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Sabinsa opens new division focused on animal nutrition

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“Given the large percentage on nutritional ingredients that are used in the animal nutrition sector this is the next logical move for Sabinsa,” said Shaheen Majeed, Sabinsa Marketing Director. “While Sabinsa has more than 100 ingredients for human nutrition, we have carefully selected about 20 ingredients that follow both Association of American Feed Control Officials (AAFCO)’s guidelines and FDA CFR’s for Animal Nutrition. This has allowed us to be extremely focused on bringing out precisely crafted nutrients, flavors, spices, seasonings, enzymes and probiotics to animals and pets, the world over. The proven safety and efficacy of our ingredients, position us to expand sales in this area rapidly.”

One obvious offering Sabinsa will make available to the animal nutrition sector is curcumin. “Promoted as turmeric, as per AAFCO’s definition, Sabinsa’s C3 Complex and C3 Reduct can bring real innovation to both the animal feed and pet care marketplace,” Majeed noted.

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