



Product of the Year: Botanical

Disclaimer: This is a product-specific category. It is only open to branded and private label finished products that are sold to consumers.

Requirement: Entries for the NutraIngredients-Asia Awards Product of the Year categories are required to have the finished product commercially available in APAC Region. Entry holders for this category are also required to submit 4 samples of their finished product for judging. More details & instructions will be shared when an entry is submitted.

Confidentiality statement: All information provided in these forms will be treated as confidential.

Entry Details

Finished Product Name*
Producing Company*
Website for finished product*
Website for finished product

Contact Details

Contact Person First Name*
Contact Person Last Name*
Contact Person Phone Number *(Including country code)* *
Contact Person Email*

Please confirm that your entry relates to a finished consumer product *

This is defined as a branded or private label 'end product'. The nutritional solution must be sold to consumers, either directly by you or through retail channels.

Yes or No

Is your product commercially available in APAC Region? *

Yes or No

What other regions is your product available in? *

Russia, Middle East, Africa, Europe, North America, South America, No other regions

How long has your product been on the market in APAC Region? *

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

Years or Months

For products that have been on the market for 6 or more years, please specify a significant development over the past 24 months, that changes the conversation around the ingredient.

250-words limit

**denotes a mandatory question*



Have you previously entered this finished product for a NutraIngredients-Asia Award? *

Yes or No

What does your finished product do? *

100-words limit

What is the target market of your product? *

100-words limit

How does your product meet a genuine consumer demand? *

100-words limit

How does your chosen format and any delivery system used in the nutritional solution meet consumer demands? *

100-words limit

Give detail of brand recognition and the commercial success of your finished product, including any evidence of retail and consumer interest or listings of your product. *

100-words limit

Please demonstrate packaging ease of use and design, including appeal, ease of use and novelty. *

100-words limit

Are your product claims substantiated by peer-review science and/or human clinical trials? *

Yes or No

Please provide a short overview of the main evidence that the product works for its specified use, where possible this will be product specific research, however research citing the main active ingredients solely will also be considered. *

300-words limit

Please provide details of up to 3 of the core studies supporting your product:

Study 1

- Type of study (eg animal/human data/ meta-analysis, etc).
100-words limit
- Study size & composition (n = ? and men/women/mice/rats/worms, etc)
100-words limit
- Duration of study
100-words limit



- Primary endpoint(s), please specify:
100-words limit
- Second endpoint(s), please specify:
100-words limit
- Briefly summarise the results
250-words limit
- Peer-review primary research upload 1 (PDF):
Upload a PDF or Provide a URL

Study 2

- Type of study (eg animal/human data/ meta-analysis, etc).
100-words limit
- Study size & composition (n = ? and men/women/mice/rats/worms, etc)
100-words limit
- Duration of study
100-words limit
- Primary endpoint(s), please specify:
100-words limit
- Second endpoint(s), please specify:
100-words limit
- Briefly summarise the results
250-words limit
- Peer-review primary research upload 2 (PDF):
Upload a PDF or Provide a URL

Study 3

- Type of study (eg animal/human data/ meta-analysis, etc).
100-words limit
- Study size & composition (n = ? and men/women/mice/rats/worms, etc)
100-words limit
- Duration of study
100-words limit
- Primary endpoint(s), please specify:
100-words limit
- Second endpoint(s), please specify:
100-words limit
- Briefly summarise the results
250-words limit
- Peer-review primary research upload 3 (PDF):
Upload a PDF or Provide a URL

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



Where possible give commercial sales figures (as currency or Y-o-Y sales growth), retail distribution footprint, etc.

400-words limit

What is the typical retail price of the finished product? *

Please state the typical price or price range per pack in EUR (please convert to euros if sold in a different currency) and provide the pack size and recommended number of units per day (eg 20-25 EUR, 60 capsules, 2 per day).

100-words limit

What gives your product the 'X factor'? *

Something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims).

300-words limit

FOR FINISHED PRODUCT ENTRY ONLY - I confirm that as per the requirements, I will be sending 4 samples of the finished product for judging to William Reed Singapore by 30 June 2024. *

More details & instructions will be shared when an entry is submitted.

Yes, No, Not Applicable