

# Power Brands







# Introducing Power Brands

At dsm-firmenich, we know that **purpose** is the key difference between driving consumer interest and differentiating your product on the store shelf. That's why we've introduced **Power Brands** – premium brands from dsm-firmenich's portfolio that are uniquely positioned to empower you on your mission, whether it's sustainability, innovation or health benefits.

Power brands can power your business by **bringing progress to life**.

They have three key areas at heart: **People**, by developing purpose-led, health-focussed products for your consumers; the **planet**, by supporting your commitments to

sustainability; and **progress**, by pioneering innovations that enable you to lead the way. Their robust qualities make them **trusted champions in the marketplace**, giving you the competitive edge in sales. And we're here to support you across the entire product development process, offering an elevated service that includes science-backed expertise, deep consumer insights and institutional knowledge. That's why dsm-firmenich is more than an ingredient provider, we're an innovative end-to-end purpose-led partner



# What is a Power Brand?

Power Brands are premium brands from dsm-firmenich's portfolio that are uniquely positioned to empower you on your mission – whether it's sustainability, innovation or health benefits. Through them, you can join us in our goal to create Brighter Lives For All.

Power brands can power your business by **bringing progress to life.**

#### **For people**

Developing purpose-led, health-focussed products for your customers

#### **For planet**

Supporting your commitments to sustainability

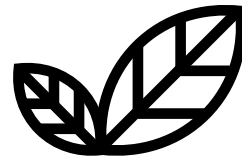
#### **For progress**

Pioneering innovations that enable you to lead the way

Learn more about our **Power Brands.**

# 6 Power Brand Qualities

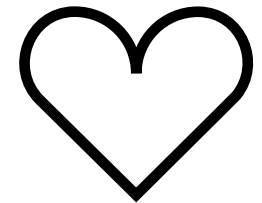
The portfolio is backed by six robust differentiating qualities that you can leverage to get the edge



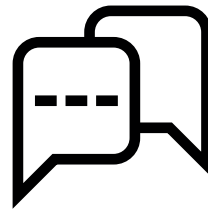
**Positive impacts**



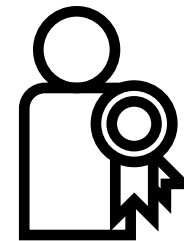
**Pioneering innovation**



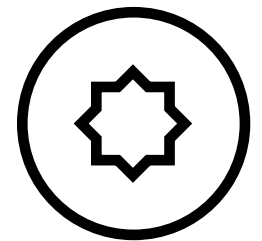
**Health benefit claims**



**Health leadership & advocacy**



**Elevated expert services**



**Brand TLA**

*life's*<sup>TM</sup>  
OMEGA

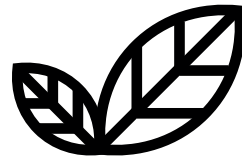








life's™OMEGA



## A world class commitment to sustainability

life's™OMEGA is the first and only commercially available plant-based omega-3 that delivers the benefits of both EPA and DHA in a single quality source† whilst helping to save fish, sharks and whales.

One third of all fish are caught for their oil\*, meaning marine diversity has declined nearly 50% in 50 years\*\*, driven mostly by commercial fishing. Because life's™OMEGA is a 100% sustainable alternative to fish oil, the benefits of omega-3 don't have to come at the cost of harming marine life.

[Learn more about our commitment to marine life at Sea the Difference.](#)





life's™OMEGA



## Pioneering innovation that will give you the edge

life's™portfolio was pioneered as research in partnership with NASA, resulting in the first algal-sourced omega-3 with significant levels of DHA and EPA – twice what basic fish oil would provide†.

Our innovative manufacturing capabilities allow us to scale production up or down, so you'll always have reliability of supply, since our methods aren't reliant on natural resources.

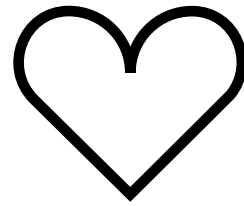
\* Source: FAO State of World Fisheries and Aquaculture

\*\* Source: Living Blue Planet Report 2015, The Marine Living Planet Index

† life's™OMEGA only



life's™OMEGA



## Insight-driven and science-backed health benefits

Omega-3 is the most researched nutraceutical product, with over 40,000 studies and published papers on the topic.

With an estimated 70% of the global population not getting enough omega-3\*, they're losing out on well documented benefits in cardiovascular health, brain health and eye health. There are also continued clinical trials in areas like improved immunity, skin condition, joint health, inflammation, muscular health and mobility.

**To find out more about sciencebacked health benefits, visit our hub page.**

life's™DHA can play a vital role in the development of babies in the first 1000 days.

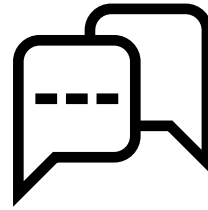
**To find out more about how Omega-3 helps Early Life Nutrition click here.**

\* Source: Hamilton et al., 2020. Systems approach to quantify the global omega-3 fatty acid cycle. Nature Food.





life's™OMEGA



## Driving and defining key markets

life's™portfolio is championed by our internal experts — widely respected in their fields — to drive credibility and share of voice within industrial and academic settings. With decades of accumulated knowledge and expertise, our experts drive the market forward, producing global products and creating strategic alliances by translating and utilising the science.

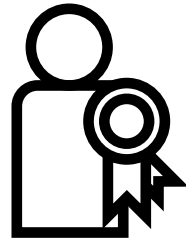
Furthermore, dsm-firmenich regularly engages with a significant group of globally recognized experts and expert associations in nutritional lipids, to further the science of omega-3.

LCPUFA and health in a wide variety of populations. Examples include: mining data to develop global maps illustrating omega-3 intakes and status; defining and substantiating DHA/EPA intake levels to support a myriad of positive health outcomes (such as heart, brain, and eye benefits) as well as immunity and aspects of healthy aging. We also partner with these experts to advocate for recommended intakes and health benefits, which paves the way for public awareness, expert validated benefit messaging, and health claims.





life's™OMEGA



## Elevated expert services that enhance your product development

Get support along your entire product development cycle through our elevated expert services. We give you access to consumer trend data, including usage and attitude studies, tested concepts and pricing studies.

life's™ portfolio has global footprint and supply network expertise ensuring reliability of product delivery whenever you need it.

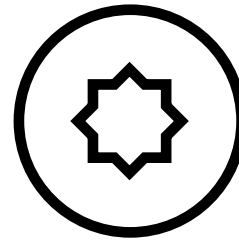
We can provide customised solutions, MRS and premixes as well as customer training so that you can become experts in our products.

Our superior levels of expertise with innovation and R&D, insights and marketing, scientific services and regulatory support creates an end-to-end service that helps you succeed in the marketplace.





life's™OMEGA



## Readily available on-pack logos to set you apart from the competition



Our trademark license agreements provide you with ingredient logo's to help distinguish your product from the competition. Our life's logo's reinforce sustainable alternatives to fish oil, supporting your product positioning and providing a level of differentiation to help you stand out to consumers.

ampli-D®







ampli-D®



## Pioneering innovation that will give you the edge

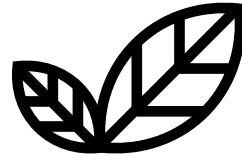
Vitamin D is notoriously hard to absorb, but through ampli-D®'s first-to-market calcifediol product, levels can be restored in the body in days and weeks instead of months. And because ampli-D® doesn't need to be metabolised by the liver, it guarantees efficacious levels in the bloodstream, meaning that it's ready to be used by the body as needed.







ampli-D®

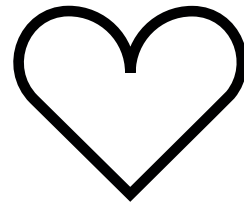


## A world class commitment to sustainability

ampli-D® is a revolutionary form of Vitamin D - one that's more bioavailable than other forms. It has the power to tackle sub-optimal vitamin levels three times faster than what's currently available. You don't just get a great product, you get a commitment to minimising environmental impact through strict lifecycle analysis, and unlike other



ampli-D®



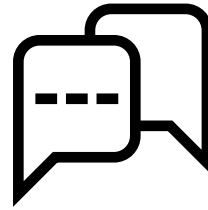
## Insight-driven and science-backed health benefits

Vitamin D has traditionally been associated with bone and muscle health, but there's growing evidence of its role in supporting a healthy immune system. Optimal Vitamin D status has been linked with helping to support the immune response and reducing the risk of acute respiratory infections. This means ampli-D® unlocks the benefits of 'the sunshine vitamin' more rapidly, aiding consumers in top health benefit areas.

[To find out more about sciencebacked health benefits, visit our hub page.](#)



ampli-D®



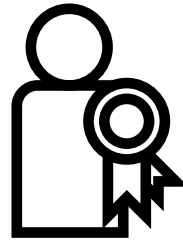
## Driving and defining key markets

ampli-D® is championed by our internal experts – widely respected in their fields – to drive credibility and share of voice within industrial and academic settings. With decades of accumulated knowledge and expertise, our experts drive the market forward, producing global products and creating strategic alliances by translating and utilising the science.

Furthermore, dsm-firmenich regularly engages with a significant group of globally recognized experts in Vitamin D and calcifediol, for the purposes of furthering the science and increasing advocacy. Examples include: creating global Vitamin D status and deficiency maps, defining optimal intakes for populations or outcomes, informing policy, performing clinical studies to demonstrate efficacy of ampli-D® vs. D3, and a variety of advocacy campaigns.



ampli-D®



## Elevated expert services that enhance your product development

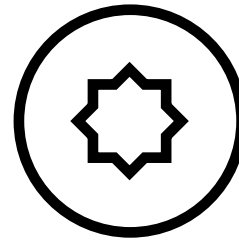
Get support along your entire product development cycle through our elevated expert services. We give you access to consumer trend data, including usage and attitude studies, tested concepts and pricing studies. We also provide training to pass on our product expertise to our customers and a comprehensive consumer facing website on ampli-D® in many languages to educate the end consumer regarding the benefits of the product.

[To learn more, visit our ampli-D® consumer facing webpage.](#)





ampli-D®



## Readily available on-pack logos to set you apart from the competition



Our trademark license agreements provide you with ingredient logo's to help distinguish your product from the competition. Our ampli-D® logo reinforces a faster and more effective form of Vitamin D, supporting your product positioning and providing a level of differentiation to help you stand out to consumers.





# Your end-to-end partner

Where others see products, we see purpose. That's because we understand consumers' shifting needs and how supplements fit into their broader healthcare regimes. At dsm-firmenich we know purpose can be the difference between just driving consumer interest and differentiating your product on the store shelf. That's why we pour all our curiosity,

insights, and innovation into every product we help develop. This takes more than ingredients. It takes a partner.

**When you partner with dsm-firmenich you get an innovative, end-to-end partner, inspired by the end consumers' most pivotal health needs to deliver your next product with purpose.**

We combine science-backed expertise and deep consumer insights with institutional knowledge about trends, market opportunities, and format and applications to deliver products that cause consumers to view them as a health priority. It's born of an innovative spirit that not only strives to serve their wants today, but their unmet needs tomorrow.

Our end-to-end services can support you at every stage of product development, from R&D to marketing and regulation. By partnering with us, you can reach your customers with products that matter to them and serve a range of different consumer needs. We also provide customized solutions, including premix and marketready solutions to help you get to market faster.

## Speak to a dsm-firmenich expert

to find out how partnering with dsm-firmenich gets you an innovative, end-to-end partner, inspired by the end consumers' most pivotal health needs to deliver your next product with purpose.