

SABINSA NEWS RELEASE

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SABINSA FOUNDER DR. MUHAMMED MAJEED NAMED NUTRACHAMPION

East Windsor, NJ (May 28, 2018) – Sabinsa founder Muhammed Majeed PhD was chosen as the 2018 NutraChampion in the NutraIngredients Awards in association with VitaFoods Europe. Shaheen Majeed, Sabinsa President Worldwide, accepted the award on his father's behalf in Geneva on 16th May 2018.

The NutraChampion award honors the nutraceuticals industries biggest champions and heroes, recognizing those who leave a lasting impact on nutrition and the nutrition industry. The honoree is chosen by an independent panel of judges.

Dr. Majeed's mission and values have played a significant role in the development of the research-driven branded ingredients marketplace by Sabinsa's three decades demonstrating, and advocating for, best practices.

Dr. Muhammed Majeed, who was born and raised in Kerala, India, has over 45 years of experience in the pharmaceutical, molecular biology, nutritional and cosmetic industries. After graduating from Kerala University in India with a BS in Pharmacy, Dr. Majeed immigrated to USA in 1975. He continued his graduate studies in Long Island University, New York (M.S.) and St. John's University, New York (PhD) specializing in Industrial Pharmacy.

After 14 years in research with Pfizer Inc., Carter-Wallace and Paco Research, Dr. Majeed founded the Sabinsa Corporation, a research-oriented pharmaceutical and nutraceutical company, in 1988. In 1991, Dr. Majeed set up Sami Labs Limited, a research group, in Bangalore, India. Under his leadership, Indian Ayurvedic herbs were studied in depth, confirming traditional benefits, and often finding new ones, as well as developing proprietary extraction methods. The company expanded into cultivation to insure a steady supply of raw materials grown to control common agricultural adulterants, structuring the program to improve the lives of many rural farmers in India.

Sabinsa pioneered numerous herbs that have become successful industry staples, such as *Garcinia cambogia* (Citrin®), *Coleus forskohlii* (ForsLean®), *Curcuma longa* (Curcumin C3 Complex®), and Black Pepper extract (BioPerine®). The company was the first to develop a shelf stable probiotic, LactoSpore®, nearly 20 years ago.

Today, Sami is a Research, Development and Manufacturing group in the areas of Standardized Herbal Extracts, Cosmeceuticals, Probiotics, Spice Extracts, Minerals, Fine Chemicals, Phytochemicals and Specialized drug intermediates used in the nutritional, pharmaceutical and food industries. It has factories in Kunigal, Nelamangala, Dobaspet, all in the state of Karnataka, and in Genome Valley in Hyderabad. The combined companies have nearly 1,000 employees.



About Sabinsa Corporation:

Sabinsa's mission is to provide alternative and complementary natural products for human nutrition and well-being. Over the past 30 years, Sabinsa has brought to market more than 100 standardized botanical extracts, and privately funded clinical studies in conjunction with prestigious institutions in support of these products. With more than 100

full-time scientists conducting ongoing research in India and the United States, Sabinsa and parent company Sami Labs Ltd. continue to develop, patent and manufacture phytonutrients for the world market, with ingredients that are both Halal and Kosher. For more information, visit www.sabinsa.com.



Sabinsa President-worldwide Shaheen Majeed accepted the award on behalf of Dr. Majeed

