

# News Release

## **BASF introduces personalized nutrition solutions for cardiovascular health at Food Ingredients China 2018**

- **Newtrition® by BASF provides personalized health assessment including omega-3 index for the first time**
- **Wide range of innovative high-efficacy prototypes presented to support evidence-based supplementation**
- **BASF at Food Ingredients China (FIC): March 22-24, 2018, National Exhibition and Convention Centre (NECCS, Shanghai), Hall 5.1, Booth 51B10/51C11**

Shanghai, China – March 19, 2018 – Newtrition®, BASF's human nutrition brand, will introduce a wide variety of nutritional solutions to reduce the risk factors in chronic diseases, at Food Ingredients China (FIC) from March 22 – 24, 2018. For the first time, a personalized assessment of selected health biomarkers through point-of-care testing devices and dried blood spot kits will be provided at the BASF booth in the Personalized Nutrition area.

Through a simple finger prick test, visitors to the booth can get an indication of their cardiovascular health status measuring total cholesterol and omega-3 levels. High LDL cholesterol has been identified as a major risk factor in cardiovascular diseases and similarly, a low omega-3 index is correlated to higher cardiovascular mortality risk.

According to the World Health Organisation, in 2012, cardiovascular diseases were responsible for 45% of deaths in China and are expected to increase by 50% by 2030, given the country's rapidly aging population.

“Personalized nutrition is on the cusp of becoming mainstream. Consumers are increasingly interested in tracking their well-being in more tangible ways and are constantly finding ways to determine their health status and ascertain the efficacy of the supplements they are taking,” says Haibo Tian, Vice-Director, BASF Human Nutrition, Asia Pacific. “Science and technology are robust partners and at Newtrition®, we believe that we have a crucial role to play in delivering the right nutrients to the right people at the right time.”

In line with this, nutritional solutions to reduce the risk of cardiovascular diseases and beyond will be presented at FIC. Highlights include:

- Plant sterol powder sachet: high-efficacy on-the-tongue powder supplement fortified with plant sterols. 2g of plant sterols a day has been proven to lower LDL-cholesterol by up to 10%.
- Algae DHA powder sachet: algal source of DHA for vegetarians or those allergic to fish, for cardiovascular and cognitive health
- Antioxidant jelly: supplement in jelly format containing BASF’s algal source natural carotenoids, *Dunaliella* carotenoids, from open-air lagoons in Australia that provide photo-protective effects by stopping free radicals before they trigger sunburn.
- Lutein beverage: fortified with lutein ester for eye health by reducing the effects of damaging blue light from prolonged exposure to digital devices.

Also for the first time, BASF’s Aroma Ingredients division will present its broad portfolio of products to the fragrance and flavor industry in China. The two latest mint additions, L-Menthone 70 FG and L-Menthyl acetate FCC, and the newest addition to the top note rose scents, Dihydrorosan, will also be unveiled at FIC.

#### **About the BASF Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavor & fragrance industries. With innovative solutions and modern technologies we help our customers improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Vitamins and carotenoids also form an important part of our animal nutrition portfolio, as do other feed additives such as trace elements, enzymes and organic acids. We provide the pharmaceutical industry with a broad range of excipients and selected large-volume active pharmaceutical ingredients such as ibuprofen and omega-3 fatty acids. Furthermore, we offer aroma ingredients such as citral, geraniol and L-menthol. BASF Nutrition & Health operates

sites in Europe, North America, South America and in Asia-Pacific. For more information, go to [www.basf.com](http://www.basf.com).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).