Layn Natural Ingredients Unveils Innovative Poultry and Swine Feed Additives with Water-Soluble Polyphenols at IPPE 2025

IRVINE, Calif., Jan. 7, 2025 – Layn Natural Ingredients, one of the world's largest innovators of natural botanical extract ingredients and solutions, has announced the launch of a revolutionary line of feed additives for poultry and swine production that leverages the advantages of water delivery for polyphenols. These cutting-edge solutions will be showcased at Booth #A515 during the International Production and Processing Expo (IPPE) taking place in Atlanta, GA, January 28-30, 2025.

The introduction of water-soluble polyphenol additives marks a significant advancement in production animal nutrition. By administering polyphenols via drinking water, farm managers gain full control over their use, allowing precise adjustments to type, dosage, and treatment duration to address specific animal needs. This method offers several advantages over traditional feed supplementation:

- **Immediate Availability**: Polyphenols delivered in drinking water are accessible to animals almost instantly, ensuring rapid efficacy.
- **Reduced Administration Delays**: Unlike feed-based supplementation, which requires feed mill processing and delivery, water delivery eliminates storage and logistical complications.
- **Mitigation for Heat-Stressed Animals**: Animals experiencing heat stress may reduce feed intake but consistently consume drinking water, making water-soluble polyphenols an ideal solution for maintaining health and productivity.

Layn's innovative solutions for poultry production include applications for heat stress reduction, mycotoxin toxicity mitigation, and egg quality improvement. In swine production, the mycotoxin toxicity reduction benefits are also effective when delivered through drinking water.
The new line includes functional polyphenols such as:

- **TruGro HS**, formulated with flavonoids, supports effective heat stress management by enhancing feed intake and reducing the negative impact of oxidative stress on growth rates.
- **TruGro MYC**, formulated with polyphenols enriched with proanthocyanidins, helps mitigate the effects of residual mycotoxins, protecting cells and tissues, and supporting overall health and vitality.
- **TruGro EQ**, derived from catechins, improves egg production and egg quality.

"Water delivery of polyphenols represents a game-changing approach in production animal nutrition," said Mary Joe Fernandez, global VP of sales and business development at Layn Natural Ingredients. "This innovation not only simplifies the supplementation process but also ensures animals receive critical nutrients when they need them most."

Attendees of **IPPE 2025** are invited to visit Layn's animal nutrition experts at **Booth #A515** to learn more about Layn's groundbreaking drinking-water feed additives and their benefits for poultry and swine production.

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About Layn Natural Ingredients:
Layn Natural Ingredients is one of the world's largest innovators of natural botanical extract ingredients and solutions serving the biggest brands in food, beverage, flavor, nutraceutical, sports nutrition, personal care, animals and pets for over 25 years. Truly vertically integrated, Layn offers nearly three decades of experience in providing a fully secure, manufacturer-direct, transparent and scalable supply chain. From seeds and agronomy to extraction and formulation, Layn is committed to quality, innovation and sustainability. Its world-class R&D operation includes more than 3.2 million square feet of state-of-the-art extraction, and global innovation centers throughout the world to conduct research, ensure quality, and provide formulation and application guidance. Layn is also the parent company of wholly owned subsidiary, HempRise, a US-based entity specializing in the direct manufacture and innovation of CBD and hemp extract ingredients. *Botanify* your product portfolio now with Layn Natural Ingredients – Email botanify@layn-usa.com, or visit: www.layncorp.com.