol. "It's a very well done show and one of my favorites; I wouldn't miss it."

Joe LaPlaca, senior vice president with DSM Nutritional Products, noted the company has been supporting SupplySide for years—even as Roche Vitamins, before the DSM acquisition. "This event has been and continues to be very important because of the networking opportunities," he said. "It's a very important show to bring new launches, and I've seen customers from all over the country here."

SupplySide East began on Monday with the Golf Classic, co-sponsored by Marco Hi-Tech and *INSIDER*. More than 100 golfers participated in the event, held at the exclusive, private Green Brook Country Club. Trophies were awarded for individual achievement and top scores for each course and the awards luncheon following the tournament.

The exhibit hall opened on Tuesday at noon and included a greater than 50-percent increase in attendees from SupplySide East 2005, making it the largest SupplySide East to date. Thousands of executives walked the exhibit hall until 6:30 p.m. on Tuesday



and from noon to 4:30 p.m. on Wednesday. "We were overwhelmed by the attendance and interest in our product offerings," said Paul Faganel, president of Embria Health Sciences. "The quality of attendees was outstanding and we had the time to make important connections."

Attendees particularly commented on the increase in the substantiation and quality of new product offerings. "The main reason I come to SupplySide is to find the next new, big, hot ingredient, and I found lots of great things this year," said Shane Durkee, director of nutritional science and business development, Bayer Health Care. "What has really caught my interest is how many companies are talking about the clinical trials they're doing. This attention on science is really coming out now and it's just fantastic for us."

Ed Lemmo, an industry R&D consultant, agreed that science is playing a key role: "At SupplySide you can visit so many different companies and learn about new and novel ingredients. It's tremendous for product development and we're seeing really

# One for the Record Books



The Virgo team celebrates INSIDER's 10th anniversary.



good quality science that is readily available at the booths of these suppliers.”

The three-day Education Program offered scientific research, marketing strategies and regulatory updates. Co-sponsored by Embria and EPAX, the seminars featured speakers from National Institutes of Health (NIH), American Herbal Products Association (AHPA), Council for Responsible Nutrition (CRN), National Nutritional Foods Association (NNFA), U.K. Health Food Manufacturers Association, Tufts University School of Medicine, The Lewin Group and more. Rep. Frank Pallone (D-NJ) delivered the Featured Presentation to end the day of seminars on Monday.

The keynote presentation was given by trends forecaster and expert analyst Phil Lempert. Co-sponsored by BASF and *INSIDER*, Lempert shared insight into future consumer trends with a humorous delivery. When it comes to tapping into a broad consumer market, for example, Lempert suggested companies turn to the continued success of the Rolling Stones, who reach across generations with their appeal. At the same time, Lempert pointed out the diversification of ages and ethnicities in the United States, and noted launching a single product—like Coca Cola, for example—and expecting it to have great universal response is outdated.

Networking events offered participants additional venues to build new business relationships and meet with industry peers. More than 200 executives from around the globe participated in the International Welcome Reception, sponsored by KGK Synergize and OptiPure/Soft Gel Technologies. For the first time, the Opening Reception was held in the exhibit hall from 5 p.m. to 6:30 p.m.; the event was co-sponsored by DSM and Natural Health Science. The Appreciation Party ended the three-day event with food and drinks in the exhibit hall on Wednesday afternoon and was sponsored by Kougen, Kyowa Hakko, Lonza and Shanghai Freeman Americas.

Peggy Jackson, director of publishing for Virgo Publishing's Health and Nutrition Division, summed up: “The exceptional attendance and a sold out exhibit hall made this the largest SupplySide East in history. Attendees and exhibitors were delighted to be back at the Meadowlands Exposition Center and close to all New York City has to offer.”

# Education Seminars

Presented with three days of jam-packed education seminars, SupplySide East attendees chose from numerous timely industry topics and highly-qualified expert speakers. This year's poignant and well-received program was sponsored by Embria Health Sciences and EPAX<sup>®</sup>, both repeat supporters of SupplySide.



"SupplySide East was a great show, we were happy with the attendance and were pleased to have been an education sponsor," said Paul Faganel, Embria Health Sciences' president. "Education is a top priority for Embria; we look forward to being involved with educational opportunities in the future."

In addition to customary industry updates, the prevailing themes in this year's education program were quality, scientific research and targeted marketing.

As many companies have taken aim at the Chinese dietary supplement market, Susan Capie from PharmaVantage and David W. Turner from BI Nutraceuticals/Zuellig Group addressed some misconceptions about China and provided tips for market success. They highlighted the increased government oversight on manufacturing facilities, the trend of creating long-term business partnerships, and the use of Guanxi, the Chinese social network that yields interpersonal "capital" for doing business.

The Chinese market is dominated by herbal products, which have particular quality and safety concerns. Josef Brinckman of Traditional Medicinals outlined the development of standards for the sustainable wild collection of medicinal and aromatic plants (MAP), and stressed the importance of properly managing MAP species and their ecosystems, in addition to detailing the guidance's goals for MAP conservation, production and quality control.

In providing insights into product development strategies, Terry Lemerond, founder of EuroPharma, hammered home the importance of increased quality and science for the future of the industry and individual supplement businesses. "Do as much science as you can and disseminate the positive findings," he urged.

Quality was also on the itinerary for the discussion with Bill Obermeyer, vice president for research with ConsumerLab.com, who provided background on the founding of the company, and covered issues that have highlighted continued concerns about quality in the nutraceutical market, particularly the plantain/digitalis adulteration and spiking concerns with botanicals.

Science was the focus of a handful of well-received seminars covering the breadth and quality of studies on a few popular supplement ingredients. Ethan Balk, M.D., from Tufts-New England Medical Center, and Mark Messina, Ph.D., of Loma Linda University School of Public Health, reviewed research on various nutrient-condition and safety investigations on soy and its phytoestrogen components, relative to the 2005 Agency for Healthcare Research and Quality (AHRQ) evidence report on soy. Balk reported the large body of evidence on soy contains few adequate studies, although there is some evidence of benefits to low-density lipoprotein (LDL) cholesterol and menopause; and, he suggested research focus more on soy vs. non-soy designs rather than plant vs. animal protein or low- vs. high-fat studies. Similarly, Joseph Levy, of Ben Gurion University and Soroka Medical Center, Israel, summarized the science behind tomato carotenoids, especially lycopene's potential effects on cancer, heart disease and skin protection.



Jeff Hilton

Maret Traber, Ph.D.



Wayne McCune

Susan Capie



David W. Turner

Larry Kolb



David Thibodeau

William Obermeyer, Ph.D.



Jenny Zenner

Terry Lemerond



Joseph Levy



Parris Kidd, Ph.D.



John Hathcock, Ph.D.



Joan DaVanzo, Ph.D.