

For immediate Release [Date: 06/04/2018 ]

 **POLARIS TO LAUNCH NEW OMEGA-3 PRODUCT & CONCEPT AT VTAFOODS EU**

* 1 new product: Omegavie® DHA 650 algae Qualitysilver®5
* 1 new concept: “Sensory”: outstanding organoleptic properties on Omegavie® oils

Polaris has taken the potential of algal Omega-3 to a new level by launching its Omegavie® DHA 650 Qualitysilver®5 (high concentrate & highly performing Omega-3 Algal oil)

Omegavie® DHA 650 algae Qualitysilver®5 is produced entirely in France from sustainable sources of microalgae, making it suitable for vegetarians and vegans. It also delivers exceptionally concentration and stability performance with the last Qualitysilver®5 generation without impacting the organoleptic level of the finished products (neutral flavour & taste).

Omegavie® oils benefit from Polaris’ unique 5th generation of Qualitysilver® process, making it ultra-stable. This patented technology, specially designed for algal DHA, prevents the Omega-3 from the oxidative stress, therefore avoid the polyunsaturated fatty acids degradation and reduce the risk of organoleptic failing in the finished product.

Testing has shown that Omegavie® DHA 650 algae Qualitysilver®5 is about 4 times more stable than standard algal oil\*, which means that its nutritional, flavour, aroma and mouthfeel qualities are perfectly preserved, and its shelf life optimised.

Omegavie® DHA 650 algae Qualitysilver®5 is derived from microalgae cultivated in a strictly controlled environment. It is extracted using an entirely natural enzymatic process with no solvents, then subjected to a high-tech purification and concentration process. The whole production process is completely eco-friendly. Omegavie® DHA 650 algae Qualitysilver®5 is non-GMO Verified, free from allergens, and guaranteed an optimal dosage thanks to its high content in DHA.

Omegavie® DHA 650 algae Qualitysilver®5 is ideal for use in dietary supplements as well as food preparations (i.e milk, dressing oils, dairies…) due to its neutral organoleptic impact. DHA Omega-3 is recognised as contributing to the maintenance of normal vision, as well as normal brain and heart function. DHA supplementation is strongly recommended for pregnant women, particularly in the last three months of pregnancy, and for breastfeeding mothers.

**Polaris enters functional food applications thanks to its new “Sensory” concept**

In order to penetrate the functional foods market or specific dietary supplements like gummies or syrups, Polaris launches the “Sensory” concept applied to its Omegavie® oils with a high organoleptic promise: outstanding organoleptic properties meaning very low taste and flavour impact on the finished product. Polaris has invested for several months in 2 testing panels: an internal and an external one. In that way, Polaris is able to offer a range of performing oils not only rich in Omega-3 but also with high mouthfeel qualities coming from marine or microalgae origins. This concept targets specific applications with high organoleptic sensitivities. Polaris is also able to provide solutions corresponding to each customer expectations.

**Come and discover POLARIS innovation at Vitafoods EU stand K55, May 15-17/2018.**

**ENDS**

***\*Notes to editors***

*Internal results based on Rancimat tests comparing the stability of Omegavie® DHA 650 algae Qualitysilver ® 5 with standard oil including tocopherols.*

*Organoleptic results based on internal & externals sensory panels.*

**About POLARIS**

POLARIS is a leading international expert in the field of functional lipids. The company specialises in the manufacture, development and formulation of polyunsaturated fatty acids, particularly Omega-3. As a global market player in Omega-3 oils from marine and microalgae sources, « Omegavie® Qualitysilver® » oils are produced in the company’s state-of-the-art facilities in France.

POLARIS is an active member of GOED.

For more information, visit www.polaris.fr

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