

# Fruitflow®

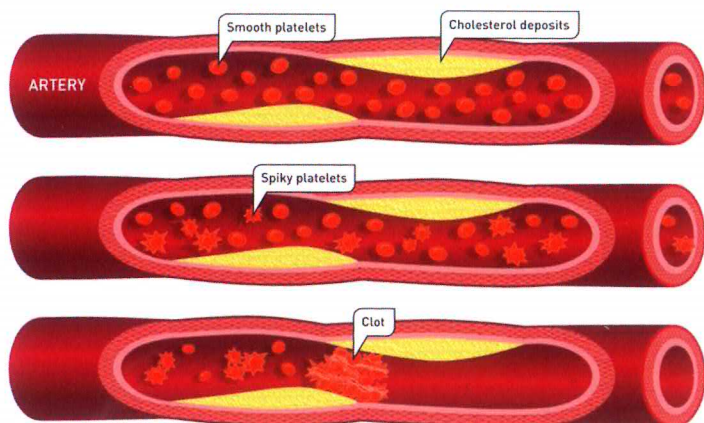
## Health benefit solution



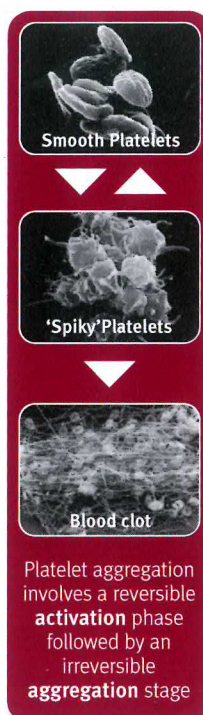
### What is Fruitflow®

Fruitflow® is a breakthrough ingredient – the first natural, scientifically substantiated solution contributing to healthy blood flow. In ten human trials, consumption of Fruitflow® has been proven to maintain healthy platelet aggregation and improve blood flow. The effect takes place within 1.5 hours and lasts for up to 18 hours, making it ideal for use in functional foods or dietary supplements.

### Mechanism of Action



- Platelets can become 'spiky' i.e. more prone to clotting in normal daily life due to a variety of factors such as stress, overweight, high cholesterol and also sports.
- Fruitflow® works by keeping blood platelets smooth to avoid aggregation inside blood vessels.
- Fruitflow® does not disrupt the blood clotting process required following injury.



**fruitflow®**

- First ingredient with an approved EFSA article 13.5 health claim
- Fruitflow® is the first natural, scientifically substantiated solution that contributes to healthy blood flow
- Strong scientific evidence
  - 10 clinical studies
  - Works in 97% of subjects in published studies
- Natural, healthy and safe ingredient
- Forms available for use in food, beverages and dietary supplements applications
- Highly stable and water-soluble, low flavour, odour and colour profile
- Strong differentiation for heart health products (opportunity to create new segment in the category)
- Builds on established consumer awareness around cholesterol and other heart health solutions

### Cardiovascular health

There are three major risk factors in cardiovascular health: increased cholesterol, high blood pressure and increased platelet aggregation. Fruitflow's proprietary technology creates currently the only functional food ingredient addressing platelet aggregation.