

# Power Brands

## life's™ portfolio



### What is a Power Brand?

Power Brands are premium product brands from dsm-firmenich's portfolio that are uniquely positioned to power your business and empower you on your mission – whether it's sustainability, innovation or health benefits.

To find out more about what makes a Power Brand, visit the hub.

*life's™* portfolio, made up of *life's™* OMEGA and *life's™* DHA is at the forefront of what makes a Power Brand.

It takes more than just an ingredient to be successful: it takes a partner with the right expertise to see you succeed. Learn how *life's™* portfolio is backed by six robust differentiating qualities that give you more than an ingredient, it gives you an end-to-end purpose-led partner.

### 6 Power Brand Qualities:



#### 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.



#### 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.





### 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<sup>\*\*\*</sup>, 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 science-backed health benefits, visit our hub page.

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



### Driving and defining key markets

*life's*<sup>TM</sup>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 expert 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 expert 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.



### 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*<sup>TM</sup>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.



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

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

\*Source: FAO State of World Fisheries and Aquaculture

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

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

† *life's*<sup>TM</sup>OMEGA only

## Speak to a dsm-firmenich expert

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.

## Your end-to-end partner

Products – Customized solutions – Expert services