



## **Ingredient of the Year: Cognitive Function**

*Entries for The NutraIngredients-USA Awards, Ingredient of the Year categories are required to have the ingredient in a finished product that is commercially available in the United States.*

### **Entry Details**

Ingredient Name\*

Producing Company\*

Website for ingredient\* - 2 URL links - only one is mandatory

### **Contact Details**

First Name\*

Last Name\*

Email\*

Phone\*

**Does your entry relate to an ingredient? This is defined as either a single nutrient or blend of nutrients that is sold B2B and used in the formulation of other finished products like supplements and functional foods. \***

*Yes or No*

**Is your ingredient commercially available in the United States? \***

*Yes or No*

**What other regions is your ingredient available in?**

*Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, Europe, South America*

**How long has your ingredient been on the market in the United States? \***

*Please use the length of time for the country or region with the longest market availability.*

*Years and Months – numerical answer only*

**What does your ingredient do? \***

*Text – maximum 100-words*

**What is the target market of your ingredient? \***

*Text – maximum 100-words*

**How does your ingredient meet a genuine consumer demand? \***

*Text – maximum 100-words*

**How does your ingredient provide a unique nutritional solution to this consumer need or problem?**

*Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. \**

*Text – maximum 100-words*

**Are your claims backed by peer reviewed primary research and/or clinical trials in humans? \***

*Yes or No*

*\*denotes a mandatory question*



**If yes – please provide a short overview of the main evidence. \***

You may also supply up to three documents of peer reviewed primary research.

*Text – maximum 300-words*

**Peer reviewed primary research upload 1**

*Upload a document*

**Peer reviewed primary research upload 2**

*Upload a document*

**Peer reviewed primary research upload 3**

*Upload a document*

**Please provide examples of applications and delivery systems for use in final products. \***

Where possible provide examples of commercial availability in finished products.

*Text – maximum 400-words*

**Give detail of commercial success and engagement from your core target market(s). \***

Where possible give numbers and examples of sales and applications that are available in the market.

*Text – maximum 300-words*

**What gives your ingredient the 'X factor' – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). \***

*Text – maximum 300 words*

**Why should you win this award? In no more than 300 words, provide a succinct overview of what makes your ingredient the best. \***

*Text – maximum 300-words*

**I confirm I will be sending 4 samples of a finished product containing the ingredient. \***

*Yes or No*