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Rice Ingredient Business United States

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The Evolution of Clean Label

Steve Peirce, President

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When did clean label start?



Shoppers started asking for simpler, recognizable ingredients.

ORIGINS OF CLEAN LABEL

Clean label movement timeline

1990-94

Nutrition Labeling Act

Nutrition Labeling & Education Act (NLEA) standardized the Nutrition Facts).

1994

DSHEA Signed into Law

Dietary Supplement Health & Education Act. Defined 'dietary supplement' to be sold without pre-market approval.

2002

USDA Organic Rule Effective

National Organic Program (NOP) regulations took effect. Certified USDA Organic became a federal standard.

2004-06

Allergen Labeling Act

Food Allergen Labeling & Consumer Protection Act required disclosure of the “Big 8” allergens.

2010s

Clean Label Movement

Retailers and consumers began demanding transparency.

2020+

New Baseline

Clean label is now expected across categories. Formulators who haven't transitioned face growing retailer and consumer pressure.

Defining clean label with three questions

1. Can the consumer pronounce it?
2. Does the name tell you where it came from?
3. Do you feel better about yourself choosing A over B?



CLEAN LABEL EVOLVED

From fad to industry mainstay

Food — Supplements — Pet Products — OTC

87% of health-focused US shoppers read labels all or most of the time before buying something new

70% of consumers gravitate toward products with ingredients they recognize

Sources: Acosta Group, 2026/ ADM Global Lifestyles Survey, 2025

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CLEAN LABEL EVOLVED

Not defined. Every customer decides what it means to them.



Organic

Plant-Based

Free From

Gluten-Free

Pasture Raised

Non-GMO

Vegan

Kosher

No Antibiotics

Halal

Natural

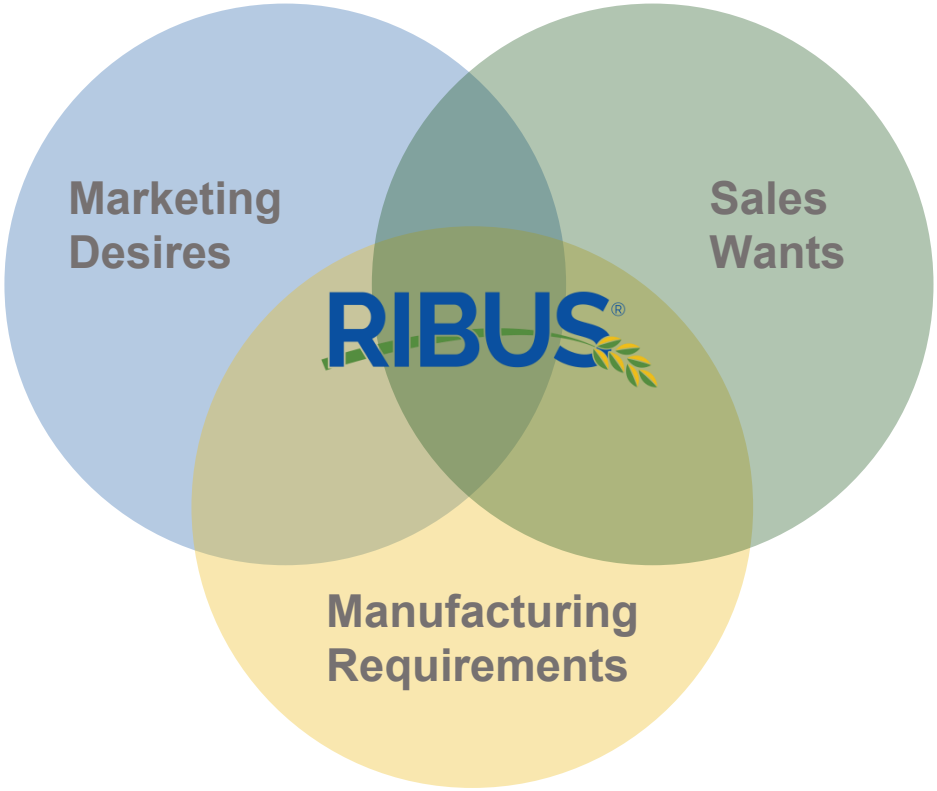
Sustainable

Free Range

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THE FORMULATION CHALLENGE

Balancing the wants and needs of each business function.



RIBUS lives in the overlap.

Scrutiny

Consumers read “other ingredients”

Buying Decisions

Transparency drives purchases and excipients on the label

Replacement

Naturals are replacing chemistry lab sounding excipients.

EXCIPIENT TRANSPARENCY

Documentation: then and now







EXCIPIENT AWARENESS

The numbers behind transparency

75%

of Americans take dietary supplements

CRN Consumer Survey, 2024

59%

of US consumers use AI for shopping, for product research

Omnisend / Cint survey, 2025

40%

projected yearly growth for nutraceutical excipients, $4.98B (2025) to $7.12B (2030)

MarketsandMarkets, Dec 2025

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EXCIPIENT AWARENESS

Synthetic vs. Clean label the options are now certified

Function	SYNTHETIC	CLEAN LABEL ALTERNATIVE	
Flow Aid / Anti-caking	Silicon dioxide (SiO_2)	**Nu-FLOW®** — rice hull	✓
Lubricant	Magnesium stearate	**Nu-MAG®** — rice extract blend	✓
Binder / Compression	MCC, PVP, synthetic binders	**Nu-BIND®** — gum fiber blend	✓
Filler / Carrier	MCC	**Nu-FILL®** — rice syrup blend	✓
Adsorption	Silicon dioxide	**Nu-SORP™ Oil** — fiber blend **Nu-SORP™ Water** — fiber fruit blend	✓

Informed consumer base

THEN

Avoid chemical names

- Shorter lists
- Nothing artificial

Read the label, then decide.

NOW

Actives & excipients need to be verified

- Trust & understanding
- Documentation
- Sourcing

Anyone can ask an AI model what's in a label. The label must hold up.

You can't always believe what you see – Rice Wax

Nu-MAG®

vs.



Rice extract blend

- Rice extract
- Rice hulls
- Gum Arabic
- Sunflower oil

Rice wax

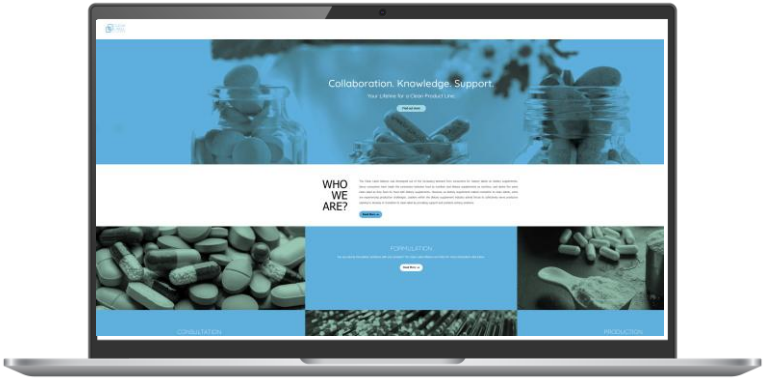
- Hexane extraction
- Bleaching
- Harsh chemicals

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CLEAN LABEL ALLIANCE

Industry helping industry

CLEAN LABEL ALLIANCE℠



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BIOGRUND

Lonza Capsugel

SYNTEGON PROCESSING & PACKAGING

WHAT'S NEXT

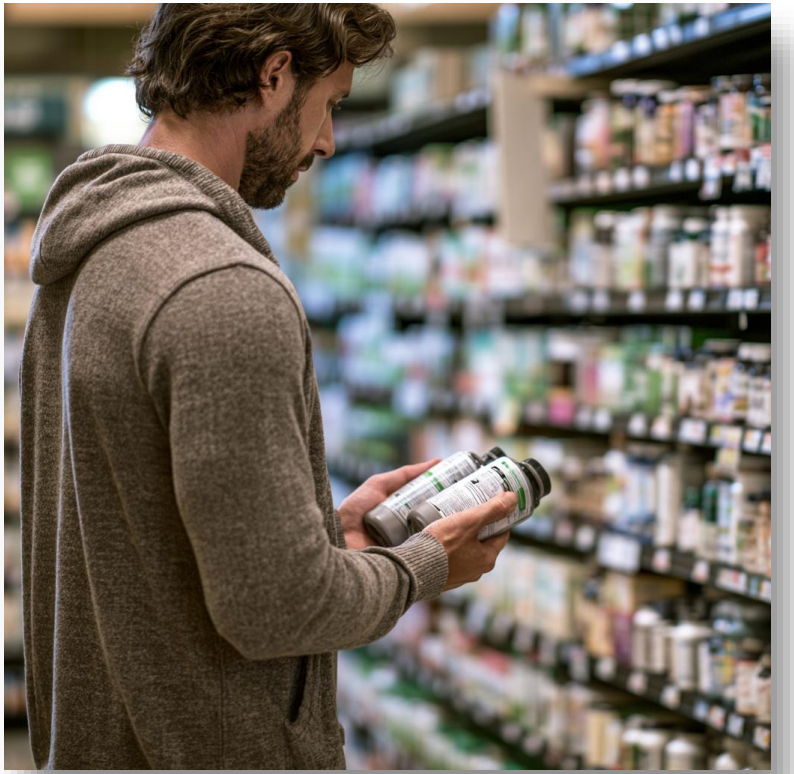
What's driving the next phase

- Organic
- Sustainability
- Transparency
- Up-cycled ingredients
- AI-assisted formulation
- Compliance & documentation

WHAT'S NEXT

What's driving the next phase

1. Clean label is now the baseline.
2. Inactive ingredients are noticed.
3. Transparency is the new bar.



Thank You!

Stop by table #405

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