



## **AMERICAN LECITHIN LAUNCHES NEW LINE OF SUNFLOWER-DERIVED LECITHINS AND PHOSPHOLIPIDS**

Oxford, CT, April 6, 2016 - American Lecithin Company (ALC) has announced the launch of sunflower-derived lecithins and phospholipids, including phosphatidylserine, phosphatidylcholine and glycerophosphocholine. The products will be available under the company's ALCOLEC® brand of natural emulsifiers.

Randy Zigmont, President of ALC, stated, "With this launch, American Lecithin becomes the only company that offers both sunflower-derived phosphatidylserine (PS) and sunflower-derived glycerophosphocholine (GPC). We anticipate a high level of interest as they are both hypo-allergenic and GMO-free. These are label-friendly options that more and more consumers are looking for, and manufacturers need solutions to meet that demand."

Mr. Zigmont explained that the food and nutritional industries have long recognized ALC as a unique resource for high-purity lecithin and phospholipids. The company offers a broad range of phospholipids derived from egg, soy, canola and sunflower. ALC's phospholipids are a key component in liposomal and nano-emulsion delivery systems proven to enhance the bioavailability of vitamins and poorly soluble actives. The company's specialty phospholipids can be found in a diverse range of nutritional supplements for anti-aging, liver protection and cardiovascular support.

Since 1929, ALC has had a reputation for the highest quality lecithins and phospholipids. Their vast portfolio and application expertise continues to aid development scientists seeking to optimize their formulations.



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*Since its founding in 1929, the American Lecithin Company (ALC), has been advancing technology to steadily improve and enhance lecithin performance in a wide range of food, nutritional, pharmaceutical, cosmetic and industrial products. ALC's record of accomplishments stems from decades of its pioneering commitment to the commercial development of lecithin and phospholipid offerings derived from egg, soy, canola and sunflower. Today, the company is widely recognized as an industry-leading lecithin and phospholipid resource. The company's vast product range includes pre-formed liposome systems and phospholipids for liposome preparation. Learn more at <http://www.americanlecithin.us>*