

News release

## **NATUREX AND MAZZA INNOVATION SIGN PROCESSING AGREEMENT**

*Naturex expands its use and commitment to green extraction technologies for clean-label products*

**AVIGNON, France and DELTA, British Columbia, Canada — March 8, 2016** — The NATUREX GROUP, the world leader in specialty plant-based natural ingredients, and MAZZA INNOVATION LTD., a world-leading provider of premium-quality, solvent-free botanical extracts, have signed an exclusive Agreement for use of Mazza's patented pressurized low-polarity water (PLPW) technology to extract phytochemicals from cranberries.

As part of the Agreement, Mazza shall use its PhytoClean™ extraction process to produce cranberry extracts exclusively for Naturex in its newly opened facility in British Columbia. The PhytoClean™ Method is an earth-friendly way to extract bioactives from plants using only water and produces clean, non-solvent-derived ingredients. The green technology efficiently extracts bioactive compounds, including polyphenols, alkaloids, glycosides and specialty carbohydrates that can be used as ingredients for functional foods, dietary supplements and beauty products.

Olivier Rigaud, CEO of NATUREX, commented: "This open innovation partnership with Mazza Ltd is a great opportunity to bring the global market new natural clean-label ingredients using environmental friendly technologies. As one of the foremost companies in the field of natural healthcare solutions, Naturex is fully aware of the importance of supporting innovative ideas and processes from various sources. The collaboration with Mazza Ltd is one of the first steps in our recently-launched global Open Innovation program."

Benjamin Lightburn, president of Mazza Innovation, commented: "Naturex is a leader in the global nutraceuticals marketplace and we are pleased to sign this exclusive, long-term supply agreement for Mazza's PhytoClean Cranberry extract just as our new production facility comes online. This is excellent confirmation of the attractive premium quality of our clean-label, standardized products."

More details about the agreement will be announced by Mazza and Naturex at the Engredea tradeshow in Anaheim, California, March 11–13, 2016. Naturex and Mazza will be exhibiting at Engredea 2016. Please stop by Naturex booth #639 or Mazza booth #875 to learn more about this exclusive partnership.

### **About Naturex**

Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of three strategic markets: Food & Beverages, Nutrition & Health, and Personal Care. The company offers its customers a full array of high-quality ingredients, responsibly sourced from nature for food, nutraceutical and cosmetic applications. Naturex's head office is in Avignon, France. The company employs more than 1,700 people and benefits from eight sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the

United States, Brazil, Australia, India, and Chile. It also has a global commercial presence through a dedicated network of 25 sales offices. [www.naturex.com](http://www.naturex.com)

### **About Mazza Innovation**

Mazza Innovation Ltd. specializes in extracting bioactive compounds, including polyphenols, alkaloids, glycosides and specialty carbohydrates — ideal ingredients for functional foods, dietary supplements, natural food colourings and flavourings, and beauty products. Mazza's ingredients are 100% plant extracts that are free of any carrier compounds or residual solvents. Based in Vancouver, Canada, Mazza's portfolio of award-winning ingredients gives manufacturers the opportunity to tap into consumer demand for clean-label products while simultaneously delivering the full power of Mother Nature.

<https://www.mazzainnovation.com/>

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