

## Synutra Ingredients News Release

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**SupplySide West Booth # 17044**

### **Synutra Ingredients President to Address Chondroitin Supply Quality Challenges at SupplySide West**

**Las Vegas, NV (November 7, 2013)** -- Synutra Ingredients' President Weiguo Zhang will give a presentation on *Winning the Battle against Chondroitin Adulteration* at SupplySide West on Thursday November 14, 2013. His presentation, from 1:15 – 1:25 PM, will take place on the WHY stage on the trade show floor at the Sands Convention Center, Las Vegas, NV.

When *Synutra Ingredients* launched the industry's first branded chondroitin ingredients, Chondro Gold® and Chondro Cal®, in early 2013, they shined a spotlight on the problem of adulteration in the chondroitin supply chain. More recently, Synutra discovered a new adulterant in chondroitin, about which not much is known to date. Synutra President Weiguo Zhang will outline what the adulterants are, testing methods that work better than others, and why adulteration is so prevalent in the chondroitin market. For any company selling chondroitin, this is a "must attend" presentation.

*Synutra Ingredients*, the industry's largest chondroitin supplier, leads the industry in technological advancement, particularly in the area of developing methodologies to combat economically motivated adulteration in the chondroitin supply chain. *Synutra Ingredients* has applied established documentary standards and official methodologies in effectively detecting various adulterants in commercial samples and retail products for research purposes. *Synutra* is working with the foremost experts in the industry and academia to validate and publish the test procedures. *Synutra* works closely with other industry leaders to address ongoing issues in the supply chain with an eye on the downstream product requirements and consumer concerns.

#### **About Synutra Ingredients**

*Synutra Ingredients* is based in Rockville, Maryland and shares its Research Boulevard corporate offices with its parent companies Synutra International, Inc and Synutra, Inc. *Synutra Ingredients'* oversees sales and marketing activities of Synutra Group's dietary and food ingredients to industrial customers in North America and around the world. The division also manages customer relationships, handles shipping and logistics, and provides technical and informational support to Synutra Group affiliates. *Synutra Ingredients* wet lab in Rockville conducts internal research in support of quality control and market studies. [www.synutraingredients.com](http://www.synutraingredients.com)