



Antioxidant functionality meets eco-friendly packaging

In many ways, health-conscious and eco-friendly consumers have similar desires; both want products that are sourced naturally, be it for the benefit of health or the environment, or both. As the movement towards wellness gathers pace, so do the trends towards green packaging, waste reduction and lowering carbon footprints.

In terms of green developments in the functional drinks sector, US-based **New Sun Nutrition**, manufacturer of a range of performance-enhancing products under the FRS (Free Radical Scavenging) brand name, has unveiled a RTD version of its antioxidant health drink. This is packaged in a recyclable can with low production emissions.

Other products in the FRS range include a concentrate called FRS Plus, a powder mix as well as 'health chews', all of which feature a patented formula combining flavanoid antioxidants (quercetin and green tea catechins) with vitamins B, C and E, and metabolic enhancers.

As with all the products in the FRS line-up, the new RTD version contains only natural ingredients. It is available in orange, lemon-lime as well as low-calorie orange, peach-mango and wild berry

variants, and provides the same antioxidant and metabolic-enhancing benefits as the original concentrated version.

According to

New Sun Nutrition, and thanks to its packaging's natural properties, the new RTD variant both boasts a longer shelf life and contributes to waste reduction. The company also emphasises the cans' additional green credentials, which include requiring only 5% of the energy and producing just 5% of the greenhouse gas emissions involved in the production of new cans from bauxite.

New Sun Nutrition's move follows the current trend towards environmentally friendly packaging in more mainstream products.

One of the pioneers to introduce 'green' packaging was **NatureWorks**, producer of NatureWorks PLA, a biodegradable and compostable corn derived polymer, which it uses to produce environmentally friendly plastic bottles.

The first company to adopt NatureWorks' bottle was bottled water company **BIOTA Colorado Springs**. The introduction of BIOTA spring water in 2004 coincided with the conclusion of the research on NatureWorks' PLA polymer. Since then, BIOTA has held the exclusive rights to market the revolutionary bottle in the US.

Meanwhile, just this month, Montréal-based **+1 Water**, announced it would be the first Canadian company to introduce NatureWorks PLA water bottle. These companies represent just two bottled water industry players that are dedicated to finding more environmentally responsible packaging options.

The trend towards green packaging is not exclusive to the drinks industry; recent developments, some of which are slightly 'quirky', have also expanded to the beauty industry. Colorado's **Pangea Organics**, which produces organic skincare and bodycare products, created a name for itself with its 100% post-consumer paper soapboxes with amaranth or basil seeds, so designed for planting. Meanwhile, Canada's **Cargo Cosmetics** introduced a range of lipsticks packaged in compostable lipstick tubes. Their boxes, as with Pangea, are made of biodegradable flower paper and are said to produce a small pot of wildflowers when planted.

As the demand for more natural ingredients and health-orientated products accelerates, and as consumers become increasingly aware of environmental issues, it will be interesting to see how other functional beverage manufacturers respond.

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