

Lubrizol showcases Curcushine™ gummy concept at Vitafoods Europe

Barcelona, 13th April 2026 Lubrizol Nutraceuticals has created a new gummy application concept to highlight the formulation possibilities of its Curcushine™ microcapsules.

The advanced, scale-ready application concept will be showcased at Vitafoods Europe (5th-7th May), where it will demonstrate how microencapsulated curcumin can perform in industrially relevant gummy formulations.

Each of the sugar-free pectin gummies delivers 100 mg of Curcushine™, Lubrizol's proprietary microencapsulated curcumin extract. They are flavored with natural orange and ginger, which perfectly complements the subtle turmeric flavor present in the gummies, and gently sweetened with maltitol and stevia – natural plant-based sugar substitutes.

"Beauty and wellbeing are integrating more and more," said Isabel Gómez, Global Marketing Manager for Lubrizol Nutraceuticals. "And while consumers are taking a proactive approach to maintaining their outer glow and inner comfort, they also want products that are natural and serve as an enjoyable part of their daily routines. The current rise in the *prejuvenation* trend clearly illustrates this growing demand. With Curcushine™ gummies, we've created a nutra-ready concept that is indulgent and connects directly with what consumers are seeking: simple, flavor-forward experiences that can help support radiant and lush-looking skin."

A sweeter route to inner beauty

Curcumin is turmeric's key bioactive polyphenol compound. Traditionally venerated for multiple anti-aging and wellness benefits, it has demonstrated potent antioxidant and anti-inflammatory properties that help counter the negative impacts of Reactive Oxygen Species (ROS) and advanced glycation end-products (AGEs) associated with collagen deterioration and skin aging.

Curcushine™ is a nutraceutical ingredient solution based on a patented microencapsulation process that transforms curcumin into a water-dispersible, highly bioavailable ingredient. This makes it suitable for inclusion in gummies and other convenient, on-the-go formats.

The new gummies are built on a sugar-free pectin base that reflects the shift toward plant-based and reduced-sugar choices. However, Curcushine™ has also been successfully evaluated in gelatin-based gummy formulations, and is versatile across gelling systems as well as applications beyond gummies.

Lubrizol's technology enables formulators to integrate curcumin more easily into everyday sugar-free snacks, beverages, and other products. Microencapsulation enhances the stability and integrity of the active ingredients while mitigating turmeric's characteristic flavor profile, letting brands offer sensory appealing products without compromising function. The new concept has been designed with scalability in mind and can be transferred directly to industrial production.

"Curcumin is widely recognized for its potential wellbeing and skin-support benefits," Gómez added. "But its poor water solubility and naturally bold flavor have traditionally limited its use in consumer-friendly formats, especially gummies. We overcame those challenges by protecting our curcumin formulation inside powerful microcapsules."

Science-backed nutricosmetic

A recent [clinical study](#) involving 63 healthy women volunteers demonstrated the stellar capabilities of Curcushine™ as a nutricosmetic, improving facial skin appearance and slowing down visible signs of ageing. Skin analysis via sophisticated imaging equipment revealed that a daily intake of the Curcushine™ for six weeks significantly reduced wrinkles, skin redness, and brown spots compared to a placebo. The Curcushine™ group also experienced improved skin luminosity, homogeneity, with less oxidative stress.

"One of the most exciting outcomes of our formulation trials was how mellow and appealing the flavor became once Curcushine™ was incorporated through microencapsulation," said Alan Connolly, R&D Manager at Lubrizol. "Curcumin naturally brings a sensory imprint, but encapsulation softens that significantly. It allows us to offer a harmonious flavor experience, and supports a wider range of fresh flavor concepts – in gummies and beyond – while also enhancing bioavailability."

At Vitafoods Europe (5th-7th May in Barcelona) Lubrizol will demonstrate how science, emotion and personalization can connect to meet diverse consumer needs. Its stand (#5B12) will include:

- A **Science Zone**, where visitors can discover how microencapsulation technology ensures better bioavailability and stability
- A **Corporate Zone**, which will showcase Lubrizol's innovation and credibility
- A **Sensory Zone**, where visitors can sample formats that connect science to pleasure, including glow lattes, gummies and dispersible powders
- A **Women's Health Growth Platform**, demonstrating how Lubrizol's solutions address real health needs across life stages, including energy, skin glow and menopause support
- A **Carousel of Personas**, where the experiences of five archetypal women will bring insights to life, demonstrating how personalization shapes science.

As well as Curcushine™, Lubrizol products on show will include:

- Lipofer™ (microencapsulated iron for superior absorption and wellness)
- Lipophytol™ (microencapsulated plant sterols for cholesterol reduction)
- Magshape™ (a bioavailable and highly concentrated magnesium solution that enables higher elemental magnesium delivery while maintaining good tolerability for consumers).

Prototype samples, flavor recommendations and technical assistance will be available on request.

About Lubrizol Nutraceuticals

Lubrizol Nutraceuticals partners with brands and manufacturers to turn science-backed active ingredients into consumer-preferred finished formats. Its microencapsulation platforms power category leaders across minerals and botanicals, helping improve bioavailability, stability, flavor, and format flexibility from concept through scale-up.

Curcushine™ microcapsules is a trademark of The Lubrizol Corporation. The statements in this release are intended for B2B audiences. Product claims and labeling depend on applicable regulations in each market. This product is not intended to diagnose, treat, cure, or prevent any disease.

For more information, visit www.lubrizol.com/Health/Nutraceuticals

Company Contact:

Lubrizol Life Science – Nutraceutical Ingredients

Isabel Gómez

Global Marketing Manager

Email: Isabel.Gomez@Lubrizol.com