

Nürnberg, Germany 14.– 17.2.2018

BIOFACH 2018

into organic



BIOFACH 2018: "Meet the newcomers"

GloboVita – superfoods with an anti-ageing effect

The foundation stone for GloboVita was laid by a hiking tour that once took place in the Chinese province of Bama. It was on this tour that two German researchers looked on stunned as an elderly Chinese man casually pedalled past them on a rickety old bicycle after they had completed a strenuous climb. Bama is well-known for the extraordinary vitality of its inhabitants, and according to WHO, it is home to a higher percentage of centenarians than any other region in the world. This is primarily put down to its healthy local cuisine and the use of hempseed and hemp oil.

Diseases of civilisation and signs of ageing are significantly less prevalent in many East Asian countries and the Mediterranean than in Germany. The main reasons for this are different eating habits: Some foods provide an abundance of natural vital substances, phytochemicals and antioxidants. These substances strengthen the immune system, have an anti-inflammatory effect and prevent premature cell ageing.

Superfoods are available all over the world. GloboVita's founders, who include Annette Roscher, her husband Dr Christof Roscher and two other scientists, set themselves the goal of using these treasures that nature offers. She said, "We want to provide people with the best nutrition available anywhere in the world." In addition to supplying the aforementioned hemp oil as well as hemp nuts, chia seeds and moringa, the team, who were once students together, now develop innovative product concepts that combine Far Eastern vital substances with the Mediterranean diet.

At BIOFACH 2018, the Darmstadt-based health experts will be presenting an organic detox juice week that combines organic juices with various superfoods and tea. They have also brought in lemon myrtle from the Australian rainforest in tea and herb form. Lemon myrtle is virtually unknown in Germany. Ms Roscher said, "The Aborigines have been using lemon myrtle for thousands of years, including as a natural antibiotic."

GloboVita (www.globovita.de) 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.

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