

# PRESS RELEASE

## AQUANOVA receives Technology Leadership Award 2014

### *FROST & SULLIVAN honors NovaSOL® Technology again*

**Darmstadt, August 12th, 2014:** AQUANOVA AG, leading Business-to-Business manufacturer of liquid colloidal formulations again gets awarded by the global business consultancy Frost & Sullivan. The company is given the Technology Leadership Award 2014 for its innovative and patent protected formulation technology.

Frost & Sullivan concludes in its report, that AQUANOVA makes a natural principle for structuring of active ingredients available in an efficient and innovative way for modern products and applications in the area of food, healthcare, cosmetics and pharma.

The analysts of the international consulting and research firm have based their decision on a scorecard system, which evaluates and compares selected companies and their technology of a certain market segment. Based on this evaluation system AQUANOVA was positioned better than its competitors and achieved excellent scores in all categories: Commitment to innovation, commitment to creativity, stage gate efficiency, commercialization success and application diversity.



AQUANOVA's management is very happy about the award and sees it as an acknowledgement of its strategy to offer industry innovative and sustainable solutions based on science based product development. One of these is the just recently introduced NovaSOL® Curcumin, which once more empowers a natural plant extract (curcumin since decades is known as a part of traditional medicine and being the shiny yellow color in curry spices) by greatly enhancing its absorption in the human body (so called „bioavailability“). Thus NovaSOL® enables curcumin to become an efficient and powerful ingredient for foodstuffs and healthcare. The results were created as part of a major independent research project funded by the German Federal Ministry of Education and Research in a human clinical trial.

### **AQUANOVA RECEIVES TECHNOLOGY LEADERSHIP AWARD 2014**

Frank Behnam, General Manager and shareholder of AQUANOVA AG: "Industry and consumers more and more ask for both naturalness as well as functional benefits of ingredients used in foodstuffs. This requires on the one hand to carefully select plant based ingredients and on the other hand to find a way to incorporate these in a stable and natural manner into the product's recipe. This allows to fully unfold the natural ingredients' efficacy and health effects. And that's exactly, what our NovaSOL® technology is all about. According to nature's principle NovaSOL® structures plant derived actives in an optimal way, which greatly enhances their processing in foodstuffs and at the same time optimizes the absorption of according actives in the human body. We understand Frost & Sullivan's Award both as a recognition and a stimulus for our future product development."

#### About AQUANOVA AG

AQUANOVA AG is located in Darmstadt, Germany (near Frankfurt Main). The company is a business-tobusiness

ISO- and Pharma GMP-certified manufacturer of liquid colloids (NovaSOL® branded so called „solubilisates“) for the food, healthcare, cosmetics and pharma industries. The unique nanoscaled micelle structure according to nature´s principle is at the heart of the internationally patented technology. It allows to greatly enhance both potency and application scope of active and especially natural ingredients. For further information and picture material please visit [www.aquanova.de](http://www.aquanova.de).

(AQUANOVA® and NovaSOL® are registered trademarks of AQUANOVA AG, Darmstadt.)

#### About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?