

FOR IMMEDIATE RELEASE

Contact: Tatiana Mayeur
+32 2 778 14 26
Tatiana.mayeur@novusint.com



AVIMATRIX® Product Approved as Zootechnical Feed Additive in the European Union

BRUSSELS (July 12, 2018) – The European Commission has published the official regulation approving the AVIMATRIX® feed additive preparation as a zootechnical feed additive in the European Union.

[AVIMATRIX®](#) is an eubiotic solution containing benzoic acid, calcium formate and fumaric acid, embedded in a lipid matrix (Novus Premium Blend Technology). The additive has been thoroughly evaluated by EU authorities, leading to this breakthrough approval ([2018/982](#)).

This registration follows positive opinions from the European Food Safety Authority in 2015 and 2017, where the authority ultimately concluded that the inclusion of AVIMATRIX® feed additive preparation at a minimum dose of 500 mg/kg complete feed has the potential to improve the performance of chickens for fattening and chickens reared for laying. In reaching its conclusion, the EFSA took into consideration the significant improvement in feed conversion ratio seen in chickens fed AVIMATRIX®. Under the proposed conditions of use, the AVIMATRIX® feed additive preparation was also confirmed to be safe for the target species, the consumer, the user and the environment.

Linked to this milestone and building on the commitment to globally deliver sustainable, science-based eubiotic solutions to the livestock industry, Novus International has already deployed and achieved market clearance for AVIMATRIX® in more than 15 jurisdictions and countries outside of the European Union.

For more information about AVIMATRIX® and Novus International, visit www.novusint.com.

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About Novus International, Inc.

Novus International, Inc. is headquartered in metropolitan St. Louis, Missouri, USA and serves customers in over 100 countries around the world. A global leader in developing animal health and nutrition solutions, Novus International's products include ALIMET® and MHA® feed supplements, ACTIVATE® nutritional feed acid, ACIDOMIX® preservative premixture, CIBENZA® enzyme feed additive, MINTREX® trace minerals, SANTOQUIN® feed preservative, AGRADO® feed antioxidant and many other specialty ingredients. ESM Technologies, LLC, a joint venture between Novus Nutrition Brands, LLC, a subsidiary of Novus International, and ESM Holdings, LLC, focuses on human nutrition through specialty and functional ingredients for manufacturers of foods, beverages and dietary supplements (www.stratumnutrition.com). Novus is privately owned by Mitsui & Co. (USA), Inc. and Nippon Soda Co., Ltd. For more information, visit www.novusint.com. ©2018 Novus International, Inc. All rights reserved.