



**LiposoMore® – Advanced Liposomal Ingredients**  
Delivering Premium Nutrition Through Science & Innovation

**A Liposomal Brand Exclusively Owned by  
Joyful Nutritional Supply Co.,Ltd.**

---

# LiposoMore® Liposomal Ashwagandha Comprehensive Technical & Marketing White Paper

Report Type: Technical Marketing Deep Dive / Product Launch File

Target Audience: Formulation Scientists, Product Managers, Procurement Directors, Regulatory Affairs Specialists

Brand Owner: Joyful Nutritional Supply Co., Ltd.

Brand Series: LiposoMore®

Primary Product: Liposomal Ashwagandha Powder

---

## Table of Contents

1. **Executive Summary: A Technical Revolution in the Adaptogen Market**
2. **Joyful Nutritional Supply Co., Ltd.: Corporate Profile & Vision**
3. **Ashwagandha (*Withania somnifera*): Phytochemistry & Pharmacology Deep Dive**
4. **The Bioavailability Bottleneck: Why Traditional Extracts Are Not Enough**
5. **LiposoMore® Encapsulation Technology: Mechanism, Physicochemistry & Pharmacokinetics**
6. **Core Advantages & Clinical Value Proposition of LiposoMore®**
7. **Quality Control System & Regulatory Compliance Landscape**
8. **Technical Data Sheet (TDS)**
9. **Formulation Guidelines & Marketing Strategy**
10. **Conclusion & Future Outlook**

---

# 1. Executive Summary: A Technical Revolution in the Adaptogen Market

In the global functional food and dietary supplement industry, "Adaptogens" have evolved from a niche herbal concept into a multi-billion dollar mainstream market category. Within this category, Ashwagandha (*Withania somnifera*), often hailed as the "Crown Jewel of Ayurveda," has secured a dominant position due to significant clinical evidence supporting its efficacy in stress relief, cortisol modulation, sleep improvement, and cognitive enhancement. Market data indicates that the global Ashwagandha extract market is expected to maintain a double-digit Compound Annual Growth Rate (CAGR) over the next five years.

However, as the market matures, consumers and brands are facing the challenge of homogenization. The market is flooded with various specifications of Ashwagandha root powder and standard hydro-alcoholic extracts, yet they all face a core physiological obstacle: **Low Bioavailability**. The active compounds, Withanolides (steroidal lactones), possess complex molecular structures and high molecular weights, resulting in poor water solubility. Furthermore, they are prone to hydrolytic degradation in the harsh acidic environment of the stomach and subject to hepatic first-pass metabolism, causing the actual amount entering the bloodstream to be far lower than the label claim.

**LiposoMore®** was created to solve this pain point. As the premium ingredient brand under **Joyful Nutritional Supply Co., Ltd.**, LiposoMore® represents the technical promise of "More Bioavailability, More Efficacy." Our **LiposoMore® Liposomal Ashwagandha** is not a simple physical mixture; it utilizes advanced supramolecular chemistry to encapsulate high-purity Ashwagandha root extract within nano-scale liposomes formed by phospholipid bilayers.

This report details the technical specifications of LiposoMore® Liposomal Ashwagandha. We analyze the absorption mechanism of withanolides from a phytochemical perspective, revealing how liposomes achieve "Trojan Horse" style transmembrane transport by mimicking cell membrane structures. We present detailed quality specifications (TDS) to ensure the product meets USP (United States Pharmacopeia) and EU food safety standards. Additionally, we provide an in-depth introduction to the manufacturer, Joyful Nutritional Supply Co., Ltd., demonstrating its reliability as a supply chain partner.

This dossier serves not only as a product manual but also as a strategic guide to help brands achieve differentiation in a fiercely competitive market by leveraging a "High-Tech Delivery System."

---

## 2. Joyful Nutritional Supply Co., Ltd.: Corporate Profile & Vision

### 2.1 Company Background & Positioning

**Joyful Nutritional Supply Co., Ltd.** is a high-tech enterprise headquartered in Shenzhen, China (No. 2045 Songbai Road, Baoan District).<sup>1</sup> The company is not merely a traditional trader of plant extracts but a **CDMO (Contract Development and Manufacturing Organization)** focused on the application of Advanced Drug Delivery Systems (DDS) in the nutritional food sector.

In the competitive Chinese ingredient supply market, Joyful has chosen a technology-intensive differentiation route. Leveraging Shenzhen's position as a global hub for hardware and biotech innovation, the company has established GMP-compliant clean production workshops equipped with industrial-grade high-pressure homogenizers, microfluidic equipment, and precision spray-drying systems. These hardware facilities are the foundation for producing "True Liposomes" rather than "Liposomal Concepts."

### 2.2 Core Competency: Liposome Manufacturing Platform

Joyful's core technology lies in its proprietary liposome encapsulation platform, which solves three major challenges in traditional liposome production:

1. **Particle Size Control:** Real-time monitoring via Dynamic Light Scattering (DLS) ensures a uniform Particle Size Distribution (PDI), typically controlled below 500nm to guarantee optimal transmembrane absorption.
2. **Encapsulation Efficiency:** Utilizing a unique solvent injection combined with high-shear homogenization process ensures that the barrier material (phospholipids) effectively wraps the lipophilic withanolides and other hydrophilic co-actives, achieving encapsulation rates significantly higher than the industry average.
3. **Powder Stability:** Liquid liposomes face risks of oxidation, hydrolysis, and microbial spoilage. Joyful has developed proprietary cryo-protection and spray-drying technologies that remove moisture while preserving the liposomal vesicle structure, allowing them to self-assemble upon rehydration, thus achieving a shelf-life stability of up to 24 months.

### 2.3 LiposoMore® Brand Philosophy

**LiposoMore®** is Joyful's flagship brand for high-end functional ingredients. The name cleverly combines "Liposome" and "More," intuitively conveying the brand's core value proposition:

- **More Absorption:** Breaking through physiological barriers to elevate blood concentration.
- **More Stability:** Protecting sensitive active ingredients from environmental degradation.
- **More Comfort:** Reducing gastrointestinal irritation caused by high concentrations of plant

extracts.

Beyond Ashwagandha, the LiposoMore® brand portfolio includes Liposomal Magnesium Citrate, Liposomal Vitamin C, Liposomal Curcumin, and Liposomal BCAAs.<sup>1</sup> This complete product matrix demonstrates Joyful's platform capabilities in liposome technology.

---

### 3. Ashwagandha (*Withania somnifera*): Phytochemistry & Pharmacology Deep Dive

To understand the value of LiposoMore®, one must first deeply understand its payload—Ashwagandha.

#### 3.1 Botanical Source & Traditional Application

Ashwagandha, also known as Indian Ginseng or Winter Cherry, is an evergreen shrub of the Solanaceae family. In the Ayurveda medical system, it is classified as a "Rasayana" (Rejuvenator), indicating its efficacy in delaying aging, strengthening the constitution, and restoring vitality. While the whole plant has medicinal value, the **Root** is considered the part with the most concentrated adaptogenic activity and the lowest toxicity. LiposoMore® strictly selects 100% pure Ashwagandha root extract, excluding leaf components, to avoid potential cytotoxicity risks associated with high levels of Withaferin A found in leaves.

#### 3.2 Key Active Constituents: Withanolides

The pharmacological activity of Ashwagandha is primarily attributed to a class of C-28 steroidal lactone compounds known as Withanolides. Over 40 types of withanolides and withanosides have been isolated.

- **Major Aglycones:** Withanolide A, Withanolide B, Withanolide D, and Withaferin A.
- **Glycosides:** Withanoside IV and VI, which can be metabolized into active aglycones in the body.

#### 3.3 Pharmacological Mechanisms

Modern pharmacology indicates that Ashwagandha has multi-target regulatory effects:

1. **HPA Axis Regulation (Anti-Stress):** Chronic stress leads to overactivation of the Hypothalamic-Pituitary-Adrenal (HPA) axis and persistently high cortisol levels. Ashwagandha extract has been proven to significantly lower serum cortisol levels (clinical studies show reductions of 20-30%).<sup>2</sup>
2. **GABA Mimetic Action (Calming):** Withanolides possess GABA-mimetic activity, binding to GABA-A receptors in the brain to exert anxiolytic and sedative effects, improving sleep

quality.<sup>3</sup>

3. **Neuroplasticity & Cognitive Enhancement:** Research has found that Withanolide A promotes neurite outgrowth and dendritic remodeling, thereby improving memory, reaction speed, and executive function.<sup>5</sup>
4. **Anti-inflammatory & Immune Modulation:** Inhibits the NF- $\kappa$ B pathway, reducing the release of pro-inflammatory cytokines (e.g., IL-6, TNF- $\alpha$ ) while enhancing Natural Killer (NK) cell activity.

---

## 4. The Bioavailability Bottleneck: Why Traditional Extracts Are Not Enough

Despite Ashwagandha's excellent efficacy, its clinical application is severely limited by its pharmacokinetic properties. This is the critical intervention point for LiposoMore® technology.

### 4.1 The Solubility Paradox

Withanolides possess a steroidal backbone, making them typical high-lipophilicity molecules with high LogP values. According to the Biopharmaceutics Classification System (BCS), they fall into Class II or IV (Low Solubility).

- **The Problem:** In the aqueous environment of the gastrointestinal tract, traditional extract powders struggle to dissolve. Undissolved drugs cannot cross the intestinal epithelial membrane and are excreted.
- **The Impact:** Even with high intake doses (e.g., 600mg-1000mg) of ordinary powder, the actual amount of active ingredients absorbed and utilized may be negligible.

### 4.2 Gastric Degradation & Chemical Instability

The active ingredients in Ashwagandha are highly pH-sensitive.

- **Acid Hydrolysis:** Gastric acid (pH 1.5-3.0) can cause the cleavage of glycosidic bonds in withanosides or open the lactone rings of withanolides, leading to loss of activity.
- **Enzymatic Degradation:** Digestive enzymes may also decompose active ingredients before they reach the absorption site (primarily the small intestine).

### 4.3 First-Pass Effect & Metabolism

Even if a small amount of withanolides crosses the intestinal wall, they face the challenge of the liver. The Cytochrome P450 enzyme system (CYP450) in the liver metabolizes xenobiotics. Withanolides are prone to hydroxylation or glucuronidation, converting into more polar but less active metabolites that are rapidly excreted.

## 4.4 Intestinal Barrier & Efflux Pumps

P-glycoprotein (P-gp) efflux pumps exist on the intestinal epithelial cell membrane; these pumps actively transport xenobiotics (like certain phytochemicals) back into the intestinal lumen, further reducing net absorption.

**Conclusion:** Traditional Ashwagandha supplements often fall into a "dose race," attempting to compensate for poor absorption by increasing intake. This not only increases costs but may also lead to gastrointestinal discomfort. LiposoMore® offers a more elegant and efficient technical pathway.

---

## 5. LiposoMore® Encapsulation Technology: Mechanism, Physicochemistry & Pharmacokinetics

LiposoMore® technology is not just mixing ingredients; it is microscopic physicochemical engineering.

### 5.1 Structural Basis of Liposomes

Liposomes are spherical vesicles composed of a **Phospholipid Bilayer**.

- **Membrane Material Selection:** LiposoMore® utilizes non-GMO Sunflower Lecithin as the phospholipid source, primarily composed of Phosphatidylcholine (PC). Compared to soy lecithin, sunflower sources avoid common allergens and contain no phytoestrogens, making them suitable for a broader demographic.
- **Amphiphilic Characteristics:** Phospholipid molecules have a hydrophilic "head" (phosphate group) and a hydrophobic "tail" (fatty acid chain). Under specific conditions, they self-assemble into a bilayer structure: hydrophobic tails face each other forming a hydrophobic layer, while hydrophilic heads face the aqueous environment inside and outside.

### 5.2 LiposoMore® Encapsulation Mechanism

LiposoMore® employs a unique encapsulation process achieving protection for the full spectrum of Ashwagandha components:

1. **Hydrophobic Components (Withanolides):** Embedded within the hydrophobic region of the phospholipid bilayer. This "solid solution" state allows poorly soluble withanolides to exist in a molecularly dispersed form, vastly increasing their apparent solubility.
2. **Hydrophilic Components (Oligosaccharides, Peptides):** Encapsulated within the aqueous core of the liposome.

## 5.3 Absorption Kinetics: The Trojan Horse Effect

Oral administration of LiposoMore® Liposomal Ashwagandha behaves very differently in the body compared to ordinary extracts:

1. **Gastric Protection:** The phospholipid bilayer acts as a shield against acid and pepsin, protecting the encapsulated active ingredients as they pass through the stomach.
2. **Intestinal Transport:** Upon reaching the small intestine, liposomes are absorbed via multiple mechanisms:
  - **Membrane Fusion:** The liposome membrane fuses with the cell membrane of enterocytes, releasing active ingredients directly into the cytoplasm.
  - **Endocytosis:** Cells engulf the entire liposome vesicle.
  - **Lymphatic Transport (M-Cell Pathway):** Some liposomes can enter the lymphatic system through Peyer's Patches. **This is crucial** because the lymphatic system drains directly into the blood circulation (via the thoracic duct), **bypassing the liver's first-pass effect**, significantly enhancing bioavailability.
3. **Cellular Targeting:** Phosphatidylcholine itself is a major component of cell membranes and a precursor to acetylcholine, giving the carrier itself nutritional value for cell membrane repair and neural support.

## 5.4 Physical Stability Data

Joyful's process ensures the physical stability of the liposomes.

- **Zeta Potential:** LiposoMore® liposomes undergo surface charge modification to possess a high absolute Zeta Potential (typically >30mV). The resulting electrostatic repulsion prevents particle aggregation and sedimentation.
- **Drying Protection:** Converting liquid liposomes to powder is a high-risk process. LiposoMore® uses a special carbohydrate matrix (e.g., dextrin) as a glass-state matrix to support the liposome structure during drying, preventing vesicle rupture or leakage. Upon rehydration, the Particle Size Distribution (PDI) remains low, proving the retention of liposomal integrity.

---

# 6. Core Advantages & Clinical Value Proposition of LiposoMore®

Based on the scientific principles above, LiposoMore® delivers tangible benefits to brands and consumers.

## 6.1 A Leap in Bioavailability

While public PK curves specific to the LiposoMore® brand are proprietary, industry data on

similar liposomal technologies (e.g., Liposomal Curcumin, Vitamin C) indicates that liposomal encapsulation can typically increase the C<sub>max</sub> (peak plasma concentration) and AUC (Area Under the Curve) of poorly soluble plant compounds by **3 to 10 times**.<sup>2</sup>

- **Lower Dose, Stronger Effect:** 250mg of LiposoMore® may elicit physiological effects equivalent to 1000mg of ordinary powder, which is critical for improving swallowing experience by limiting capsule size.

## 6.2 Faster Onset

By bypassing complex digestive dissolution processes and utilizing direct membrane fusion mechanisms, LiposoMore® can elevate blood concentrations of active ingredients in a shorter time frame after ingestion. For acute stress relief or pre-workout energy support, this "Fast Acting" characteristic is a massive market selling point.<sup>8</sup>

## 6.3 Reduced Gastrointestinal Side Effects

High doses of Ashwagandha extract (especially crude extracts with high resin residue) can sometimes cause gastric pain, nausea, or diarrhea. The lipid encapsulation layer of LiposoMore® prevents high concentrations of actives from directly contacting the gastric mucosa, significantly reducing GI irritation and making it suitable for long-term use or sensitive individuals.<sup>1</sup>

## 6.4 Brain Health & Nootropic Potential

Phosphatidylcholine (PC) can cross the Blood-Brain Barrier (BBB). Encapsulating neuroprotective Ashwagandha within PC liposomes theoretically delivers active ingredients more effectively to brain tissue. This makes LiposoMore® particularly suitable for formulations targeting "Brain Power," "Focus," and "Mood Balance".<sup>5</sup>

## 6.5 Taste & Application Flexibility

Traditional Ashwagandha root powder has a strong bitter taste and a distinct "horse smell" (Ashwagandha means "smell of the horse" in Sanskrit). Liposomal encapsulation microscopically isolates bitter molecules, acting as a natural taste masker. This makes LiposoMore® powder suitable not only for capsules but also for stick packs, solid beverages, and even functional lattes where taste is paramount.

---

# 7. Quality Control System & Regulatory Compliance Landscape

Joyful Nutritional Supply Co., Ltd. strictly adheres to international quality standards to ensure the safety and compliance of every LiposoMore® batch.

## 7.1 Standardized Specifications: HPLC Determination

LiposoMore® guarantees a **Total Withanolide Content  $\geq$  3.0%**.<sup>8</sup>

- **Importance of Testing Method:** The industry sees issues with UV spectrophotometry and Gravimetric methods, which often overstate content due to interference from non-active substances (e.g., a 10% UV result might only be 2% via HPLC). Joyful insists on using **HPLC (High-Performance Liquid Chromatography)**, the gold standard recognized by USP and pharmacopoeias, to precisely separate and quantify specific withanolides and withanosides, ensuring "True Potency."

## 7.2 Contaminant Control

- **Heavy Metals:** Strictly complies with USP Elemental Impurities limits. Since root plants easily accumulate heavy metals, we implement extremely strict internal control standards for Lead (Pb), Arsenic (As), Cadmium (Cd), and Mercury (Hg) (see TDS), ensuring compliance with California Proposition 65 safety thresholds.
- **Microbiology:** Uses steam sterilization technology to control microbial load (Non-Irradiated), complying with USP / standards, ensuring the absence of pathogens like Salmonella and E. coli.
- **Residual Solvents:** Extraction primarily uses ethanol and water. While liposome preparation involves solvents, the final powder is rigorously tested to comply with USP Residual Solvents limits, with no Risk of Class 1 solvents.

## 7.3 Global Regulatory Status

- **USA:** Ashwagandha is an Old Dietary Ingredient (ODI) under DSHEA or a notified NDI. LiposoMore® meets FDA cGMP manufacturing requirements.
- **Europe:** While some member states (e.g., Denmark) are cautious about Ashwagandha, it is permitted in food supplements in most EU countries. Joyful closely monitors EFSA and national regulations, advising clients to adjust dosages and warning labels according to target market laws.
- **Label Claims:**
  - *Non-GMO*
  - *Gluten-Free*
  - *Vegan:* Uses plant phospholipids and carriers.

---

## 8. Technical Data Sheet (TDS)

---

# TECHNICAL DATA SHEET

Product Name: LiposoMore® Liposomal Ashwagandha Powder

Product Code: LM-ASH-STD

Botanical Source: *Withania somnifera* (Root)

Brand: LiposoMore®

Manufacturer: Joyful Nutritional Supply Co., Ltd.

Revision Date: January 18, 2026

## 1. PRODUCT DESCRIPTION

LiposoMore® Liposomal Ashwagandha is a premium, high-bioavailability dietary ingredient consisting of standardized *Withania somnifera* root extract encapsulated in a proprietary sunflower phospholipid complex. Utilizing advanced liposomal technology, this free-flowing powder is designed to protect active withanolides from gastric degradation and enhance cellular uptake. It is intended for use in dietary supplements, functional foods, and beverages.

## 2. PHYSICAL & CHEMICAL SPECIFICATIONS

Parameter	Specification	Method
Appearance	Light brown to beige, free-flowing powder	Visual
Odor	Characteristic, mild (reduced herbal notes)	Organoleptic
Taste	Characteristic, mild	Organoleptic
Particle Size	≥ 95% pass 80 mesh	USP
Liposome Size (Reconstituted)	Mean Diameter < 500 nm	Dynamic Light Scattering (DLS)
Moisture (Loss on Drying)	≤ 8.0%	USP

<b>Bulk Density</b>	0.40 – 0.60 g/mL	USP
<b>Tapped Density</b>	0.60 – 0.80 g/mL	USP
<b>Ash Content</b>	≤ 10.0%	USP
<b>Solubility</b>	Dispersible in water (forms a colloidal suspension)	Visual

### 3. COMPOSITION & POTENCY

<b>Marker Compound</b>	<b>Specification</b>	<b>Method</b>
<b>Total Withanolides</b>	≥ 3.0% (w/w)	<b>HPLC</b>
<b>Phosphatidylcholine (PC)</b>	≥ 15.0%	HPLC / P-NMR

### 4. CONTAMINANTS & SAFETY

<b>Test Item</b>	<b>Limit</b>	<b>Method</b>
<b>Lead (Pb)</b>	< 1.0 ppm (mg/kg)	ICP-MS (USP )
<b>Arsenic (As)</b>	< 1.0 ppm (mg/kg)	ICP-MS (USP )
<b>Cadmium (Cd)</b>	< 0.5 ppm (mg/kg)	ICP-MS (USP )
<b>Mercury (Hg)</b>	< 0.1 ppm (mg/kg)	ICP-MS (USP )
<b>Pesticides</b>	Complies with USP / EU	GC-MS / LC-MS

	Regulations	
<b>Residual Solvents</b>	Complies with USP	GC-Headspace

## 5. MICROBIOLOGICAL CONTROL

Test Item	Limit	Method
<b>Total Plate Count</b>	< 10,000 CFU/g	USP
<b>Yeast &amp; Mold</b>	< 300 CFU/g	USP
<b>E. Coli</b>	Negative / 10g	USP
<b>Salmonella</b>	Negative / 25g	USP
<b>Staphylococcus aureus</b>	Negative / 10g	USP
<b>Irradiation Status</b>	Non-Irradiated	-

## 6. INGREDIENT LISTING

- **Active Ingredient:** Ashwagandha Root Extract (*Withania somnifera*)
- **Encapsulating Agents:** Sunflower Phospholipids (Non-GMO), Maltodextrin (Carrier).
- **Allergen Statement:** Contains ingredients derived from Sunflower. Free from Milk, Eggs, Fish, Shellfish, Tree Nuts, Peanuts, Wheat, and Soy.

## 7. STORAGE & SHELF LIFE

- **Storage Conditions:** Store in a cool, dry place away from direct sunlight and heat sources. Recommended temperature: 15°C – 25°C (59°F – 77°F). Keep container tightly sealed when not in use. Nitrogen flushing is recommended after opening.
- **Shelf Life:** 24 months from the date of manufacture when stored under recommended conditions in original unopened packaging.

- **Packaging:** 1kg / 5kg / 25kg Fiber Drums with double-layered food-grade PE inner liners.

## 8. MANUFACTURER INFORMATION

Company: Joyful Nutritional Supply Co., Ltd.

Address: No. 2045 Songbai Road, Baoan District, Shenzhen, China.

Website:

---

---

## 9. Formulation Guidelines & Marketing Strategy

### 9.1 Formulation Recommendations

The physical properties of LiposoMore® powder make it suitable for various dosage forms, but care must be taken during production to preserve liposome integrity.

- **Capsules:** The most recommended form. Use Size 0 or 00 vegetarian capsules. Due to good flowability, large amounts of glidants are usually unnecessary, aligning with "Clean Label" trends.
- **Tablets:** Can be tableted, but compression force must be controlled. Excessive pressure may rupture the liposome structure. Direct compression using plastic excipients like Microcrystalline Cellulose (MCC) is recommended, with friability control.
- **Powder Blends/Stick Packs:** Suitable for blending with Magnesium powder, Glycine, Theanine, etc., for "Sleep Support" or "De-Stress Drink" mixes. LiposoMore® disperses better than standard resinous extracts.
- **Temperature Control:** During processing, avoid prolonged exposure to temperatures above 60°C to prevent phospholipid oxidation or phase transition.

### 9.2 Recommended Dosage

- **Daily Stress Management:** 250mg - 300mg / day (providing approx. 7.5mg - 9mg Withanolides). Due to high bioavailability, this dose may match or exceed the efficacy of 500mg standard powder.
- **Intensive Support (Sleep/Athletic Recovery):** 500mg - 600mg / day.

### 9.3 Marketing Claims Strategy

Brands can leverage the following differentiated selling points when promoting products containing LiposoMore®:

1. **Tech Endorsement:** "Powered by LiposoMore® Technology."
2. **Absorption Claims:** "Designed for Maximum Absorption," "Superior Bioavailability."

3. **Purity:** "Root Only Extract," "High Potency 3% Withanolides."
4. **Experience:** "Fast Acting," "Gentle on Stomach."

**Note:** Specific health claims (e.g., "Treats Anxiety") must strictly comply with local regulations (e.g., FDA, EFSA). Functional claims (Structure/Function Claims) like "Supports healthy response to stress" or "Promotes relaxation" are recommended.

---

## 10. Conclusion & Future Outlook

LiposoMore® Liposomal Ashwagandha is not just an ingredient; it is Joyful Nutritional Supply Co., Ltd.'s interpretation of the future of herbal supplements. It successfully combines ancient Ayurvedic wisdom with modern nanomedicine delivery science, solving the industry's long-standing bioavailability pain point.

For dietary supplement companies seeking product upgrades and brand differentiation, choosing LiposoMore® means choosing:

- **Higher Consumer Repurchase Rates:** Because the product "actually works."
- **Stronger Pricing Power:** Because "Liposomal Technology" carries inherent high-tech value.
- **Safer Supply Chain:** Guaranteed by Joyful's strict quality control system.

As consumer awareness awakens, "what you eat" is no longer as important as "what you absorb." LiposoMore® invites global partners to lead this revolution in absorption efficiency together.