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Japan-Grown *Euglena* Shows Potential to Meet Growing Global Demand for Healthy Aging

OkiOne™, a *Euglena* ingredient Brand for the U.S. Market, Wins Second Place in the Healthy Aging Category at the NIE New Ingredient Awards 2026

Euglena Co., Ltd.
NURA USA LLC

Euglena Co., Ltd. (“Euglena Co.”) and its U.S. ingredient distribution partner NURA USA LLC (“NURA”) announced that OkiOne™, a *Euglena* ingredient brand jointly marketed by the two companies in the United States, has won second place in the Healthy Aging category of the NIE New Ingredient Awards 2026, organized by Nutrition Industry Executive (“NIE”), a U.S. trade publication serving the nutrition and dietary supplement industry.

OkiOne™ is based on powdered *Euglena* gracilis, a microalga cultivated on Ishigaki Island in Okinawa, Japan. Since 2025, Euglena Co. and NURA have been working together to build the OkiOne™ brand and advance its marketing in the United States.

OkiOne™： https://www.oki-one.com/

In recent years, global population aging and growing health awareness have driven greater interest in Healthy Aging and Longevity, with increasing emphasis not only on lifespan, but also on “healthspan,” or the period of life spent in good health and remaining active. *Euglena* ingredients have been studied in multiple human clinical studies across areas associated with healthy aging, including immune function, gut health, sleep and stress.

The award recognizes the ingredient’s scientific evidence as well as its broader value proposition. Euglena Co. and NURA view the recognition as an indication of the ingredient’s potential in the expanding Healthy Aging market. The two companies will leverage the award to build greater awareness and trust among U.S. food and dietary supplement manufacturers and create new opportunities for adoption of *Euglena* ingredients in the U.S. market.

■Recognized as an Innovative Ingredient for the U.S. Healthy Aging Market

The NIE New Ingredient Awards recognize innovative, branded, naturally derived ingredients backed by scientific evidence and with potential applications in dietary supplements, functional foods, and beverages in the United States. For the eighth annual awards in 2026, entries were reviewed by the NIE editorial team and eight industry experts based on criteria including research, scientific evidence and bioavailability; sustainability, traceability and certifications; consumer needs; and innovation. OkiOne™ was awarded second place in the Healthy Aging category, which recognizes ingredients for product development aimed at helping people maintain healthy, active lives as they age.

The name OkiOne combines the concepts of “Okinawa” and “All-In-One Superfood.” Created by NURA, the brand name is designed to communicate the key attributes of *Euglena* ingredients to U.S. manufacturers, including cultivation on Ishigaki Island, Okinawa, their diverse nutritional profile, and the body of human clinical research conducted on *Euglena*.

During the judging process, OkiOne™ was recognized for research findings related to immune function, gut microbiota, sleep quality, stress, and cognitive function, with one judge noting that OkiOne™ had **“the best science in this category.”** NIE also highlighted its cultivation on Ishigaki Island, Okinawa, an area associated with one of the world’s renowned Blue Zones, as well as aspects of its cultivation environment and sustainability profile.

■Euglena Co. and NURA Advance OkiOne™ in the U.S. Market

Interest in Healthy Aging and Longevity continues to grow in the United States, with related markets expected to expand. The U.S. Longevity & General Wellness Supplements market is projected to grow from USD 6.38 billion in 2025 to USD 11.53 billion by 2035, representing a compound annual growth rate of 6.1% from 2026 to 2035.*

Against this backdrop, growing attention is being paid to areas associated with healthy aging, including immune function, gut health, sleep and stress. With its broad nutritional profile and body of human clinical research across these areas, *Euglena* ingredients may offer strong relevance to evolving Healthy Aging needs.

Since 2025, Euglena Co. and NURA have jointly worked to build the OkiOne™ brand and expand its presence in the U.S. market. At IFT Chicago in July 2026, the companies jointly presented OkiOne™ to customers, introducing its scientific background, clinical research, formulation possibilities, and product applications as part of their ongoing efforts to increase awareness of *Euglena* ingredients and create new adoption opportunities.

Euglena Co. supports these efforts by providing NURA with information on the scientific evidence generated through human clinical studies, as well as information related to quality, safety, manufacturing, and regulatory requirements for the U.S. market. By bringing together their respective expertise, the two companies are working to expand awareness of *Euglena* ingredients and generate new opportunities for the adoption of OkiOne™.

The award represents third-party recognition by U.S. industry experts of the value of *Euglena* ingredients, including the scientific evidence accumulated through years of research. Euglena Co, and NURA view this recognition as another step toward further expanding the business in the U.S. market.

＜Comment from Lily Ruan, CEO & Founder, NURA USA LLC＞
“We are incredibly proud to see OkiOne™ recognized in the Healthy Aging category alongside our valued partner, Euglena Co.. At NURA, we are excited to bring this innovative ingredient to U.S. brands and to continue building solutions together that support healthy aging.
On a personal level, this initiative is deeply meaningful to me. As an entrepreneur, a mother, and a woman in my 40s, I have become increasingly aware of the importance of balanced nutrition and quality sleep in helping us show up at our best every day.
To me, healthy aging is not simply about living longer. It is about staying vibrant, feeling your best, and being able to thrive at every stage of life. I am very excited about what we are building together and the possibilities that lie ahead.”

Going forward, Euglena Co. and NURA will leverage this recognition in U.S. sales activities, trade shows, and customer proposals to create further opportunities for OkiOne™ in Healthy Aging-related products. Through continued collaboration, the companies aim to communicate the value of *Euglena* ingredients in addressing growing global interest in healthy aging while expanding their customer base and demand in the U.S. market.

※ Source: Towards Healthcare, “U.S. Longevity & General Wellness Supplements Market.”

About Nutrition Industry Executive (NIE)
Nutrition Industry Executive (NIE) is a U.S. trade publication serving manufacturers, ingredient suppliers, and other professionals in the nutrition and dietary supplement industry.
Established in 2019, the NIE New Ingredient Awards recognize innovative ingredients backed by science. Entries are evaluated by NIE’s editorial staff and industry experts based on criteria including research and scientific evidence, sustainability, consumer need, and innovation.
2026 NIE New Ingredient Awards

About NURA USA LLC
NURA is a global ingredient solutions company specializing in innovative branded ingredients for the food, beverage, and dietary supplement industries. Through strategic global partnerships, technical

formulation expertise, commercialization support, and a customer-focused approach, NURA helps brands accelerate innovation from concept to market with science-backed ingredient solutions that meet evolving consumer and industry demands.
https://nurausa.com/

About Euglena Co., Ltd.

In 2005, Euglena Co. was the first company in the world to successfully establish outdoor mass cultivation technology for edible microalgae *Euglena*. The company develops and sells food, cosmetics, and other products using microalgae such as *Euglena* and *Chlorella*, and is also engaged in the development and production of biofuels. Since 2014, Euglena Co. has been running the “Euglena GENKI Program,” delivering nutrient-rich biscuits containing Euglena to children in Bangladesh. With “Sustainability First” as its corporate philosophy, Euglena Co. continues to expand its business.
https://www.euglena.jp/en/