

VIRGO's SupplySide Names Second Annual Editor's Choice Awards Finalists

Written by Australian Business

PHOENIX, Sept. 25, 2013 /PRNewswire-iReach/ -- VIRGO (vpico.com), an information distribution company focused on the most innovative and complex business-to-business markets that fuel the U.S. and world economies, today announced its second annual SupplySide Editor's Choice Awards Finalists.

Five 2013 consumer packaged goods (CPG) products were selected by the SupplySide editorial team for achievements in innovation and market significance in 15 categories: animal nutrition, antioxidant supplements, beverages, digestive health, functional food, hair care, multivitamin, nutricosmetics, omega-3, organic, packaging design, skin care, specialty supplement, sports nutrition and weight management. One winner in each category will be announced at SupplySide West 2013 during the [SupplySide Editor's Choice Awards Reception](#), set for Nov. 13 at The Venetian in Las Vegas.

"Last year's inaugural Editor's Choice Awards program was a great success, highlighting the products that are coming to market, driven by the innovative ingredients highlighted at SupplySide," said Heather Granato, vice president, content, in VIRGO's Health & Nutrition Network. "This year's program expanded from 10 to 15 categories, and our editorial team was impressed by the range of products and out-of-the-box thinking that these companies are putting into product development to reach their target market."

For more than 15 years, [SupplySide](#) has helped dietary supplement, food, beverage, personal care and cosmetic professionals find information to explore, discover, innovate and market their next best-selling product. The Editor's Choice Awards is among several recent and forthcoming strategic initiatives to extend its services.

The 2013 SupplySide Editor's Choice Awards Finalists are:

Animal Nutrition: [Nutri-Dent](#) by Nylabone, [Pets Prefer Soft Chews](#) by Vets Plus, [Sliders Treats](#) by Clear Conscience Pet, [Trachea Natural Strategy](#) by Natural Veterinary Therapeutics, and [vita-bugs](#) by Timberline

Antioxidant Supplements: [CurcuminRich](#) by Natural Factors, [OJO Nectar](#) by Insightful

Solutions Inc.,

[omXtra](#)

by EuroPharma/Terry Naturally,

[Pycnogenol OPC Complex 300](#)

by PatientOne MediNutritonals, and

[Vitamin C Gold](#)

by Nutrigold Inc.

[P](#)

Beverages: [Coco Libre](#) by Maverick Brands, [Culture Club Kombucha](#) by Reed's Inc., [Oatwo](#)
[rks](#) by

Oatworks,

[Shots Drink Chia](#)

by Drink Chia LLC and

[Sleepytime Snooz Natural Sleep Aid](#)

by Celestial Seasonings

Digestive Health: [Digest Gold with ATPro](#) by Enzymedia Inc., [Every Day Cleanse](#) by Health
Plus Inc.,

[GI One](#)

by PatientOne MediNutritonals Research LLC.,

[Healthy Morning Coffee](#)

by Brioni's Coffee Company, and

[Herbal ZAP!](#)

by Herbal ZAP! LLC

Functional Food: [CredibleCravings](#) by CredibleCravings, [InvisiWhey](#) by Twinlab, [KIND](#)
[Healthy Grains Bars](#)

by KIND Healthy Snacks,

[Pyure Brands O.E.O. Energy Shots](#)

by Pyure Brands, and

[Ruby's Rockets](#)

by Ruby's Naturals LLC

Hair Care: [Diamond Oil Collection](#) by Redken, [Eufora Thickening Collection](#) by Eufora
International,

[midity Blocker](#)

by Joico,

[Keratin Hair Volumizer](#)

[Hu](#)

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by NeoCell, and
[Kids Clear Shampoo](#)
by Organix-South

Multivitamin: [Daily One Age-Defense](#) by TwinLab, [Embrace 35+](#) by Rainbow Light, [Everybody's Multiple](#)
by EuroPharma/Terry Naturally,
[Orgen-Him](#)
by Origenetics and
[Vitamin D3 Gummies](#)
by Nordic Naturals

Nutricosmetics: [Beauty Bursts](#) by NeoCell, [Silicon](#) by Jarrow Formulas Inc., [Taut Premium Collagen](#) by
Renew Alliance,
[TruMarine™ INNER BEAUTY SIP](#)
by Nippi Collagen, and
[Vita D NutriTopicals](#)
by Skin Authority

Omega-3: [Albacore Pouches](#) by Wild Planet Foods, [Chia Omega+ line](#) by Essential Formulas Inc., [Nordic Omega-3 Jellies](#) by Nordic
Naturals,
[Omega Heaven](#)
by Omega3 Innovations, and
[Triglyceride Omega-3 GOLD](#)
by Nutrigold Inc.

Organic: [Coconut Water Powder](#) by Navitas Naturals, [Fruit Straws](#) by Plum Organics, [Organic Gelato](#)
by Figo,
[Savory Tea Flavors](#)
by Numi Organic Tea, and
[Soft Pretzels](#)
by Rudi's Organic Bakery

Packaging Design: [Boost Buddy](#) by Poseidon Business Development, [Full line redesign](#) by Membrell,
[Stackers](#)
by Stacked Wines,
[Tubulars](#)
by Unistraw and
[Vblast Gator Pit](#)
by New York Springs

Skin Care: [31° Diamond Skincare](#) by Rene, [Clarify & Illuminate Cleanser](#) by NOW Foods, [Ginge](#)
[r-Lime Sugar Scrub](#)
by emerinC Scientific Organics,
[Stem Cell CC Cream](#)
by Juice Beauty and
[White Chocolate Heel Cream](#)
by MuLondon

Specialty Supplement: [Circulation VA](#) by Redd Remedies, [Coral Joint & Collagen](#)
[Support](#) by Coral LLC, [Hybrid](#)
[CR](#) by
Hybrid Remedies LLC,
[SagaPro Bladder Health](#)
by EuroPharma/Terry Naturally, and
[Spectra™ 10/5% Red Palm Oil Concentrat](#)
by Jarrow Formulas Inc.

Sports Nutrition: [Amara Drink](#) by Amara Beverage Co., [Cell Block-80](#) by Clean Machine, [Cl](#)
[ean Series Veggie Blend](#)
by TwinLab,
[Fit Meals](#)
by Nutrition By Design, and
[Pre-X](#)
by Fit Club Nutrition

Weight Management: [80 Calorie Squeeze Packs](#) by Justin's, [Cleansing Water Drops](#) by Smooth 8,
[Hi I'm Skinny Sticks](#)

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by Cornfields, Inc.,

[I Am Skinny](#)

by I AM enlightened creations, and

[Patient One Slim One](#)

by Patient One MediNutritionals

The 2013 SupplySide Editor's Choice Awards Reception is sponsored by [Draco Natural Products](#).

SupplySide West will be held Nov. 12 to 16 at the Venetian and Sands Expo in Las Vegas. For more information, visit

supplysideshow.com

Media Contact: Katherine Hecker, Audience Marketing Manager, VIRGO Health & Nutrition Network, (480) 990-1101 ext. 1350, khecker@vpico.com.
Images are available upon request.

About VIRGO:

VIRGO is an information distribution company focused on the most innovative and complex business-to-business markets that fuel U.S. and world economies. Our mission is to help business professionals break through the hype, ambiguity and information deluge they experience, by offering trustworthy guidance on the decisions they need to make — be that early in their decision making process, whilst making a purchase decision, or following the decision when a product, service or ingredient is in use.

We do this in each of our networks by focusing on five key tenets that make their information journey fruitful: Content, Audience, Brands, User Experience and Performance Marketing.

With 19 brands including trade magazines and/or websites, trade shows and regional conferences, training and accreditation programs, and an expanding online platform, VIRGO

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leverages its events, publications, digital and other media to provide integrated solutions for professionals in industries including healthcare, natural products, telecommunications and self-storage.

Media Contact: Katherine Hecker, VIRGO Publishing, 480-990-1101 ext 1350, khecker@vpico.com

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