

In anticipation of a change in regulations, Valbiotis® offers a scientifically proven alternative to red yeast rice for cholesterol management

La Rochelle, Monday, March 17th (5:40 P.M. CEST) – Having long been used in dietary supplements to manage cholesterol levels, red yeast rice is now being called into question by health authorities. On February 28th this year, the European Food Safety Authority (EFSA) published a scientific opinion¹ on the absence of proven safety in regards to monacolins from red yeast rice, even at low doses. The opinion has opened the way for the European Commission to impose tighter use restrictions or potentially call for a complete ban in Europe by June 22, 2026. In the face of this uncertainty, Valbiotis® already proposes an effective and scientifically proven alternative that does not contain red yeast rice: Lipidrive®, the key ingredient in Valbiotis®^{PRO} Cholesterol.

Red Yeast Rice: A Fast-Growing Market Closely Watched by Health Authorities

It is estimated that the global red yeast rice market will be worth US \$3.3B² by 2031 and will grow by an average of 8.5%³ a year between 2024 and 2031. The market is currently being driven by increasing demand for natural alternative solutions to replace or supplement conventional medications prescribed to maintain cardiovascular and metabolic functions. Valued, in particular, for its cholesterol-lowering effects in the dietary supplement industry, which accounted for the biggest share of the market in 2022⁴, red yeast rice has been closely monitored by health authorities for several years now.

In Europe, the EFSA and the ANSES⁵ have issued a number of warnings about the serious adverse effects associated with red yeast rice, including muscle, kidney and liver damage, prompting the European Commission to lower the authorized dose (from 10mg/day to less than 3mg/day).

In the United States, the Food and Drug Administration (FDA) has prohibited the sale of red yeast rice as a dietary supplement following concerns about product consistency, safety, side effects, and drug interactions.

¹ <https://www.efsa.europa.eu/fr/efsajournal/pub/9276>

² <https://www.marketresearchintellect.com/fr/product/global-red-yeast-rice-market/>

³ <https://www.marketresearchintellect.com/fr/product/global-red-yeast-rice-market/>

⁴ <https://www.polarismarketresearch.com/industry-analysis/red-yeast-rice-market>

⁵ French Agency for Food, Environmental and Occupational Health & Safety

A Targeted and Immediate Response to the Expectations of Health Professionals and Consumers

Valbiotis®, a French laboratory specializing in the design and distribution of dietary supplements that are scientifically validated to preserve good health at all stages of life, offers a solution that contains no red yeast rice and is compliant with future regulatory requirements: Lipidrive® (Valbiotis®^{PRO} Cholesterol). Based on five rigorously selected plant extracts, this exclusive formula is clinically tested to maintain blood lipids, including total cholesterol, at normal levels.

“At Valbiotis, we are committed to offering health solutions that are safe, effective and comply with health authority requirements,” said Sébastien Peltier, PhD, the CEO and co-founder of Valbiotis®. “With Lipidrive®, the ingredient in Valbiotis®^{PRO} Cholesterol, we have come up with a high-performance, sustainable and scientifically validated alternative for maintaining normal cholesterol levels.”

Official Health Claim Application

In keeping with its commitment to scientific innovation and transparency, Valbiotis will submit a health claim application to the European authorities in the second half of 2025. In doing so, it is looking to guarantee health professionals and consumers an effective solution backed up by solid, proven science. Such an approach also highlights the need for comprehensive regulation, including quality controls, to protect consumers and promote the responsible use of dietary supplements.

About Valbiotis

Valbiotis is a French laboratory specializing in the design and distribution of scientifically validated dietary supplements that help preserve good health at all stages of life. In adopting an innovative approach that brings together scientific excellence, plant expertise and the richness of natural ingredients, Valbiotis offers a new generation of dietary supplements designed to maintain cardiometabolic health and well-being and respond to everyday health issues around sleep, fatigue, mood management, immunity and vitality. Created at the beginning of 2014 in La Rochelle, France, Valbiotis has forged numerous partnerships with leading academic centers.

Valbiotis is a member of the “BPI Excellence” network and has been recognized as an “Innovative Company” by the BPI label. Valbiotis has received major financial support from the European Union for its research programs via the European Regional Development Fund (ERDF). Valbiotis is a PEA-SME eligible company.

For more information on Valbiotis®, please visit: www.valbiotis.com

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