



The Cognis Plantalin range comprises solutions that genuinely interest consumers

Well-being in a bottle: How to turn beverages into solutions for the wellness market

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Consumers are increasingly looking for sustainable products that provide added value while contributing to their overall well-being. This general trend has also become a powerful driver for the beverage market. The strategic business unit Nutrition & Health of global specialty chemicals supplier Cognis can help beverage manufacturers to turn basic drinks into a holistic well-being experience. With its “Newtrition – Eat.Feel.Live.” strategy, Cognis has developed its own wellness-based model for aligning products and solutions with market demands, offering ideas for modern nutrition which make people feel good and strengthen customers’ brands.

Consumers have come to expect that the products they use will actively enhance their well-being by keeping their emotional and physical health at an optimum state. The val-

ue of this global market, which is often referred to as LOHAS (Lifestyle of Health and Sustainability), has been estimated at 300 billion US dollars a year (source: Worldwatch Institute), and is expected to exceed the volume of the global car market by 2020, according to a study by the Boston Consulting Group. Nutrition and health products account for more than half of the LOHAS market (source: Natural Marketing Institute). This means beverage manufacturers must follow this megatrend closely in order to develop strategic solutions that fit into this new world of ethical consumerism.

Recent market data demonstrates the market potential for wellness drinks: the global market for health and wellness soft drinks is now worth 140 billion dollars (source: just-drinks). Functional beverages are the fastest-growing category in the beverage mar-

ket, and will top 34 billion dollars by the end of this year (source: Global Industry Analysts & Business Insights). At the same time, traditional soft drinks are losing ground rapidly.

Effective business strategies > How can beverage manufacturers profit from these trends? By understanding consumers' specific needs, and then translating these into an effective business strategy. Consumers are increasingly receptive to the idea of drinks that enhance their overall sense of well-being, with products to support brain function, mood enhancement, beauty and weight management all growing in popularity.

To tap into this market, Cognis Nutrition & Health has invested in its "Newtrition – Eat. Feel.Live." strategy. The aim is to create ideas for modern nutrition that are aligned with market demands, helping people feel good and so strengthening and differentiating customers' brands. With its portfolio of active ingredients, Cognis supports manufacturers in their efforts to add claims about the



A shot full of wellness and beauty

Emotional perception

We enhance the emotional perception of your product to create a holistic experience of well-being.

Taste sensation

We ensure your product's sensory profile, mouthfeel and texture.

Effect

We measurably increase your product's efficacy, as can be proven in independent scientific studies.

Convenience

We align our product concepts with your needs to ensure they are easy for you and your customers to use anywhere, anytime.

Cognis' four dimensions of wellness that underpin their "Newtrition – Eat. Feel.Live." strategy

efficacy of a specific product as opposed to a generic substance – which can be a major selling point. Each Cognis ingredient fulfils up to four wellness dimensions: emotional perception, taste sensation, effect and convenience.

Five benefits for a holistic sense of well-being > By focusing on these dimensions and with its formulation, application and ingredient know-how, Cognis delivers solutions that genuinely interest consumers. Cognis has also identified five benefits which are directly linked to the four wellness dimensions: beauty, inner balance, joy and pleasure, vitality and protection – all factors that contribute to the holistic sense of well-being that is so key to today's markets.

Delivering the wellness benefits > Cognis' broad selection of high-quality Planta-lin products is an ideal match for the con-

sumer demand of health and wellness. The range of easy to use, water-soluble plant extracts currently comprises aloe vera, ginseng, passion flower, guarana, green tea, honeybush, rooibos and lemon balm. It is easy to see that consumer demand for drinks that deliver specific wellness benefits while also tasting great can be satisfied with Plantalin products. Traditionally, aloe vera helps maintain a healthy balance of gut flora, promoting health and beauty from within. Ginseng is widely believed to help keep the body in harmony. Guarana can be used to boost mental and physical energy in a natural way. Passion flower offers relaxing and soothing properties, and rooibos is known for protective health benefits. According to scientific research, lemon balm has different benefits depending on the dosage, ranging from reducing anxiety and having a calming effect, to improving alertness and mental performance. Cognis has carried out its own clinical study with Plantalin Lemon Balm, and

the results proved these effects in different food matrices: tea-like drinks, dairy and nutritional bars. An additional test on Plantalin Lemon Balm shows the extract's mode of action based on functional changes of neuronal network activity.

Beauty to sip > Beauty benefits, often also linked to anti-ageing, are a focal area of product development. The sophisticated consumers of today expect drinks to do more than taste great and quench their thirst, they want them to provide real beauty or health benefits, too. While this trend is strongest in Japan and other Asia Pacific markets, sales of such products are also growing rapidly elsewhere. According to consumer data gathered by Mintel, the number of new soft drinks and dairy products marketed on their beauty benefits more than doubled over the course of 2008. Cognis' Tonalin CLA (conjugated linoleic acid) is an ideal active ingredient for this sort of products, as it delivers bodyshaping as well as beauty benefits. It is produced through a proprietary process using linoleic acid from safflowers to create the highest-quality CLA currently available commercially.

Verifiable benefit claims > Tonalin CLA was originally marketed as a dietary supplement, but in 2008 Cognis started marketing it in the US as a food ingredient, after it was granted FDA GRAS (generally recognised as safe) status. Tonalin CLA is FDA GRAS approved for applications including (but not limited to) milk and flavoured milk products, yogurt products, fruit juice products, soy milk beverages, meal replacement beverages and bars. Cognis is the first company to achieve Novel Food approval for CLA in China. Therefore Tonalin CLA can be utilised in an expanded range of functional foods and beverages in the Chinese market. Cognis also applied for Novel Food approval in Europe and expects to gain it in 2010. Tonalin CLA is the most



Plantalin products allow manufacturers to meet consumer demand for drinks that deliver specific wellness benefits while also tasting great

thoroughly researched and tested CLA on the market with 18 clinical studies published to date, enabling beverage manufacturers and marketers to create successful products in the “beauty from within” arena. There is already direct evidence that CLA wellness drinks work – the first study to report on the effects of Tonalin CLA in a skimmed milk product showed that it significantly reduced body fat mass (BFM) in overweight people. The study published in the British Journal of Nutrition was conducted by a team of Spanish researchers, led by Dr Amalia Lafuente from the Department of Farmacología y Química Terapéutica, Universidad de Barcelona. Sixty overweight (BMI \leq 30) but otherwise healthy men and women, aged between 35 and 65, were randomly selected to drink either 500 millilitres of skimmed milk fortified with three grams of Tonalin CLA or a placebo milk each day for a 12-week period. The results showed a three-percent BFM reduction in the group that drank the milk fortified with Tonalin CLA.

Other clinical studies have demonstrated that CLA helps to reduce body fat by up to 20% (depending on whether physical activity is involved) while maintaining or even increasing lean body mass, and preventing the yo-yo effect.

Clinical and laboratory research indicates that CLA reduces body fat by

- decreasing the amount of fat stored after eating
- stimulating the fat breakdown in fat cells
- increasing the rate of fat metabolism
- decreasing the total number of fat cells in the human body.

By reducing body fat, CLA does not only have a body shaping effect, but may also contribute to combating an important risk factor for cardiovascular disease.

Wellness and the associated LOHAS movement will continue to be among the defining



trends of the coming years. To successfully meet the demands of sophisticated modern consumers, beverage manufacturers will need the scientific and regulatory expertise necessary to create products with enhanced functionality, taste, texture and appearance. Cognis provides beverage manufacturers with these resources, working with companies around the globe to develop customised solutions for wellness drinks that are effective, convenient, include a feel-good factor – and taste great.

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