

Innovation and Consumer Benefits

CIAA Congress 2006
October 26th and 27th Brussels

Why Is Nutrition and Health Important?

The Press Is Full Of Nutrition Stories



THE WALL STREET JOURNAL

Nestlé targets growth in the Nutrition sector

THE TIMES
Fast food firms introduce salad

EL PAIS

13.5% of the Spanish population affected by obesity

The Daily Telegraph

Sweet firm to cut fat

LETEMPS

Salt everyday, but in moderation!

70% of food company coverage focused on nutrition



Consumer Awareness is High



- 85% know the term antioxidant ¹
- 54% associate antioxidant with cancer prevention ²
- 45% aware of lycopene ³

1 Mango Logic
2 IFIC 2002 Quantitative Consumer Study
3 HJ Heinz Co. Consumer Awareness Study 2003



- **Seeking Balance**

- More pleasure and sensation
- But also more naturalness
 - less additives
 - more focus on foods intrinsic values

- **Reevaluating Age**

- Staying healthier for longer

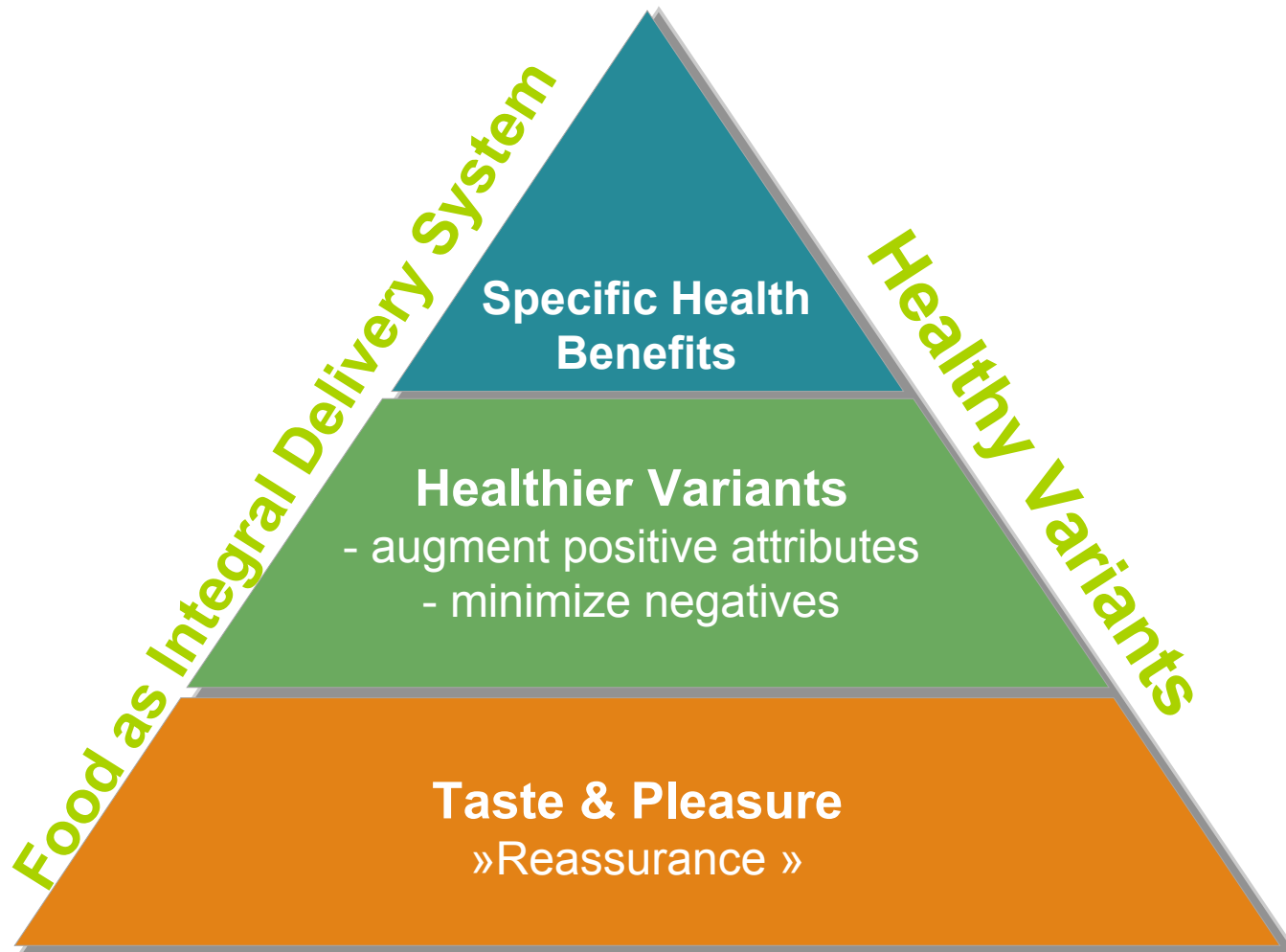
- **Wellbeing Matters**

- Managing modern lifestyles
- More “personalization” and self expression



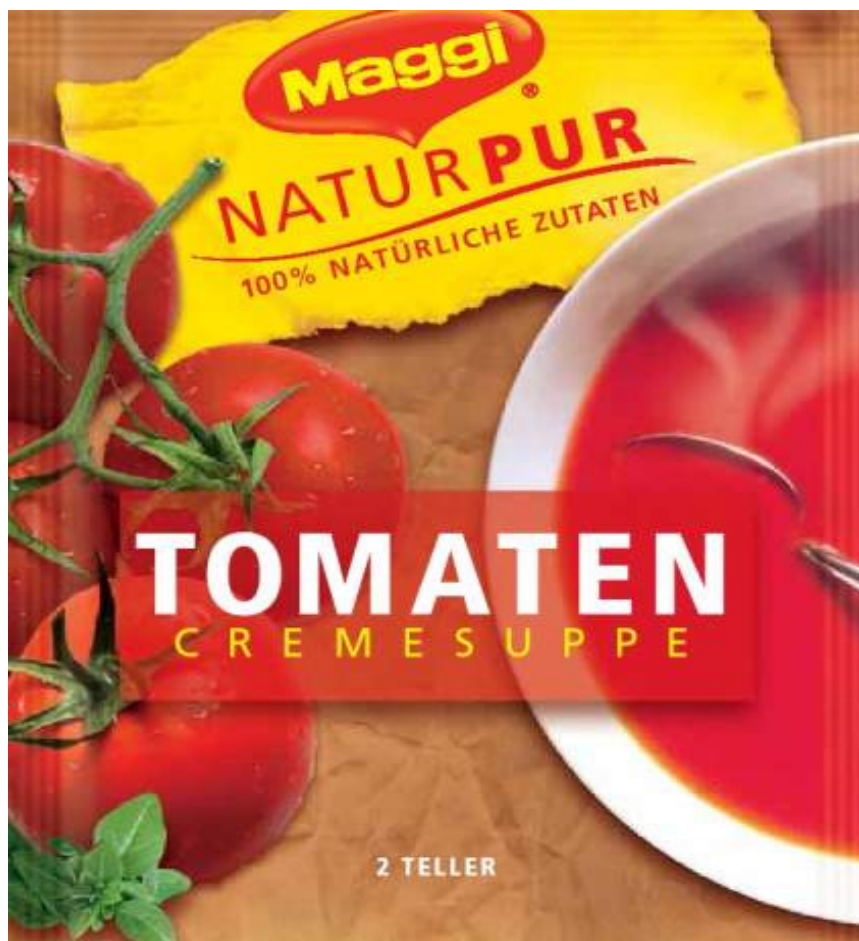
- **Seeking Balance**
 - More pleasure and sensation
 - **Extreme flavors**
 - But also more naturalness
 - **Fresh Ingredients**
 - **Organics**
- **Reevaluating Age**
 - Staying healthier for longer
 - **Fibers and Wholegrains**
 - **Bright colors: Antioxidants**
- **Wellbeing Matters**
 - Managing modern lifestyles
 - **Rediscovering Traditions**
 - More “personalization” and self expression
 - **Ethnic Adventures**



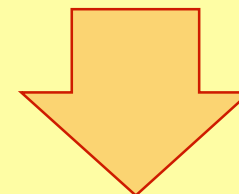


Multi-scale Assembling of Foods

- ➔ Personalized Foods
- ➔ Controlled nutrient and functional ingredient uptake
- ➔ Reduced fat, sugar, calories and salt



Back to Basics



only ingredients you would use for
a home-made soup

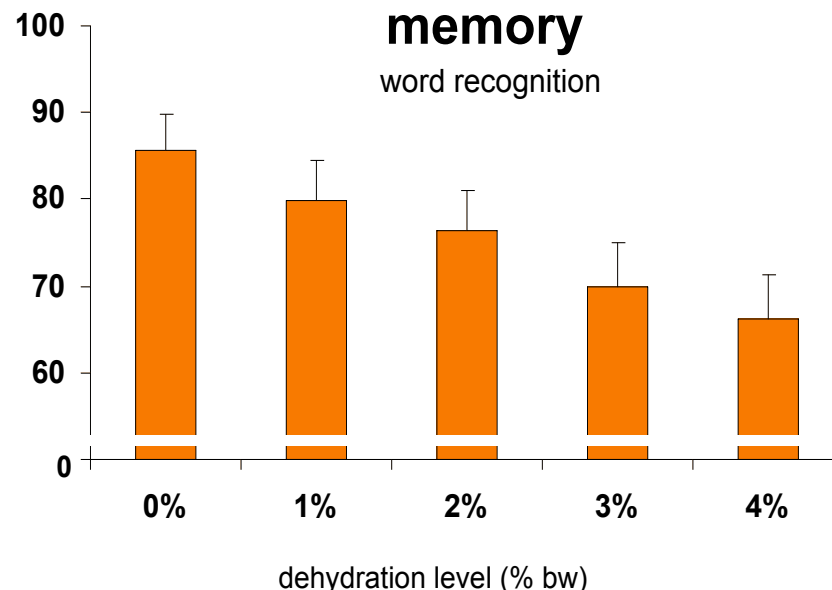
- no taste-enhancers
- no preservatives
- no colorants
- no other artificial additives



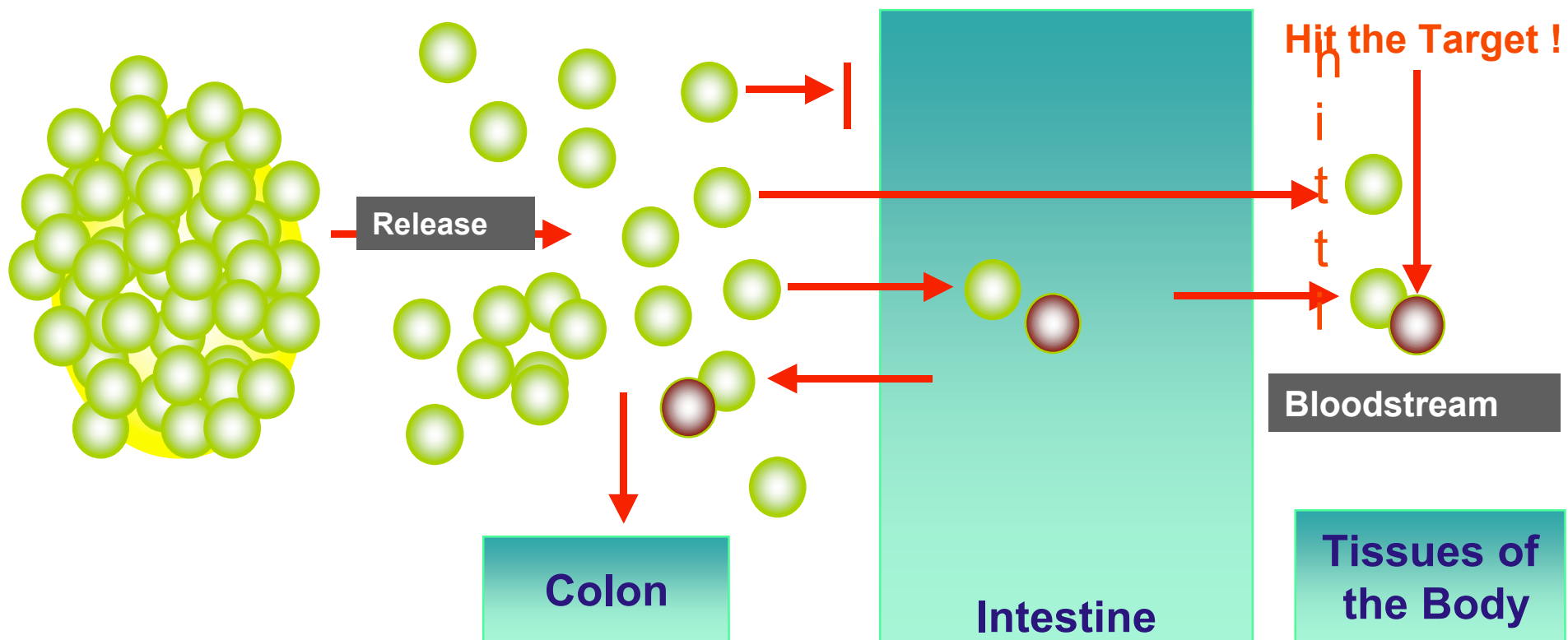
Mild dehydration is common:

- elderly (5% clinical dehydration; ~50% 1-2 SD below norm TB water)
- children (Israeli sample: ~ 60% dehydrated >800 mOsm/kg H₂O;
German sample: 50% boys, 30% girls inadequate hydration status)
- general population (Germany: 40% men, 20% women inadequate status)

Mild dehydration reduces alertness and cognitive function



- ◆ Only a certain percentage (0-100%) of a compound is absorbed --> metabolized (0-100%) --> and finally available to certain organs of the human body

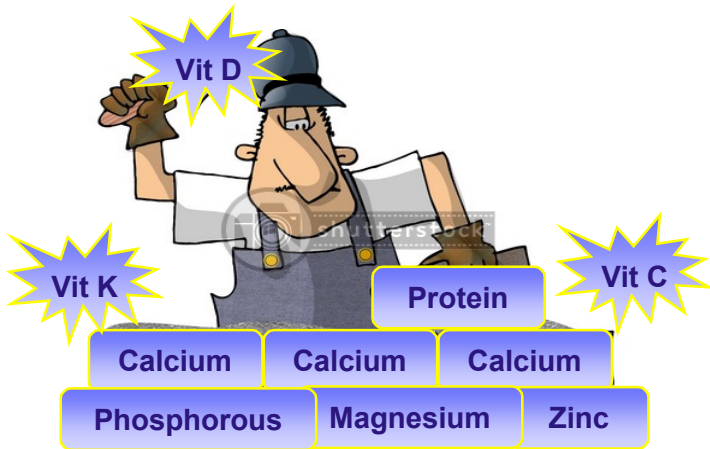


New Solutions In Bone Metabolism

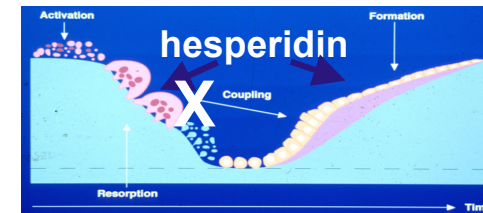
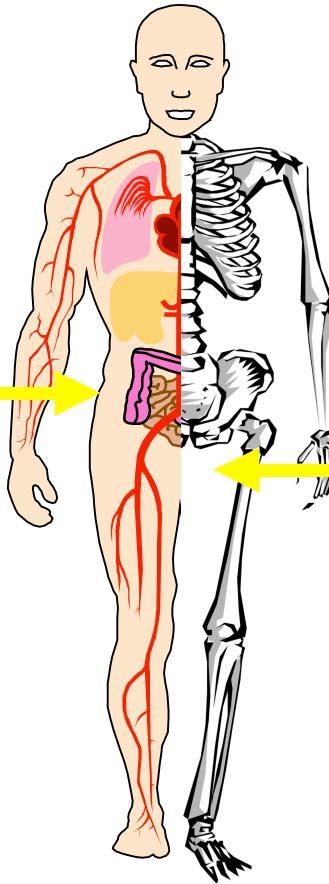


Nutrient Bioavailability

Increase absorption of bone-friendly nutrients

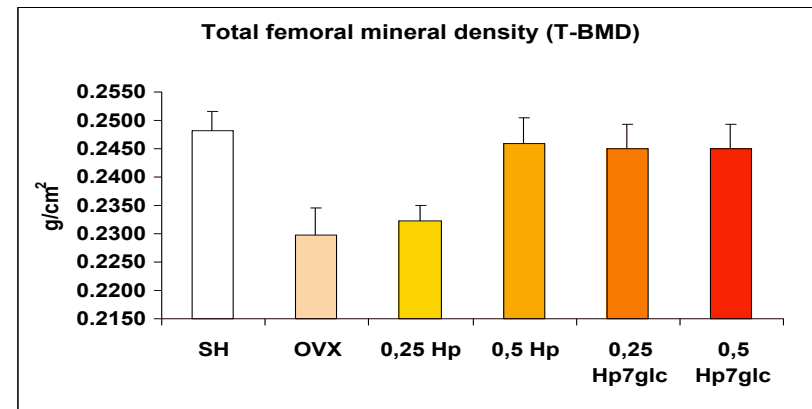


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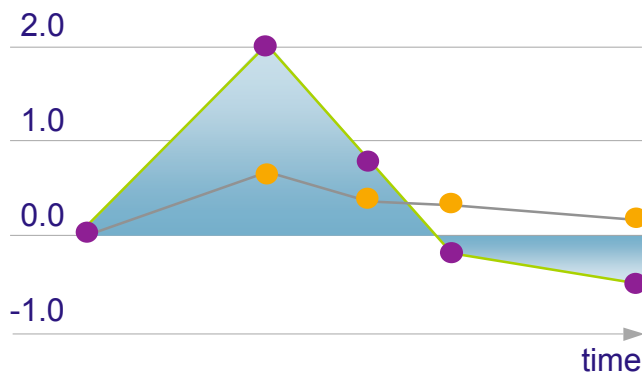
Bone Matrix

- Nutrients for Bone
- Bioactives for Remodeling



for Diabetics and Active People

Blood sugar Δ (mmol/L)



- Nutren Balance BG-3
- Other cereal bar

Goal:

- Good tasting food for diabetics and active people that provides continuous and long-lasting energy

Science:

- Beta-Glucan, a natural soluble fibre from Oat Bran, slows down the absorption of nutrients
- Cereal bars with BG-3 (concentrate of Oat Bran) reduce peak level of blood sugar by > 50 %

Benefit:

- Control of blood sugar levels (for diabetics)
- Long-lasting energy (for active people)
- Long-lasting satiety (for weight control)



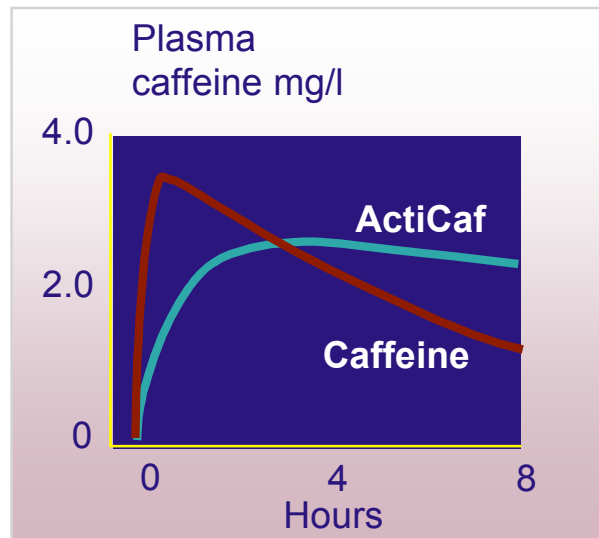


ActiCAF: Slow Release Caffeine

PowerBar launched with ActiCaf during the Tour de France

Human studies: Caffeine increases circulating free-fatty acids and spares glycogen during exercise

Has a positive effect on physical and mental performance

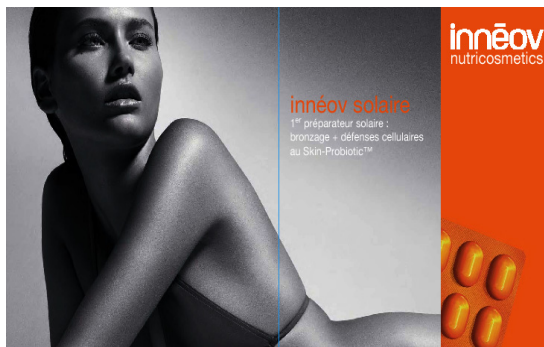


Application



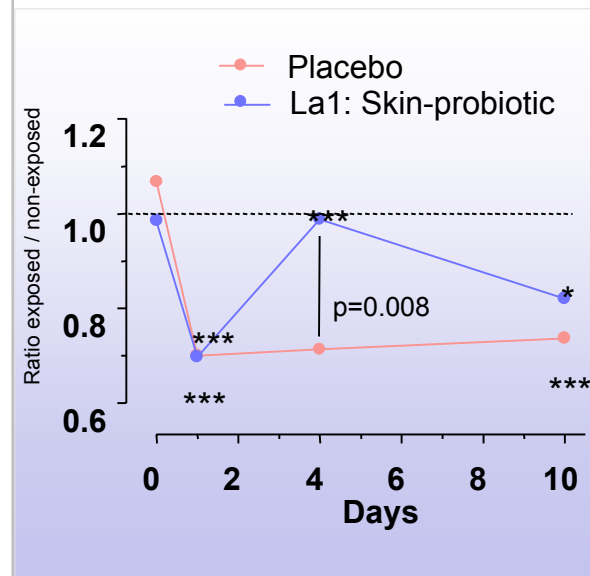
Tanning damaged skin cells :
Skin-Probiotic™ with
Antioxidants
To be prepared for sun exposure

Benefit



Accelerated
recuperation of skin
immune function after
UV exposure

Science



Skin cells reactivity after UV exposure

Naturally Boosting Photo-Protection

Science Based Branded Active Benefits



Food for Life
meeting consumers' needs