



Issue 40 / May 2019

Dear Reader,

Our recently launched private label product **optibright®** is the **winner of the NutraIngredients Award 2019** in the category Omega-3 product of the year. The judges stated that they were impressed by the good level of scientific substantiation on each ingredient and the fact that the product meets a clear and significant consumer need.

optibright® is an oral supplementary double action solution that combines the power of two clinically proven approaches (Omega-3 oil and MaquiBright®) to maintain and restore natural tear fluid production.



OPTIBRIGHT® - A NATURAL SUPPLEMENT FOR THE MAINTENANCE OF TEAR FLUID

optibright® combines a DHA-rich omega-3 fish oil and an anthocyanin-enriched maqui berry extract (MaquiBright®) in one softgel.



Omega-3 oil positively affects meibomian glands lipid layer synthesis, stabilises the tear film and thus prevents evaporation of the aqueous tear fraction. Approved by the European Food Safety Authority (EFSA), DHA contributes to the maintenance of normal vision.

The second ingredient **MaquiBright®** is a standardised maqui berry extract. Due to its high content in antioxidant phytochemicals, MaquiBright® was shown to restore tear fluid generation by acting on stressed lacrimal gland cells.

Published article on optibright®

OPTIBRIGHT® - A PRODUCT WITH AN X-FACTOR



More Information about the NutraIngredients Awards 2019



LEGAL NOTICE

Headquarters

Anklam Extrakt GmbH

Johann-Friedrich-Böttger-Str. 4
17389 Anklam
Germany

Telephone no.: +49 3971 24110-0

E-Mail: info@anklam-extrakt.com

Sales office

Anklam Extrakt GmbH

Campus Marienberg
Marienbergstr. 92
90411 Nuremberg
Germany

Telephone no.: +49 911 247901-11

E-Mail: sales@anklam-extrakt.com

Court of registration: Neubrandenburg

Register number: HRB 17217

VAT ID no. in accordance with Section 27a of
the German Value Added Tax Act (UStG):
DE254700277

Authorised representatives/Management:

Claudia Pühn, Sabine Kob, Mirko Bröcker

The information that is provided regarding optibright® is neither applicable, nor intended to satisfy the requirements of all countries. Anklam Extrakt GmbH supplies optibright® as a finished B2B product concept. Each marketing company/ distributor is responsible for ensuring that the claims made for and use of its products comply with the regulatory requirement of the respective country. We accept no liability whatsoever for the content provided.

Our free newsletter gives you the latest news on our company. I agree to Anklam Extrakt GmbH sending a newsletter to me at the e-mail address I have provided at irregular intervals. My personal data (last name, first name, e-mail address) may be stored and used/processed for customer communication by Anklam Extrakt GmbH. We use rapidmail to distribute our newsletter. For this reason, your data are transmitted to rapidmail GmbH. rapidmail GmbH is prohibited from using your data for any other purposes than distributing the newsletter. rapidmail GmbH is prohibited from disclosing or selling your data. rapidmail is a certified German provider of newsletter software and has been carefully selected in accordance with the requirements of the DSGVO and the BDSG. In each newsletter you have the option of terminating your subscription. Have you already registered for the newsletter and would like to edit or delete your registration? Then please click [here](#). Your agreement to storage of the data and e-mail address and their use for distribution of the newsletter can be revoked at any time. In addition, you have the right to request deletion of all your data and restriction of data processing under certain conditions. For further details click [here](#).

If you do not want to receive any further emails of this type of Anklam Extrakt GmbH in the future, you can unsubscribe [here](#) from the newsletter.

Please copy our email info@anklam-extrakt.com into your address book to make sure it is not marked as spam.