

# NutraNews

DSM Nutritional Products Customer Magazine



## **DSM underpins premier position with new state-of-the-art Asia Pacific Nutrition Innovation Center**

Supporting our customers, naturally!

Men's scalp protection: where care meets style

PARSOL® TX: Did you know..?

DSM hosts 2nd Global Exchange of Ideas on Eubiotics in Swine

Quality: The key to sustainability in the food production chain

Dutch Ambassador Jacques Werner, DSM Managing Board Member Stefan Doboczky and Chairman of the Economic Development Board of Singapore Beh Swan Gin (from left to right) open DSM's state-of-the-art Nutrition Innovation Center in Singapore. Turn to page 3 for the full story.



# Supporting our customers, naturally!

DSM is always looking for new ways to support our customers with products and insights that offer them a competitive edge. Key to this is our continual monitoring of changing consumer perceptions and expectations. Consumers are setting increasing store by the concept "Natural" and making informed choices on this basis. Aware of the potential of this trend, DSM recently conducted a survey into perceptions of naturalness and health across Europe and South Africa.

## Highlights from the survey include the findings that:

- 79% of consumers understand that food choices have a direct impact on health;
- 83% associate certain foods with offering specific health benefits, such as cholesterol lowering; and
- 84% of shoppers consider natural products to be healthier than conventional equivalents.

DSM offers an expanding portfolio of natural health ingredients, obtained from a range a wholesome sources and supported by EU health claims. This is another example of our dedication to helping our customers respond to unmet consumer needs. To find out more, please visit [www.dsm.com/human-nutrition](http://www.dsm.com/human-nutrition).

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## Check out our latest videos!

Did you know that approximately a third of the world's population suffers from hidden hunger? A new video shows what the DSM Nutrition Improvement Program is doing to combat this public health scourge: <https://youtu.be/b2-6uHy7XsQ>



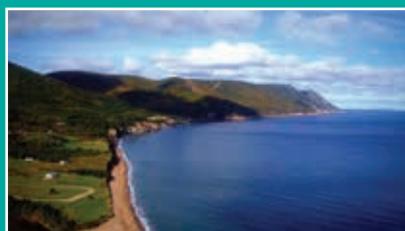
In this issue of NutraNews we report on the opening of our new state-of-the-art Nutrition Innovation Center in Singapore. Have a look around the facility yourself: <https://youtu.be/U8BAyYwT3zY>



Educating consumers globally with our positive nutrition science, information and messages is a priority at DSM. Check out the results of our consumer engagement campaigns in 2014: <https://youtu.be/ZbKWzHemHZk>

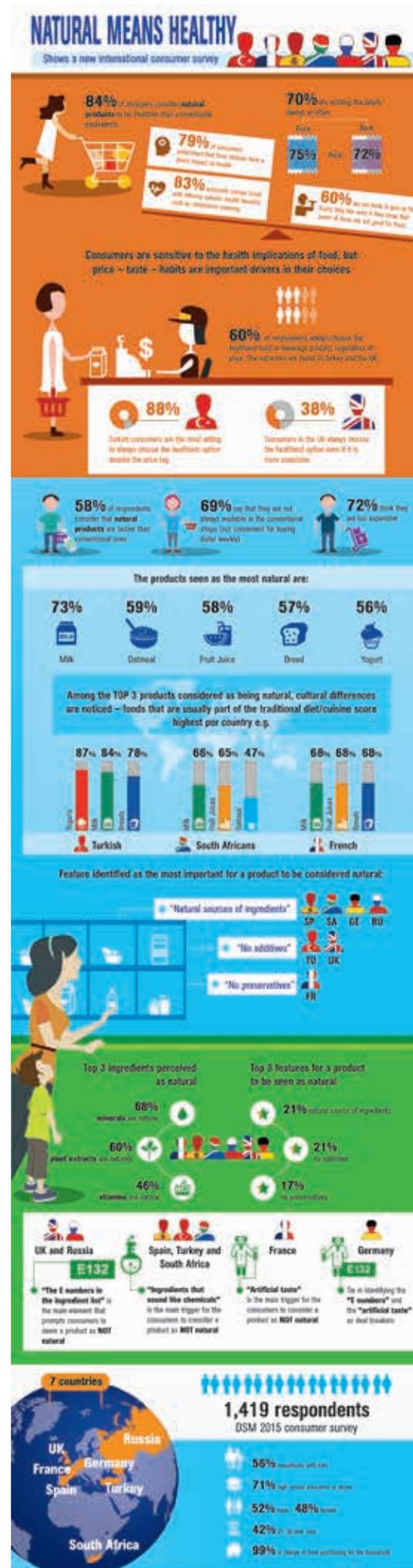


Last but not least, a new DSM video shows how we transform marine-based natural ingredients into a sustainable resource of extraordinary nutritional benefit. Visit <https://youtu.be/gbXsxizEZjY> to find out how two of the world's greatest fishing-grounds help us to deliver unrivalled potency, purity and freshness in our Omega-3 products.



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# DSM underlines premier position with new state-of-the-art Asia Pacific Nutrition Innovation Center

**DSM Nutritional Products has opened a Nutrition Innovation Center for Asia Pacific as part of DSM's new premises at Mapletree Business City, Singapore.**

The grand opening event, 'The Future of Nutrition: Co-creation, Innovation, Sustainability' took place on 25-26 March 2015. It featured

Paul Gilding, the former global CEO of Greenpeace, as the keynote speaker, as well as Peter Wennström of the Healthy Marketing Team. The opening ceremony was held in the presence of Dr. Stefan Doboczky, member of the Managing Board of Royal DSM, H. E. Jacques Werner, Ambassador of the Netherlands in Singapore, and

Dr. Beh Swan Gin, Chairman of Singapore's Economic Development Board. The new Asia Pacific Nutrition Innovation Center is complemented by similar facilities located in China, Brazil, Switzerland and the United States. It anchors DSM's status as the world's premier nutrition solutions provider while enhancing its ability to address the needs of its regional customers, wherever they may be.



Peter Wennström, one of the world's leading experts in functional foods marketing, outlines the Four Factors for Consumer Success in Nutrition Marketing

## Nutrition Innovation Center inspires co-creation with our customers

The new Asia-Pacific Nutrition Innovation Center (NIC) brings DSM's full range of marketing and technical capabilities together to provide end-to-end value chain support for the region's customers. It offers an inspirational environment designed to foster creativity in the development of innovative and appealing food, beverage and dietary supplement products.

The center is laid out in such a way that the co-creation element (market analysis, positioning, ingredient claims, and conceptualization) takes place in one and the same facility as the innovation element (technical development, testing, stability, and sensory trials).

A key component of the NIC is the customer-centric "Co-Creation Hub", where the



Sam Waterfall introduces customers to the "Four Factors® of Success" brand acceleration system at a workshop in our Co-Creation Hub

### Wouter Claerhout

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### Human Nutrition & Health Events

#### ESC Congress 2015

August 29–September 2, London, UK  
[www.escardio.org](http://www.escardio.org)

#### Fi Asia

September 9–11, Bangkok, Thailand  
[www.figlobal.com/asia-thailand/home](http://www.figlobal.com/asia-thailand/home)

#### Food Technology Summit & Expo Mexico

September 23–24, Mexico DF, Mexico  
[www.foodtechnologysummit.com](http://www.foodtechnologysummit.com)

#### Supply Side West 2015

October 5–9, Las Vegas, NV, USA  
[www.west.supplysideshow.com](http://www.west.supplysideshow.com)

#### CPHI Worldwide

October 13–15, Madrid, Spain  
[www.cphi.com/europe](http://www.cphi.com/europe)

#### Gulfood Manufacturing

October 27–29, Dubai, United Arab Emirates  
[www.gulfoodmanufacturing.com](http://www.gulfoodmanufacturing.com)

#### Fi Europe

December 1–3, Paris, France  
[www.figlobal.com/fieurope](http://www.figlobal.com/fieurope)

"Four Factors® of Success" brand acceleration system is used to develop cutting-edge solutions that give our customers' products clear market differentiation based on proven performance.

### James Baully

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# Men's scalp protection: Where care meets style

**Awareness of the need for sun protection is on the increase worldwide. However, the emphasis is generally on the face, with more attention being paid to the nose than to the crown of the head. Men in particular often overlook the scalp, which can be very prone to sunburn, even if covered by hair. They need to be made much more aware of this danger.**

Men express their personality through their hairstyle – a fact reflected in the growing global market for male grooming products. A distinctive hairstyle requires a healthy head of hair, however. And sunburn to the scalp can

cause hair to lose bounce and luxuriance, and can even lead to hair loss.

There is clearly a significant unmet need for a product that offers men maximum scalp protection against the sun without hampering their hairstyle choices. DSM Men's Scalp Protection SPF 30 has been developed to fill this gap.

## **Style without compromise**

DSM Men's Scalp Protection SPF 30 provides targeted sun protection for the scalp without compromising the chosen hairstyle. This unique and highly innovative concept is based

on the combination of a light, non-greasy, easily spreadable emulsion and special packaging. A tube with an applicator allows the user to apply the product sparingly and precisely to the scalp, the hairline or the area of the parting. The combination of product performance and delivery mechanism will help men keep their hair healthy while allowing them to exercise their personal hairstyle choices.

## **Caroline Ploton**

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## Men's scalp protection Where care meets style

# PARSOL® TX: Did you know..?



## PARSOL® TX

The inorganic UV filter with best formulation compatibility



**PARSOL® TX is one of the most widely used titanium dioxides in sun protection. The legal requirements in**

**Europe for the use of titanium dioxide as a sun filter are currently changing. This might have relevant implications for manufacturers of sun protection products.**

The European Commission's Scientific Committee on Consumer Safety (SCCS) examined the use of titanium dioxide in its nano form and confirmed that it is safe for use as a UV filter in cosmetic products if it meets the specifications defined by the SCCS. DSM was the first cosmetics company to state publicly that its UV filter product –PARSOL® TX– fully meets the requirements of the opinion of the SCCS. "This is very important, as the European Commission will most probably legalize the SCCS's opinion before the end of 2015. Compliance with SCCS Opinion will

consequently become mandatory for market products sold in Europe," said Dr. Jochen Klock, Head of Marketing Sun Care.

**But what makes PARSOL® TX so special?**

**Reliable protection plus pleasant feel**

PARSOL® TX is an aluminum-free, inorganic UV filter manufactured from a highly pure rutile form. Thanks to its unique, highly compact double coating, it is exceptionally compatible with formulations containing other UV filters such as avobenzene, as well as acrylate thickeners and other active ingredients in cosmetics. These results were revealed by testing PARSOL® TX against competitive benchmark products under extreme conditions

of formulation complexity and stability. PARSOL® TX is also notable for its substantial role in sun protection, and consumers observe its exceptional contribution to sensory perception and the very pleasant skin feel it delivers.

Considering all these benefits, PARSOL® TX is a perfect example of DSM's commitment to delivering safe, effective and pleasant products that truly serve consumer needs.

**Dr. Jochen Klock**  
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### Personal Care Events

#### SEPAWA

October 14–16, Fulda, Germany

[www.sepawa.com/index/sepawa-congress-en/home-con.html](http://www.sepawa.com/index/sepawa-congress-en/home-con.html)

#### In-Cosmetics Asia

November 3–5, Bangkok, Thailand

[www.in-cosmeticsasia.com](http://www.in-cosmeticsasia.com)

# DSM hosts 2nd Global Exchange of Ideas on Eubiotics in Swine

The event attracted scientists, experts and swine producers from around the world, who gathered to discuss ideas, experiences and insights into the use of Eubiotics in the global feed industry.

## Alternative nutritional solutions

Today's awareness of the need to prohibit the use of antibiotics as a growth promoter in swine production has inspired research activities around the world to develop alternative nutritional solutions. These involve innovative feed additives such as organic acids, essential oils, probiotics and enzymes. Known collectively as Eubiotics, this group of products supports the health and growth of livestock by positively modulating their gut flora. The significant benefits of Eubiotics have been demonstrated both *in vitro* and *in vivo*.

Participants in 'A Global Exchange of Ideas on Eubiotics in Swine' gathered with the common aim of understanding how best to define effective solutions to replace antibiotic growth promoters and also reduce the need for the treatment of swine with antibiotics.

Swine specialists and scientists presented their research findings on topics related to all stages of swine farming. Dr. John Pluske, from Murdoch University in Australia, discussed the effects of dietary anti-inflammatory products and minerals on gut health in piglets and grown pigs; Professor Wouter Hendriks, from Wageningen University in the Netherlands, spoke about the relation between fiber nutrition in swine and energy yield and gut health; and Dr. Mauricio Dutra, from Carthage & MHJ Agritech Consulting, drew from his company's experience in the US and China to provide insights into supportive therapy for PED (Porcine Epidemic Diarrhea) in swine units.

DSM hosted the 2nd Global Eubiotics Focus Group meeting at its new Animal Nutrition Research Center in Bazhou, Hebei, China from 5-7 May 2015.



A breakout session during the 2nd Global Eubiotics Focus Group meeting in Bazhou, China



Visitors explore DSM's state-of-the-art new Animal Research Center during the Focus Group meeting

## Animal Nutrition & Health Events

### Petfood Forum China

August 27–30, Shanghai, China

[www.petfoodforumevents.com](http://www.petfoodforumevents.com)

### SPACE 2015

September 15–18, Rennes, France

[www.uk.space.fr](http://www.uk.space.fr)

### World Dairy Expo

September 29–October 3, Madison, WI, USA

[www.worlddairyexpo.com](http://www.worlddairyexpo.com)

### AMENA 2015

October 20–23, Puerto Vallarta, Jalisco, Mexico

[www.amena.mx](http://www.amena.mx)

### International Conference on Lipid Science

November 30–December 2, San Francisco, CA, USA

[www.lipids.conferenceseries.com](http://www.lipids.conferenceseries.com)

### Bridging academia and industry

Christophe Paulus, Global Category Manager Eubiotics, commented: "It was a good exchange: a unique opportunity to bridge academic and industrial experience. The gap in awareness between industry and academia has narrowed considerably since our last Eubiotics Focus Group, which was held in 2013. DSM has played a leading role in the development of alternative nutritional solutions for the past 15 years, with products such as VevoVital®, CRINA® and CYLACTIN® as well as the tailored nutritional solutions that we offer in local markets. By bringing leading scientists and swine feed producers together

for this event in China, the world's largest swine-producing country, and hosting it at the most modern Research Center in Animal Nutrition, DSM shows its dedication to developing a more sustainable global swine industry in the interests of feed manufacturers, breeders and consumers alike."

### Dr. Christophe Paulus

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# Quality: The key to sustainability in the food production chain



® Quality is high on the agenda across the food production chain. In today's world, raw material producers, consumer goods manufacturers,

regulatory authorities and end consumers all care about quality. To manage the complex interconnections in the global food production process, a holistic approach to quality management is essential. This involves combining regulatory requirements and traditional quality standards with an awareness that fully engages with consumer sensitivities while at the same time taking account of relevant religious and ethical factors.

People are paying increasing attention to sustainability considerations, and greater emphasis is consequently being placed on traceability and transparency. Quality plays a key role in differentiating foods, beverages and dietary supplements, providing choices for consumers and guiding them in their choice of products and brands.

For food, beverage and dietary supplement manufacturers looking to improve the nutritional value of products, selecting the right ingredients is essential if their risk exposure is to be reduced. This is particularly important when dealing with micro-ingredients such as vitamins, carotenoids and minerals, where the impact of quality on the value chain can be especially pronounced. For example, one kilogram of vitamin A could be used in the production of between 400,000 and 1,000,000 cereal bars or eight metric tons of infant formula, reaching a minimum of 9,000 infants.



As the world's premier nutritional ingredient supplier, quality has become a way of life for DSM. From product conception through manufacturing to after-sales support, the Quality for Life™ seal of excellence aims to ensure that DSM's ingredients provide quality,

reliability and traceability and are manufactured in a sustainable way.

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## Colophon

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