

Lonza Capsugel Launches New Market-First Organic Capsule Solution at SupplySide Global 2025

- New organic pullulan immediate release capsule is the first USDA organic certified capsule to be manufactured in North America, positioning brands to meet the rising demand from conscientious consumers in the organic supplements market
 - The new capsule features high oxygen barrier, non-reactive shell, excellent polymer stability and proven filling performance, ideal for preserving organic formulations
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Greenwood, South Carolina, 15 October 2025 – Lonza Capsugel announced today the launch of its new Organicaps™ capsule – the only USDA organic certified, plant-based, immediate release pullulan capsule made in North America¹ – at SupplySide Global 2025 (booth 5665). Featuring a high oxygen barrier, non-reactive shell, and excellent polymer stability, Organicaps™ capsules are designed to help brands stay one step ahead with organic product claims in the growing organic supplements market.

With 73% of consumers revealing that they are influenced by the presence of organic ingredients, and 54% willing to pay more for them, it is clear that demand for organic options is soaring². Nutraceuticals are no exception, as organic-certified products are outpacing the growth of their non-organic counterparts in the dietary supplements industry³.

Brands looking to innovate with organic nutraceuticals face fierce competition, challenging consumer demands, and certification challenges. Organicaps™ capsules can help manufacturers overcome these hurdles and appeal to conscientious consumers without compromising on performance. The capsules are made from pullulan, which offers the highest oxygen barrier of any vegan capsule material⁴, helping to preserve the stability of oxygen sensitive ingredients. They also offer an excellent disintegration profile for immediate release performance equal to gelatin, as well as proven filling performance⁴.

To maintain high aesthetic quality, Organicaps™ capsules' non-reactive shell eliminates "spotting" concerns commonly observed with gelatin capsules, and their crystal-clear transparency with high luster enhances the natural appeal of organic ingredients. Furthermore, carrying the official USDA organic certification offers further appeal and differentiation, with 65% of consumers saying they are more likely to buy a product if it has this seal³. Organicaps™ capsules also align with the ideals of conscientious consumers, including being 100% plant-based⁵ and non-GMO Project verified.

¹ According to market data in 2025.

² OSDF Usage & Attitude study, December 2022.

³ Keynote seminar at Natural Products Expo West (March 2024), presented by New Hope Network's SVP Carlotta Mast and head of industry relations at SPINS, Kathryn Peters. Figures presented were sourced from: Nutrition Business Journal (NBJ) 2023 trend report powered by SPINS.

⁴ Based on Lonza proprietary research 2025.

⁵ Excluding inorganic processing aids.

“Organicaps™ capsules were designed to empower brands to seize the organic market opportunity and build organic supplements consumers can trust,” **comments Meeta Kratz, Vice President, Head of Americas Business Unit, Lonza Capsugel**, “Delivering on both appeal and performance, this leading-edge solution is backed by our market-leading polymer expertise, scientific innovation, and technical excellence, helping our customers keep one step ahead in the booming organic nutraceuticals space. Plus, with our unmatched scale, local expertise, and specialized North American Organicaps™ capsule manufacturing, customers can accelerate their route to organic success and connect with consumers, faster.”

Notes to editors

Organicaps™ capsules is currently only available to purchase in North America. The product is intended for use in final products marketed in the US and all organic claims are made based on the US regulatory framework for organic certified products.

Additional Information

To learn more about how Lonza Capsugel’s Organicaps™ capsules can help brands elevate organically, visit booth 5665 at SupplySide Global 2025, 27-30 October, or visit: [Capsugel@ Organicaps™ organic pullulan capsules | Lonza](#).

Lonza Capsugel Contact Details

Anne Holderbach
Director, Strategic Marketing
Tel +33 76 267 9876

For Media Inquiries: media@lonza.com

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