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BIOFACH2018

into organic



BIOFACH 2018: “Meet the newcomers”

vita7 – a healthy lifestyle with a clean label

Natural ingredients are the priority at vita7. Only natural vitamins and organic minerals are used to produce the company’s dietary supplements.

“We make natural dietary supplements that we want to consume ourselves, because we see a need for them,” explained Uta Dinglinger, vita7’s managing director. The company’s target group is consumers who want to lead a healthy lifestyle and look young and fit at the same time.

The products do not contain additives, colouring agents, flavourings, preservatives, citric acid, refined sugar, separating agents, mineral oils or palm oil. “We make sure that our products are clean in our eyes and that they are also vegan and only contain organically certified ingredients,” explained Ms Dinglinger.

vita7’s pure birch water (Birkenwasser Natur), for example, is 100 per cent organic birch sap harvested from untouched, certified and controlled forests, and tastes natural, fresh and slightly sweet. The company states that the birches from which its birch water is harvested are at least 50 years old. Tapping birch water from younger trees would put such trees in danger of dying and, for this reason, the birches used are “released for harvest” by foresters. “Our vita7 birch water contains so much manganese that it can be described as a natural dietary supplement,” said Ms Dinglinger. According to the company, manganese supports energy metabolism, aids the construction of connective tissue, helps to maintain bones and protects cells from oxidative stress.

At BIOFACH 2018, vita7 will be presenting two different varieties of birch water (pure and forest blueberry), an oral skin capsule product called SkinHydra+ for natural anti-ageing and some organic medicinal mushrooms. The mushrooms are grown organically in Europe before being gently dried and finely ground at low temperatures. Ms Dinglinger said, “Medicinal mushrooms are rich in polysaccharides and have a long tradition in natural medicine.”

Vita7 will be one of the exhibitors in the Pavilion for Young Innovative Companies. This pavilion is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) and is aimed at newcomers and start-ups based in Germany. 20 companies altogether will be presenting products there in hall 9 at BIOFACH, the World’s Leading Trade Fair for Organic Food (www.biofach.de), which takes place from 14 to 17 February 2018.

Veranstalter
Organizer
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 8606-0
F +49 9 11 8606-8228
info@biofach.de
www.biofach.de
www.biofach.com

Vorsitzender des Aufsichtsrates
Chairman of the Supervisory Board
Dr. Ulrich Maly
Oberbürgermeister der
Stadt Nürnberg
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