

RICHEN Nutritionals

EasyTaste Vitamin&Mineral

Essential Nutrition, Better Taste

ABOUT

Minerals and vitamins are indispensable nutrients for growth, immunity, metabolism, and overall health. Yet many forms—such as iron, magnesium, and B-vitamins—often present metallic, bitter, or otherwise unpleasant tastes that can compromise consumer acceptance, especially in chewable tablets, gummies, liquid, and flavored powder formulations. Taste-reduced minerals and vitamins provide an effective solution by preserving full nutritional value while minimizing off-flavors. This approach enhances palatability and compliance, broadens applicability across dosage forms, reduces reliance on masking agents or excessive sweeteners, improves product stability, and supports cleaner labeling and stronger market differentiation.



Benefits

- **Enhanced consumer experience**
  Friendly especially to children, elderly, and taste sensitive consumers.
- **Fewer maskers needed**
  Simplifies flavor systems and shortens development cycles.
- **Broader applications**
  Enables gummies, RTD beverages, and flavored powders, not just tabs/caps.
- **Stable & effective**
  Taste reduction without compromising quality or functionality.
- **Formulator friendly**
  Easier to pair with vitamins, sweeteners, acids, and botanicals.

For more information, please visit ***www.richenglobal.com***

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EasyTaste Magnesium Bisglycinate

— "Good Magnesium, Without the Fishy Note"

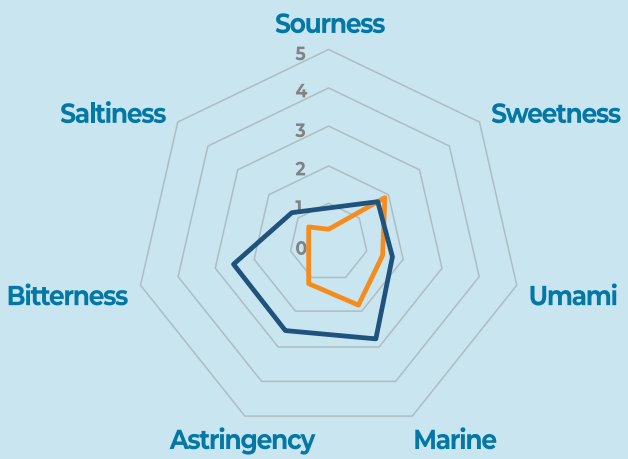
Palatable magnesium bisglycinate that keeps performance while dramatically reducing the characteristic fishy taste.

Application Form

- Powder
- Gummies
- Beverages
- Sport drinks



Flavor Profile



EasyTaste Iron Glycinate

— "Iron, Minus the Metallic Bite"

Palatable iron glycinate that minimizes metallic notes and reactivity, expanding formulation possibilities.

Application Form

- Powder
- Formulated Milk Powder
- Gummies
- Protein Beverages
- Rice and flour fortification

EasyTaste Vitamin B

-- "Better Vitamin B,Less Bitterness"

Reducing the Unpleasant Taste of Key B-Vitamins
Effectively reduces the sulfur odor of B1, the bitterness of B2 & B6, the harsh taste of Niacinamide.

Application Form

- Tablets
- Chewables
- Lozenges
- Powders

Flavor of Vitamin B Complex

