

Isobionics introduces natural Valencene Pure™



06 June 2010

Isobionics has finalized the development of a breakthrough fermentation process for production of its natural Valencene Pure™.

This product, which is an aroma substance for the food, beverage, flavor and fragrance industry, is now available on a commercial scale. Compared with conventional valencene, which is produced from oranges, it offers the advantage of high purity and constant quality.

Toine Janssen, CEO Isobionics says: "Our natural Valencene Pure™ is a real breakthrough since we're the **first company** in the world that has succeeded in bringing this natural ingredient to the market.

To accomplish this we use a proprietary fermentation process. The new product was developed from a patent into a commercial product within three years." Currently, Isobionics is the only company in the world that offers valencene that is produced by fermentation.

Market excited about Valencene Pure™

Customers for Valencene Pure™ are found in the food, beverage, flavor and fragrance industry worldwide, where it is used in soft drinks, detergents, soap and fine perfumery. These companies have responded enthusiastically to Isobionics' introduction of this breakthrough product.

Substantial advantages

Valencene is traditionally extracted in low amounts from oranges. Therefore, quality, quantity and price of conventional valencene may vary, depending on harvest conditions. For the production of valencene enormous quantities of oranges are required. Valencene Pure™ takes these problems away. It is a natural product with odor and taste similar to valencene from oranges. Valencene Pure™ comes with a high purity and a constant quality and availability. In addition, the product is free from insecticides and is environmentally friendly.