



Approved claims open the door to weight management success

Avignon, November 25th, 2014 – Health claims approved by the European Commission offer significant potential for nutrition companies operating in the weight management category, according to botanicals supplier Naturex.

Naturex has developed two innovative convenience food concepts incorporating active ingredients authorised to carry generic Article 13.1 claims related to maintaining a healthy weight. The products will be on show on Naturex's booth – **Stand F4** – at Health Ingredients Europe 2014.

The first concept is Slimming Noodles enriched with glucomannan (dietary fibre) from konjac, which means the product is permitted to carry the claim "contributes to weight loss" as part of a calorie-controlled diet. The Slimming Noodles are prepared with a delicious stock containing a blend of unique aromatic flavouring extracts, which makes it possible to reduce salt and fat levels and enhance the health credentials of the product further.

The second concept is a Gluco-Control 'Mug Cake', an apple and cinnamon-flavoured muffin presented in a cup and formulated with oat beta-glucans, which are approved for the claim "contributes to the reduction of post-prandial glycaemic response". Controlling blood sugar levels is associated with maintaining a healthy weight. In addition, blood sugar concerns and being overweight are health risk factors that are often associated with metabolic syndrome.

Leslie Lannebere, Business Manager at Naturex, said: "The European weight management sector was worth US\$2.8 billion in 2013, according to Euromonitor. It is a thriving category and the key to success in this market is to create products that help people lose weight and maintain a healthy weight while also offering convenience, delicious taste and a pleasant eating experience. Our Slimming Noodles and Gluco-Control Mug Cake concepts tick all the right boxes in this respect. Not only are they highly effective and backed by approved health claims, but they also taste fantastic and showcase just what is possible with the right ingredients and recipes."

She continued: "In spite of concerns about the impact of the European Nutrition & Health Claims Regulation, in fact there are many approved claims which provide the opportunity for companies to develop healthy food and beverage products backed by substantiated and approved claims. The applications we have created for Health Ingredients Europe will inspire companies who are looking for fresh opportunities to create new weight management products that will really resonate with consumers."

Health Ingredients Europe takes place in Amsterdam from 2-4 December 2014.

About Naturex:



Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.

Naturex's head office is in Avignon, France. The company employs more than 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices.

www.naturex.com

Your contacts at Naturex:

Antoine Dauby
Group Marketing Director
Tel: +334 90 23 96 89
a.dauby@naturex.com

Karine Morel
Communication Manager
Tel: +334 90 23 96 89
k.morel@naturex.com