



Maximizing the feel good factor

Cognis is offering customers the benefits of a fresh marketing approach for its range of Plantalin™ high quality plant extracts. The company believes that by capitalizing on the perceived health benefits and high level of consumer awareness of popular plant extracts such as those in the Plantalin™ range, customers will be able to add value to their food and drink products without the need to follow the route of making specific health claims.

All Plantalin™ products can be readily incorporated into food and beverages. They were formulated to do just that. The water-soluble, easy-to-use range currently comprises: Aloe vera, Ginseng, Passion flower, Guarana, Lemon balm, Green Tea, Rooibos and Honeybush. There are line extensions in development too, with launches planned in the coming months.

Apart from Plantalin™ Aloe vera, which is water-dispersible gel, all the products are supplied as water-soluble powders. The whole range is standardized and carefully controlled, from raw material to final extract, to ensure reproducible high quality.

The new initiative for Plantalin™ forms part of Cognis Nutrition & Health's dynamic and original Newtrition™ strategy, an approach to wellness which is encapsulated in the slogan 'Eat. Feel. Live.' Cognis knows that people want to feel good and their Newtrition™ strategy aims to close the gap between how people feel and how they want to feel.

The big advantage of the wellness trend is that it addresses more consumer demands than health alone. Because wellness is broader, the market for wellness products is much larger. A recent report from Business Insights offers this definition: "Wellness re-

lates to the holistic quality of a person's lifestyle, achieved through optimizing a harmonious balance between one's physical, mental and spiritual being. There are two key areas within the wellness trend, namely looking good and feeling good. Within the wellness trend consumers are looking to food and drink products to provide them with physical, mental, emotional and spiritual health, even though they may not be suffering from a particular illness or condition." As the market analysis company points out, manufacturers are reformulating products by reducing or eliminating ingredients that may be seen as contrary to achieving a wellness lifestyle, such as artificial colourings and preservatives. In contrast, products with Cognis ingredients can deliver definable wellness benefits to strengthen brands and make products more successful.

For example, recent global product launches with Plantalin™ ingredients include a juice in the UK and a water product in Chile, both containing Plantalin™ aloe vera. In Austria a new iced tea contains Plantalin™ green tea for weight management. In Spain, Cafe Fortaleza has launched a decaffeinated coffee containing Plantalin™ lemon balm.

To tap the market, Cognis has identified four wellness dimensions and five associated benefits. The four wellness dimensions are emotional perception, taste, effect and convenience.

Cognis draws on extensive market research to assess consumer emotional perception. This knowledge goes into the development of all the company's ingredients, formulations and concepts, helping customers to create products that offer the wellness experience that consumers want.

A product's sensory profile goes far beyond taste. People respond – often subconsciously

– to factors like 'mouthfeel' and texture as well as taste.

Cognis maintains its own application and testing laboratories and trained sensory panels to ensure the taste of products and consistent delivery of an all-round feel-good sensation.

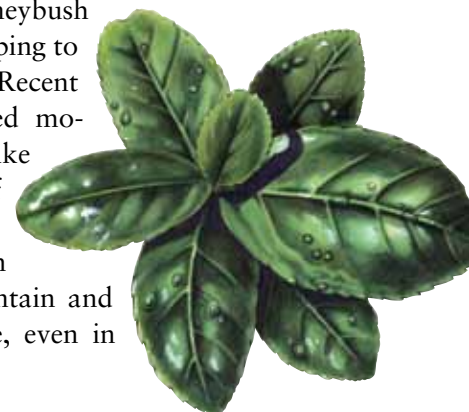
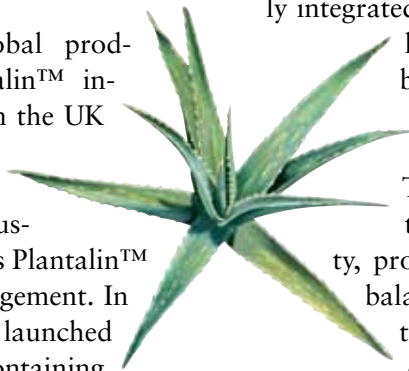
Consumers demand wellness products that deliver what they promise. Cognis offers a range of products supported by sound science – high quality ingredients produced according to uncompromising standards for purity and effectiveness.

More and more consumers are looking for quick and easy ways to add a touch of wellness to their busy day-to-day lives. Cognis is continuously developing new and innovative solutions that help align customers' products with market demands – and can be seamlessly integrated into manufacturing processes –

helping to ensure products can be consumed conveniently, anywhere and anytime.

The five wellness benefits linked to these four dimensions are: vitality, protection, joy and pleasure, inner balance and beauty. It's easy to see that the Plantalin™ range of high quality plant extracts is a perfect

fit. Traditionally, passion flower is associated with improved quality of sleep, guarana can provide an energy boost, aloe vera offers skin protection from the inside, ginseng adds balance and harmony and honeybush has a calming effect while helping to maintain healthy balance. Recent scientific findings have added modern nutrition perspectives like the antioxidant properties of green tea and rooibos, while new studies on lemon balm have shown it can help maintain and improve mental performance, even in stressful situations.



Here are some examples of how Plantalin™ ingredients are ideally matched with the five wellness benefits identified by Cognis:

- Vitality – guarana, ginseng, green tea, lemon balm
- Protection – ginseng, green tea, aloe vera, lemon balm
- Joy and pleasure – guarana, aloe vera, green tea
- Inner balance – passion flower, lemon balm, aloe vera, rooibos, honeybush
- Beauty – aloe vera, green tea, rooibos



The company's next step is to take these benefits and develop them further, into Newtrition™ concepts with market appeal.

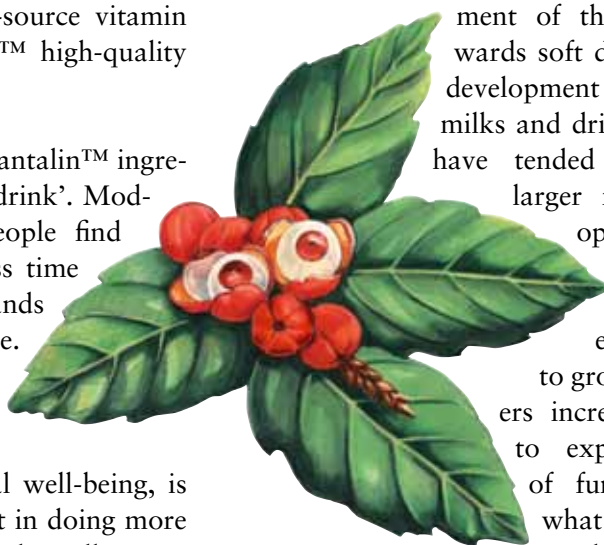
One such concept, for a functional beverage, is 'Beauty to sip'. True beauty is about looking and feeling great inside and out and with people living longer and wanting to stay fit and healthy, the nutricosmetics sector promises to grow vigorously in coming years. Cognis offers products for body-shaping, skin care and anti-aging, with its line up of Tonalin® conjugated linoleic acid, lutein esters, natural mixed carotenoids, natural-source vitamin E and, of course, Plantalin™ high-quality plant extracts.

Another concept featuring Plantalin™ ingredients is 'Inner balance in a drink'. Modern lifestyles are hectic. People find themselves with less and less time to meet more and more demands on their mental performance. This, coupled with the overall trend toward greater awareness of the connection between physical and mental well-being, is stimulating consumer interest in doing more to nurture body and soul – and a willingness to spend more on products that address this need. People seek ways of improving their

alertness and focus, while at the same time reducing stress and restoring inner harmony.

There is, of course, much more to this initiative than marketing concepts. Sound science has always been a cornerstone of the Cognis offering. Recent human trials with Plantalin™ Lemon Balm, for example, have shown that the ingredient has dose-dependent effects, which can either improve mental performance or calm down the mind. These findings have already been used to bring product success for a valued customer.

Many of the new Cognis concepts are aimed at the functional beverages market which continues to expand, according to Mintel. Consumers are increasingly receptive to buying drinks that provide a health benefit and growth areas include brain function, mood enhancement, beauty and anti-aging. The notion of health in a bottle has moved on from the daily dose format associated with medication as much as nutrition, says the market intelligence company, and large format drinks are becoming increasingly prevalent. This reflects the growing use of functional ingredients in everyday beverages, ranging from juice drinks to water.



Movement of the market towards soft drinks and the development of functional milks and drinking yogurts have tended to promote larger format development. Overall, demand is expected to continue to grow as consumers increasingly come to expect elements of functionality in what they drink.

Clearly functional beverages are a growth area and wellness is – and will continue to be – a strategic

trend that Cognis has woven into the fabric of all its activities. The aim is to help customers to develop products with real well-being benefits using Cognis ingredients, formulations and expertise, to set their brands apart from the competition.

The company's scientific team is dedicated to exploring long-term breakthrough innovations and supporting customers in the development of new innovations. Cognis knows how to develop and modulate recipe formulations and deliver finished products for widely diverse applications and the company is skilled and highly experienced in combining and connecting its emulsifiers, compounds and functional ingredients. What's more, Cognis has profound knowledge and experience of the complex regulatory environment and can professionally guide customers on regulatory issues.

Cognis sets industry standards with state-of-the-art production technologies, meeting the highest manufacturing demands, including GMP and ISO 22000, and setting its own standards that go even further.

Plantalin™ ...at-a-glance

- High-quality, water-soluble plant extracts
- Wide range of food and beverage applications
- Excellent solubility and dispersibility
- Standardized in marker actives
- Backed by application and analytical support
- Developed in response to market trends
- Perfect for product concepts offering wellness benefits

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