

WHC, Founded by Omega-3 Forerunner Jo Wyckmans, Honored Again with NHNE Brand of the Year Award

On May 23, the 10th China International Health and Nutrition Expo (NHNE) was successfully closed in Guangzhou, China.



Guangzhou, Guangdong Jul 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - At the event, WHC, the Belgian high-concentration fish oil brand founded by Jo Wyckmans – revered as the "Father of Omega-3" – was once again honored with the NHNE Nutrition Planet Award for "Brand of the Year." This prestigious accolade not only serves as authoritative recognition of WHC's brand value but also underscores the Chinese health market's appreciation for high-quality nutritional products.

The "Father of Omega-3" Lays the Foundation; Leading Technology Forges High Concentration

WHC's achievements are deeply rooted in the vision and scientific breakthroughs of its founder, Jo Wyckmans, the European pioneer. As early as 1980, Wyckmans keenly identified nutritional deficiencies stemming from imbalances in Western diets, directing his research towards high-concentration Omega-3 supplements.

Winning the "Brand of the Year Gold Award" for the second consecutive time at the NHNE Nutrition Planet Awards, standing out among thousands of brands, powerfully confirms WHC's market position as the "Definer of High-Concentration Fish Oil."

Full-Scenario Product Matrix: Innovation-Driven Experience

At the exhibition, WHC showcased a matrix of age-specific nutritional products covering the whole life cycle. Star product lines include:

Technologically, WHC carries forward Jo Wyckmans' innovative spirit. WHC creatively overcame the water-solubility barrier of Omega-3. This allowed them to formulate the WHC Junior fish oil into a chewable form, boosting bioavailability by 200% while significantly improving children's acceptance and absorption efficiency.

From raw material traceability and technological innovation to scientific validation and consumer experience, WHC has built a "Precision Nutrition Ecosystem," effectively addressing the pain points of low absorption rates and poor palatability in traditional nutritional supplements.

Deep Commitment to Research & Responsibility: Leading the Industry's Future

WHC's influence stems not only from its powerful products but also from its deep commitment to technological innovation and social responsibility.

Upholding Jo Wyckmans' philosophy that "Look for the crux of the matter, the essence." , WHC drives forward with its dual engines of "Technology + Quality." It defines fish oil quality standards across six dimensions: raw materials, processing, purity, concentration, safety, and efficacy. Its technological innovations are regarded as milestones in the industry's quality transformation.

From its Belgian laboratories to safeguarding the health of global consumers, WHC remains true to its founding mission: "To provide pure nutrition for more people with chronic conditions." The recognition at NHNE 2025 is not only a summary of the past, but also the starting point of a new journey. Building on the solid foundation laid by Jo Wyckmans, WHC will continue to soar on the wings of technology and anchor itself in responsibility, leading the global fish oil industry into a new era of high-quality development.

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