

Milk Chocolate Balls for Kids

Kids Wellness



Why it's Innovative?

The product is a pre- and probiotic supplement in a fun format. It is made with milk chocolate with added inulin, and contains 1 billion live bacteria per ball.

Company

Bioglan Biotic Balance ChocBalls

Country

UK

MINTEL

Superfoods Green Gummies

Kids Wellness



Why it's Innovative?

It is a dietary supplement for ages 2 to 13, claiming to support developmental growth by providing comprehensive nutrition. It has 60 ingredients: whole food vegetables, whole food fruits, vitamins & minerals, super mushrooms, antioxidants, adaptogens, gut health prebiotics.

Company

Grüns Cubs

Country

US

MINTEL

Heightener Gummies

Kids Wellness



Why it's Innovative?

The product supports bone growth & development with a combination of vitamin C, vitamin D3, vitamin K2, calcium, magnesium, zinc and a growth blend comprising amino acids, collagen, chondroitin and other actives.

Company

Pure Health Max

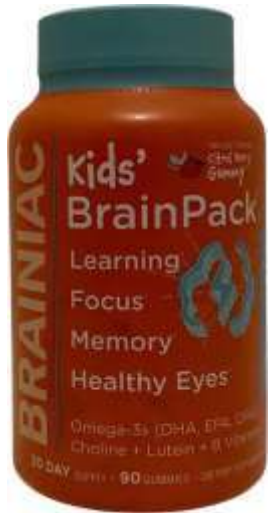
Country

US

MINTEL

Kid's BrainPack Dietary Supplement

Kids Wellness



Why it's Innovative?

The product supports learning, focus, memory, healthy eyes for children aged 4+. It is developed with neurologists & pediatricians, with clinically tested ingredients.

Company

Brainiac

Country

US

MINTEL

Apple & Banana Flavour Vegetable Plus Supplement

Kids Wellness



Why it's Innovative?

The product is made from 30 types of domestically produced vegetable powder. It is specially positioned for children who do not like vegetables.

Company

UHA Mikakuto Gummy
Supple Kids

Country

Japan

MINTEL

Mixed Berry Flavour Night Time Gummies

Kids Wellness



Why it's Innovative?

Mixed berry flavoured gummies, with magnesium, L-tryptophan & lavender plus B vitamins claim to support the night time routine through psychological support and nervous system support.

Company

Haliborange Younger Minds

Country

UK

MINTEL

Mango Vitamin Shots

Kids Wellness



Why it's Innovative?

The product comes in a fun and easy to use format. It is a cold-pressed apple and mango shot, with vitamins and minerals, claiming to support immunity, bone health and cognition for children.

Company

Plenish Kids

Country

UK

MINTEL

Kidney Cleanse Vegetable Capsules

Organ Health



Why it's Innovative?

The product helps maintain kidney health as it supports kidney detoxification and helps cleanse the urinary tract.

Company

NutriONN

Country

Germany

MINTEL

Stone Breaker Herbal Supplement

Organ Health



Why it's Innovative?

The product is a herbal supplement that claims to support the kidney, bladder, liver and gall bladder.

Company

Sprouts Farmers Market

Country

US

MINTEL

Satsuma Orange Flavoured Liver Care Supplement

Organ Health



Why it's Innovative?

The product is positioned for liver care. It features a patented uneven surface that allows the tablets to dissolve in the mouth quickly.

Garcinol derived from Indian mangosteen helps reduce blood ALT and AST levels that are slightly higher than normal range in healthy individuals.

Company

UHA Mikakuto Shunkan
Sapuri

Country

Japan

MINTEL

Berberine & Milk Thistle Herbal Supplement

Organ Health



Why it's Innovative?

The product is formulated to deliver dual benefits, combining metabolic, liver, and digestive support in one convenient capsule. It combines responsibly sourced Himaberb berberine & Silactive milk thistle, with organic ginger, to deliver dual support.

Company

Gaia Herbs

Country

US

MINTEL

Detox Dietary Supplement

Organ Health



Why it's Innovative?

The product is formulated with artichoke leaf, milk thistle, and pomegranate extract. It claims to aid liver function, and promote detoxification.

Company

Bloom Hormone Health

Country

US

MINTEL

Advanced++ Hair Growth Vitamin

Nutricosmetics : Hair health



Why it's Innovative?

The product has HelpGut probiotic to improve nutrient absorption for better follicle support, DHT defence to block the hormone behind hair thinning naturally.

Company

Boombiotics

Country

UK

MINTEL

4D Hair Growth Cycle Supplement

Nutricosmetics : Hair health



Why it's Innovative?

The product promotes four-dimensional beautiful hair with keratin and micronutrients

Company

Viviscal

Country

US

MINTEL

Berry Flavor Hair Growth Gummies for Men Dietary Supplement

Nutricosmetics : Hair health



Why it's Innovative?

It is a hair growth supplement positioned specially for men. With a combination of probiotics, biotin and botanicals, it claims to significantly support the hair growth cycle.

Company

Garden of Life Dr.
Formulated

Country

US

MINTEL

Gut & Beauty Food Supplement Capsules

Nutricosmetics : Hair health



Why it's Innovative?

The product takes a holistic wellness approach, addressing gut health and beauty. It contains digestive enzymes & natural plant extracts, promising digestion aid, general gut health and glow from within.

Company

Your Good Health Co.

Country

UK

MINTEL

Daily Hair Food Supplement

Nutricosmetics : Hair health



Why it's Innovative?

The product claims to support natural hair pigmentation, hair growth while protecting against oxidative stress.

Company

Bayer Priorin

Country

Germany

MINTEL

Stronger, Better, Longer Hair & Nail Dietary Supplement

Nutricosmetics : Hair health



Why it's Innovative?

The product has a catchy name which conveys its role in building stronger and longer hair. It is based on biotin, copper, zinc, amino acids such as cystine and arginine, minerals, and avocado.

Company

Goovi

Country

Germany

MINTEL

Pomegranate Lemon Flavour Hydration+ Skin Radiance Electrolyte Food Supplement

Nutricosmetics: Skin health



Why it's Innovative?

Inspired by sports drinks, this product contains electrolytes. It claims skin hydration and radiance support.

Company

Zooki

Country

UK

MINTEL

Mango Flavour Collagen Jelly

Nutricosmetics: Skin health



Why it's Innovative?

The product comes in an attractive flavour and format. It is an easy way to take beauty ingredients that help keep the skin firm, elastic and hydrated.

Company

DHC

Country

Japan

MINTEL

Beauty Biome Synbiotic Capsule

Nutricosmetics: Skin health



Why it's Innovative?

The product takes a holistic approach to skin health, crafted to address underlying causes of redness, dullness and breakouts while visibly promoting hydration, skin barrier resilience and clarity

Company

Sakara

Country

US

MINTEL

Inner White Protection

Nutricosmetics: Skin health



Why it's Innovative?

The product talks about UV protection and skincare. claims to include lycopene, which helps protect the skin from irritation caused by UV rays. Beta-carotene also does so via its antioxidative properties, and Rhodanthenone B maintains the skin's moisture.

Company

Decorté Sun Shelter

Country

Japan

MINTEL

Mitopure Gummies

Nutricosmetics: Skin health



Why it's Innovative?

Timeline offers supplements that harness the power of its Mitopure complex. The complex is based on the highly pure urolithin A postbiotic, which is linked to cellular health and longevity.

Company

time-line

Country

US

MINTEL

CreaGlow Creatine + Collagen Strength and Beauty Blend

Nutricosmetics: Skin health



Why it's Innovative?

CreaGlow combines premium creatine with clinically-studied Naticol marine collagen, hyaluronic acid, vitamin C and biotin. It talks about clinically proven beauty benefits with Naticol Collagen: 15% increase in skin firmness and 14% increase in skin elasticity.

Company

Free Soul Creatine

Country

UK

MINTEL