

Mintel X Vitafoods 2025
Pavilion 1-2, JWCC, Mumbai
Booth C15| 5th-7th February 2025

Game-Changing AI-Powered Market Research for your brand innovation.

Experience a showcase of the most innovative beauty and personal care products from around the globe, aligned with Mintel's 2025 Beauty and Personal Care Trends.

SUNWINK

Go with your Gut

Digestion Lemonade Superfood Powder Blend



Why it's Innovative?

Sunwink's lemonade power blend is claimed to be crafted with superfoods like chicory root, amla, and dandelion that are said to keep your digestion healthy and happy. This powder blend promises to taste like old-fashioned lemonade, brightened with the vibrant taste of pineapple. It claims to support detox and debloating with 0g added sugar.

Company

Sunwink

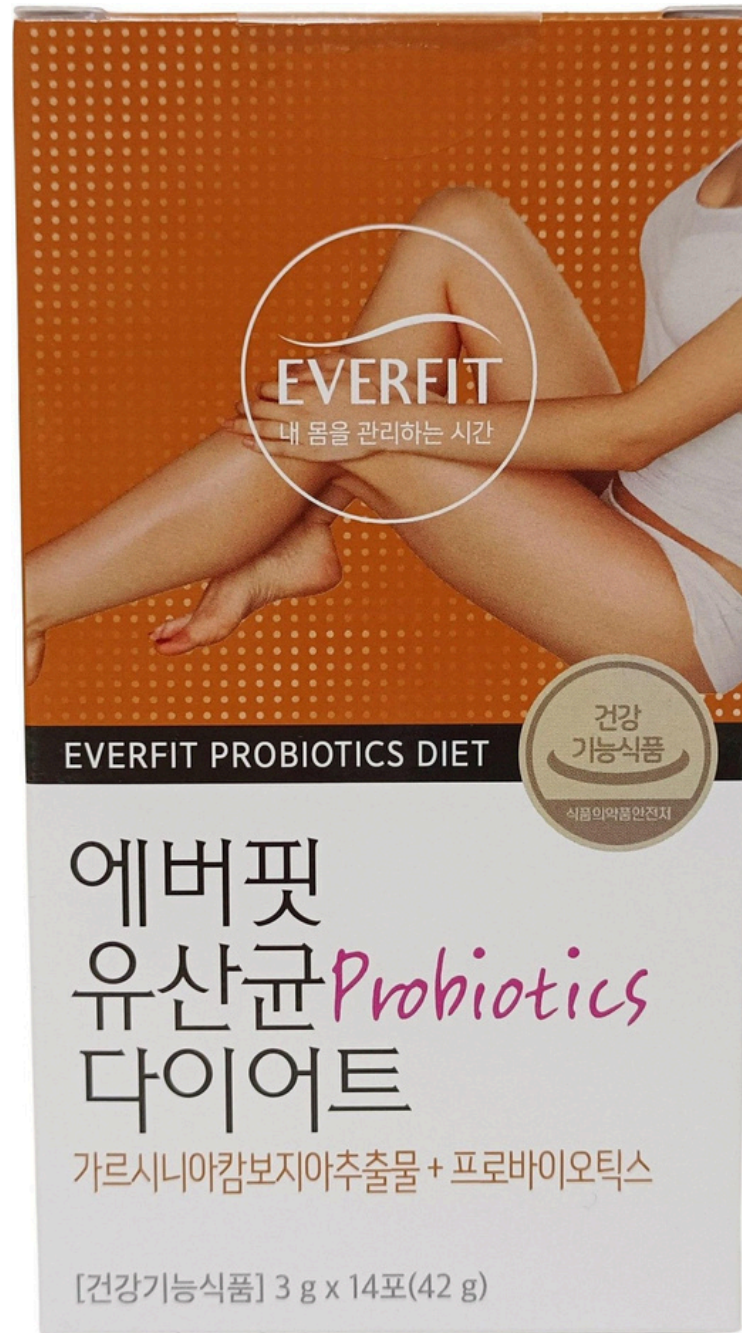
Country

U.S.A

EVERFIT

Go with your Gut

Probiotics Diet Supplement with Garcinia Cambogia



Why it's Innovative?

Everfit's formulation claims to have probiotics, that promote lactobacillus growth and suppress harmful bacteria while facilitating bowel movements. It also claims to contain Garcinia cambogia, which helps reduce body fat by inhibiting the synthesis of carbohydrates into fat.

Company

Health House

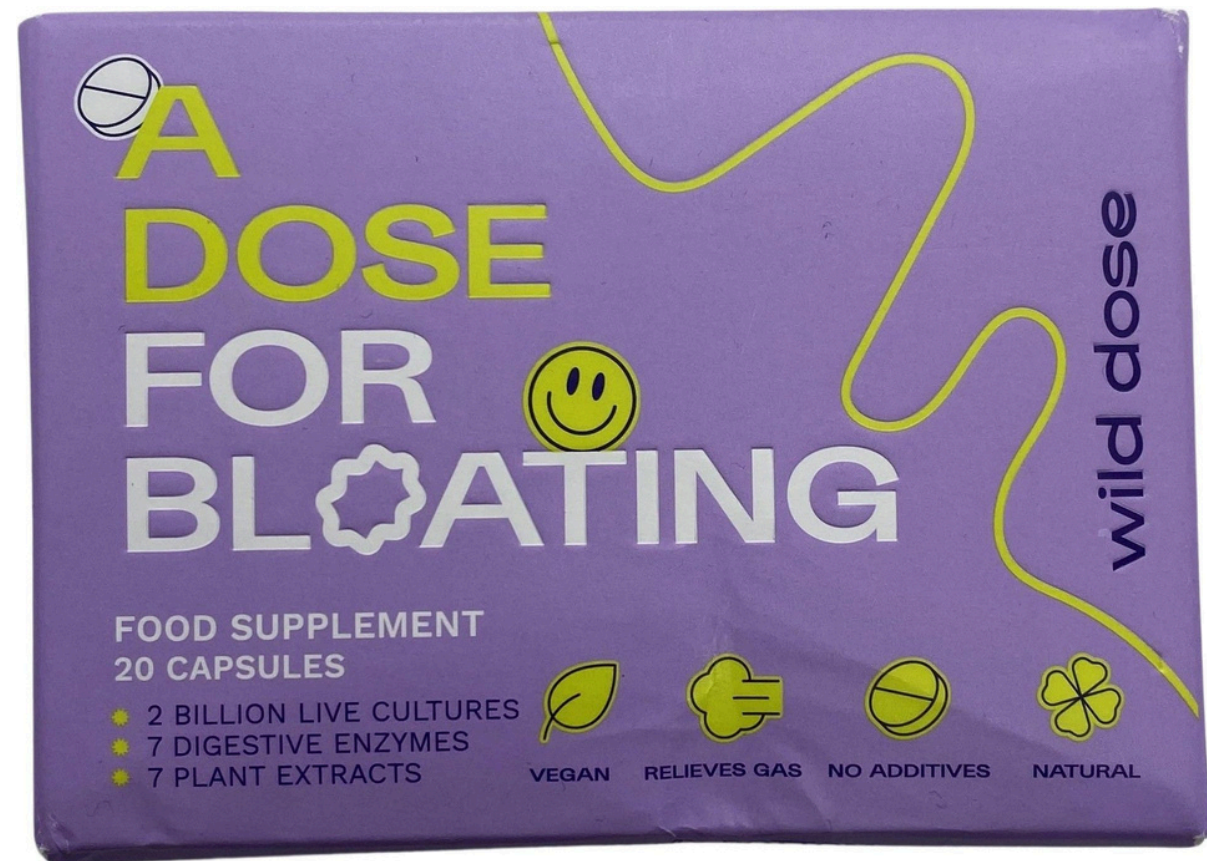
Country

South Korea

WILD DOSE

A Dose for Bloating

Go with your Gut



Why it's Innovative?

A Dose for Bloating claims to be a natural, vegan food supplement designed to relieve bloating and gas effectively. The product is said to be formulated with two billion live cultures, seven digestive enzymes, and seven plant extracts to support optimal digestion and gut health. Promised to be made with 100% natural ingredients, it is said to be free from additives, GMOs, and animal-derived components, making it suitable for sensitive stomachs.

Company

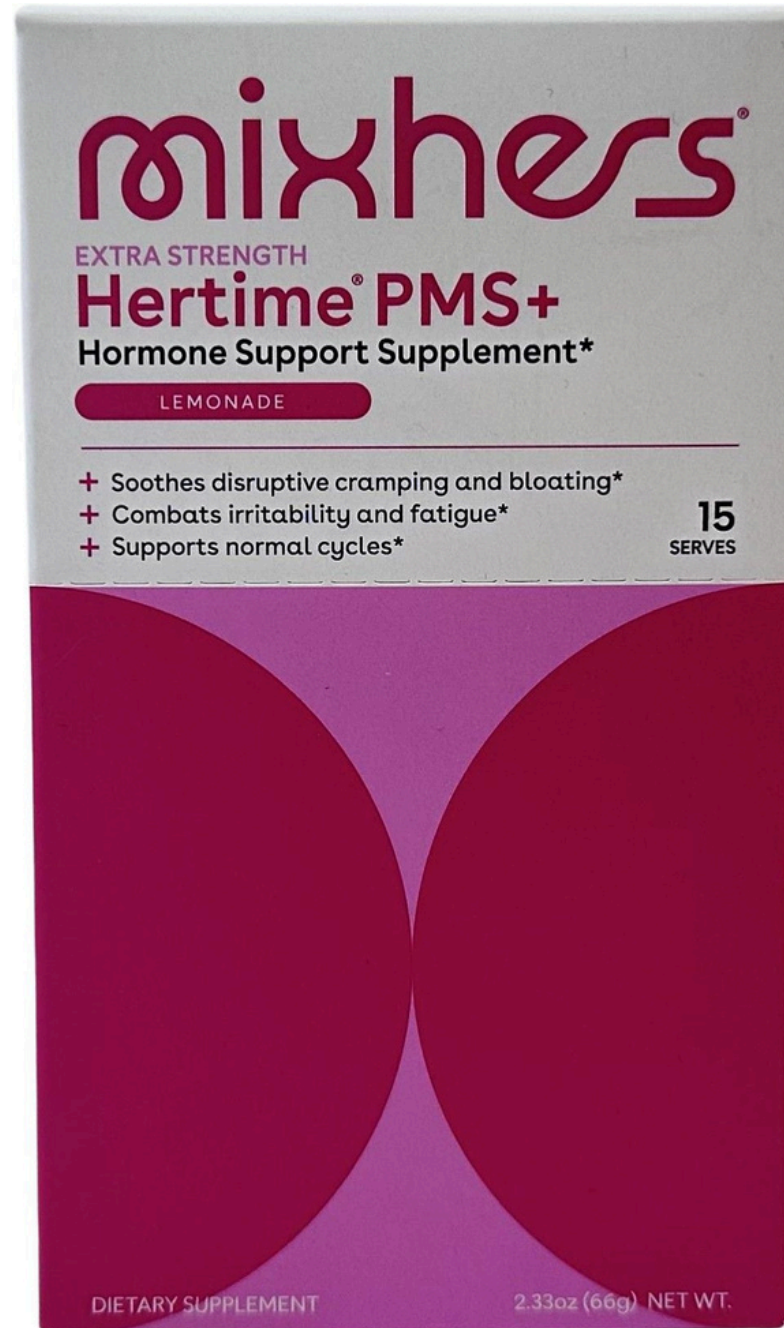
Wild Dose

Country

United Kingdom

MIXHERS

Lemonade Hertime PMS+ Extra Strength Hormone Support Supplement



Why it's Innovative?

This supplement claims to provide enhanced support for managing challenging PMS symptoms. It promises to soothe disruptive cramping and bloating, combat irritability and fatigue, and support normal menstrual cycles. The formulation is described as hormone-friendly, highly absorbable, and made with 100% natural, zero-calorie ingredients. The product also claims to help regulate hormones essential for female reproductive health and overall well-being.

Company

Sunwink

Country

U.S.A

VERYWELL WOMEN

Pregnancy Daily Oral Spray for Her

Her Health Matters



Why it's Innovative?

This multivitamin food supplement claims to offer an easy-to-use alternative to traditional tablets, for expecting mothers, with a convenient spray format that delivers nutrients directly into the mouth. It promises to include folic acid and vitamin D, both essential nutrients for pregnancy. The product claims that supplemental folic acid intake helps increase maternal folate status and Vitamin D contributes to the maintenance of normal bones, teeth, and muscle function.

Company

Verywell Women

Country

United Kingdom

MINTEL

KNOWN FEMALE FIT

Her Health Matters

Mixed Berry Flavour Postpartum Support Food Supplement



Why it's Innovative?

This vegan product claims to offer a complex formula designed to support mothers after pregnancy. The gummies are described as having a natural berry flavor with sugar and providing a blend of 11 vitamins and minerals. The product claims to have that iron and Vitamin B6 and B12 that reduce tiredness and fatigue and increase metabolism. The gummies claim to be free from artificial colors, flavors, preservatives.

Company

Intelligent Nutraceuticals

Country

United Kingdom

ISDIN LAMBDAPIIL HAIR DENSITY

Wellness Wins for Men

Haircare Capsules for Him



Why it's Innovative?

This once-a-day dietary supplement claims to support thicker, healthier hair and is described as ideal for addressing thinning and progressive hair loss. The product claims to be formulated with plant-based extracts, vitamins, and minerals, it includes key ingredients like Serenoa repens, zinc, and biotin, which are said to strengthen hair, improve density, and protect against oxidative stress. They also claim to be clinically proven to reduce hair loss and promote faster growth, and the capsules claim to be free from gluten, lactose, and sugar, making them suitable for users with dyed hair.

Company

Isdin Corp.

Country

U.S.A

SERY BOX

Wellness Wins for Men

SeryBurn Blue Men All-In-One Diet Supplement



Why it's Innovative?

This All-In-One Diet Supplement claims to be formulated for men's health, offering support for liver care, endurance, vitality, and slimming. The key ingredients are said to include garcinia cambogia, which is said to convert carbohydrates into fat, and green tea extract, which is claimed to provide antioxidant benefits and support fat reduction. It also claims to include milk thistle extract, octacosanol for liver health and essential vitamins & minerals such as vitamin B1, B2, B6, C, niacin, and pantothenic acid for energy metabolism and antioxidant protection, and zinc and iodine for immune function and thyroid health.

Company

Purplelabs Healthcare

Country

South Korea

DR. VEGAN

Wellness Wins for Men

Men's ProMulti Advanced Formula for Men's Health Capsules



Why it's Innovative?

This Men's Health Capsule claims to be a vegan supplement that offers comprehensive daily support for men over 45, targeting prostate and testosterone health, energy, heart health, and immunity. The advanced formula claims to combine 32 ingredients, including probiotics, prebiotics, botanicals like reishi mushroom and ashwagandha, amino acids, and 18 vitamins and minerals. It promises benefits such as improved vitality, cognitive function, skin, hair, gut health, hormone balance, and cardiovascular support. Described as free from additives, gluten, lactose, and GMOs, the capsules claim to be kind on the stomach and come in 100% plastic-free, compostable packaging.

Company

Dr. Vegan

Country

United Kingdom

SUPERGUT

The Gut Healthy Prebiotic Bar



Why it's Innovative?

Supergut bars claim to be packed with nutrition, offering 10g of prebiotic fiber, 10g of protein, less than 6g of net carbs, and under 2g of sugar per serving. Said to be made with non-GMO ingredients and nothing artificial, they are keto-friendly and soy-free. Formulated with a plant-based prebiotic fiber blend sourced from green bananas and oats, they claim to include resistant starch and beta-glucan, which are said to “boost levels of an Ozempic®-like hormone.” Designed to support gut health and sustain energy, these bars aim to raise energy levels without raising the blood sugar.

Company

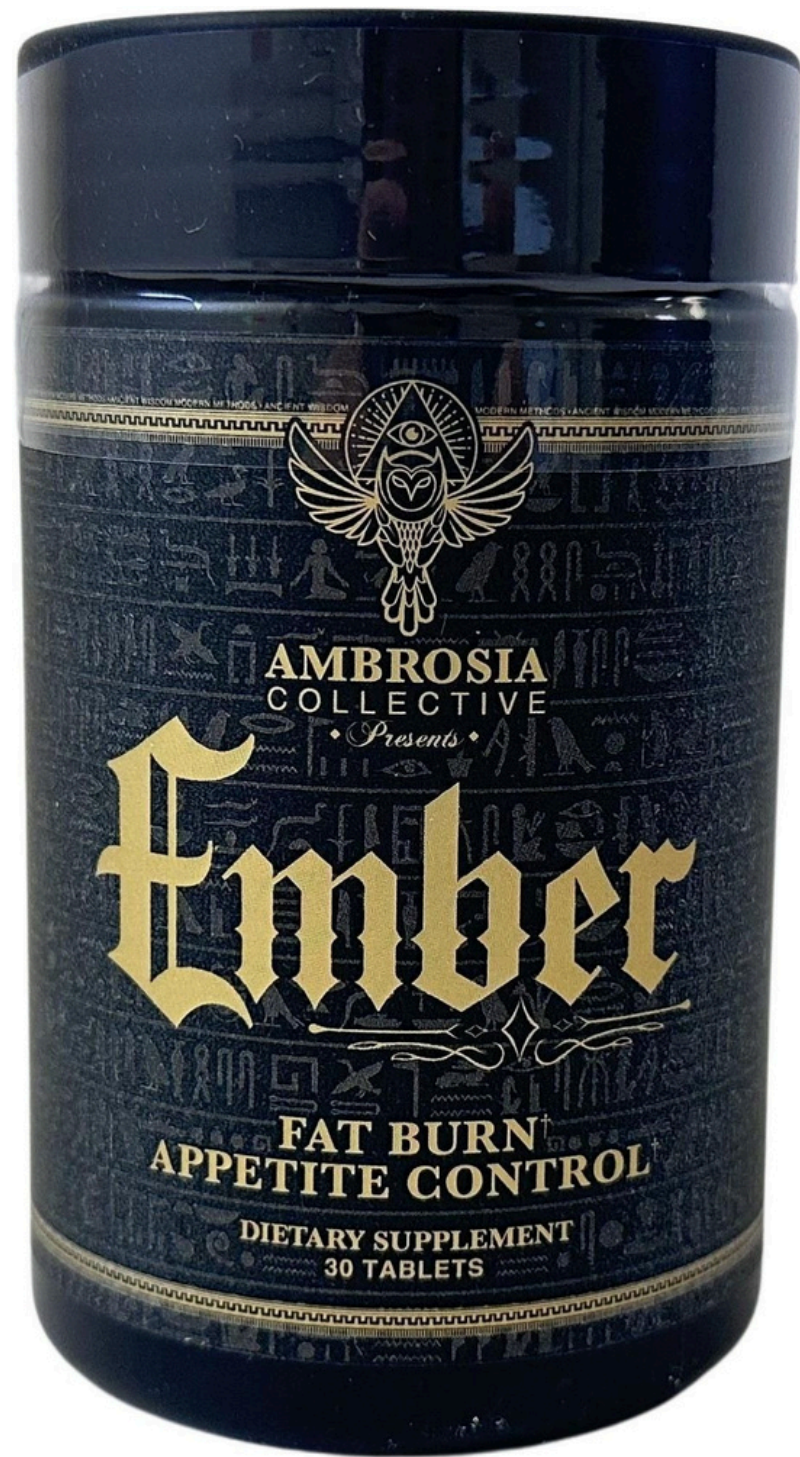
Supergut

Country

U.S.A

AMBROSIA COLLECTIVE

Ember Fat Burn Appetite Control Dietary Supplement



Why it's Innovative?

Ember is marketed as a comprehensive Weight Management & Appetite Support supplement, which claims to have CapsiMax, a thermogenic ingredient supported by clinical research. Each serving claims to contain 50mg of CapsiMax Capsicum Fruit Extract, which is said to enhance fat burning without the need for increased physical activity, potentially maximizing fat loss. The formula also includes African Mango, which has been shown in clinical studies to aid in weight reduction and improve metabolic parameters, resulting in lower body weight, body fat, LDL cholesterol, and plasma total cholesterol.

Company

Ambrosia Collective

Country

U.S.A

VITAMIN VILLAGE EVER BIKINI

Pajillacano Dolce Flavoured Diet Coffee

Weight Management



Why it's Innovative?

Vitamin Village Ever Bikini Pajillacano Dolce Flavoured Diet Coffee is a diet coffee which includes garcinia cambogia, that is claimed to help reduce body fat by inhibiting the conversion of carbohydrates into fat. The formula also features pantothenic acid, said to aid in the metabolism of carbohydrates, fats, and proteins while generating energy, as well as vitamin B1, which is necessary for carbohydrate metabolism and energy production. Each stick is said to be designed for convenience with easy cut sachets for quick preparation.

Company

EverBikini

Country

South Korea