

Thornvita Joins the 10th International Seabuckthorn Association Conference to Advance Global Category Innovation

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From September 2 to 4, 2025, Shanxi Xian Guo Yuan Biotechnology Co., Ltd., the company behind Thornvita, participated in the 10th International Seabuckthorn Association Conference in Ordos, Inner Mongolia. The conference focused on ecology, nutrition, health, and the future of the seabuckthorn industry, bringing together research institutions, industry associations, and leading companies from China and abroad.



At the event, Thornvita presented its seabuckthorn product matrix, including original NFC pulp, beverage products, tea, oils, and functional product concepts. The showcase highlighted Youyu seabuckthorn's distinctive nutritional value and the company's capability in standardized processing, clean-label formulation, and flexible B2B product development.



The conference created new opportunities for technical exchange and international cooperation. For global partners, Thornvita's participation reflects a clear direction: to help transform seabuckthorn from a regional superfruit into a scalable ingredient platform for beverages, nutraceuticals, and functional foods.