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SupplySide West What's Hot Digital Issue Q&A:

1. What trends or new happenings in the marketplace are driving demand for your products or services, and how does your company address your customers' needs?

- **Traceable, Transparent and Trusted** - Consumers are demanding safe and pure dietary supplements. Polyphenolics can substantiate freshness, identity, domestic origin, absence of chemical contaminants and genetic modification.
- **Sports Nutrition** is no longer only important to elite athletes, but the general public now understands getting active and staying active is crucial to living longer and healthier lives. Polyphenolics will soon offer two additional exciting sports nutrition ingredients.
- **Cognitive Health** is another hot topic for people of all ages. Whether you're a student, employee, athlete or retired, being at the top of your mental game is important. Polyphenolics is conducting clinical studies to respond to this need with an upcoming product.
- **Personalized Supplementation** – MegaNatural® products are ideal for inclusion in personalized supplementation programs. MegaNatural®-BP grape seed extract was recently selected for inclusion in one such program for its clinically shown effect of maintaining healthy blood pressure levels within the normal range.
- **Special Dietary Requirements** – MegaNatural ingredients are naturally gluten-free, GMO-free, animal-free and contain no FALCPA listed allergens. Halal and OU Kosher, as well as a limited supply of organic ingredients, are also available.

2. What new advancements, services or products has your company offered in the past year, and how does that benefit your customers?

- **Cognitive Performance** - Cognition is one area that Polyphenolics is currently studying with promising results.
- **We're bringing the health benefits of the Mediterranean to you.** With the abundance of science supporting the health conclusions from the Mediterranean diet and the contributing role that polyphenols play, it was natural for Polyphenolics to target the polyphenols in red wine when developing MegaNatural® Red Wine Grape Extract for dietary supplements. This product is also available with *trans*-Resveratrol.

- **Sports Nutrition** - In addition to MegaNatural®-Gold and MegaNatural®-BP, Polyphenolics has two additional soon-to-be-released offerings.
- **Delivery Systems** - Because they are 100% water soluble, formulating with MegaNatural products is easy. They can be included in liquids, capsules, gummies, bars, powder mixes, etc.

3. What is your company's point of differentiation in the market?

- **Science-driven** – Polyphenolics is a science-driven organization dedicated to researching and developing innovative products using grape-derived polyphenols to deliver specific and documented health benefits.
- **Traceable** – Polyphenolics goes beyond federally-mandated traceability requirements.
- **Pure** – Polyphenolics' grape seed extract is 100% grape seed extract sourced from the unfermented seeds of California-grown grapes.
- **Tested** – Every lot of MegaNatural ingredients is rigorously tested.
- **Safe** – FDA No-Objection GRAS
- **cGMPs** – Polyphenolics maintains current quality management systems including ISO and Cal OSHA programs.
- **Patented** – Polyphenolics holds patents to protect our original processes and structurally-unique ingredients.

4. What can SupplySide West attendees expect to see at your booth this year, and how can this information help their business in the next six months?

- **New branding** – We will debut our new category-focused booth and refreshed Polyphenolics and MegaNatural logos. The MegaNatural logo is included on customers' packaging to help consumers identify trusted ingredients.
- **Larry Holmes and Gerry Cooney** - To celebrate our two current and two upcoming sports nutrition ingredients, we invited boxing legends Larry Holmes and Gerry Cooney to join us at **Booth #U169!** As former elite athletes, they recognize the importance that sports nutrition plays in fueling a good workout or positioning oneself for a significant sports victory.