



Next in natural

NEXTY winners represent innovations changing the natural products industry

Every year at Natural Products Expo West, editors and trend researchers from New Hope Natural Media and Sterling-Rice Group scour the show floor to find the products and brands they predict will shape the future of the natural products industry. The best of the best receive NEXTY nominations, which recognize the companies that embody not only the most innovative edge of the natural products industry, but also its deeply held social and environmental values. Meet this year's winners here.



Supplements and ingredients: NeoCell

A critical protein used to support healthy skin, hair, nails, joints and bones, collagen has been largely misunderstood and underutilized in the U.S. But with its innovative, research-backed line of collagen-based supplements, NeoCell is making the healthy-aging superstar ingredient relevant to American consumers. By investing in finished-product clinicals, new product development focused on more targeted products and palatable delivery systems, and education initiatives around how collagen really works and why we need it, NeoCell's highly efficacious products are helping to redefine what healthy aging means.