



Naturex develops new wellbeing solutions for seniors

Avignon, November 17th, 2014 - Naturex will showcase innovative natural food and beverage concepts that promote healthy ageing at the forthcoming Health Ingredients Europe 2014.

The EU's regulatory environment has caused many manufacturers to wonder if it's still possible to innovate with strong health claims. Naturex will demonstrate that, with the right ingredient solutions, there remains enormous potential to create new products that offer older consumers fresh, exciting and effective choices while ensuring compliance with the rules.

Exhibiting on **Stand F4**, Naturex will highlight a new concept beverage targeting potentially harmful LDL cholesterol. The drink contains a pectin obtained from a proprietary process that makes it possible to use it at higher dosages than conventional pectins without detrimentally affecting the texture of the finished product. This means it's possible to fulfill the conditions of an approved Article 13.1 health claim relating to pectins, which states "helps to maintain normal blood cholesterol levels".

The beverage also contains other ingredients that are strongly associated with cholesterol reduction: green tea extract rich in EGCG and grape seed extract high in proanthocyanidins. The drink is designed to illustrate how companies can create products that give seniors new ways to manage their cholesterol levels.

Naturex will also introduce a soup concept that offers cognitive performance benefits. The delicious seafood soup recipe contains iodine-rich kelp. Iodine is approved for the claim "contributes to a normal cognitive function". The soup also contains Gingko biloba, which is linked with a beneficial effect on memory and cognitive functions, and Cereboost™, Naturex's clinically tested American Ginseng, which has been shown to improve the working memory and levels of alertness.

Leslie Lannebere, Business Manager for Naturex, said: "In developed countries people are living longer, and the trend in developing countries is heading the same way. In fact, according to Mintel, within the next 40 years 20% of all consumers worldwide will be aged over 60. This means there's a fantastic opportunity to create products that are customised to meet the functional and nutritional needs of older people without compromising on taste and pleasure."

She continued: "Cardiovascular health and cognitive performance are key concerns for seniors, and they are always keen to find new products that help them maintain their wellbeing in these areas. The concept products we've developed for HIE 2014 will inspire food and beverage companies who are looking to tap into the rich potential of the seniors market."

Health Ingredients Europe takes place at the Amsterdam RAI from 2 to 4 December 2014.

About Naturex:

NRX *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.*
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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..

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