

DSM brings live creation experience to Vitafoods 2017

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DSM is to transform stand G10 into an interactive creation centre at Vitafoods in a first of its kind opportunity for customers to work directly with DSM's experts on their own projects during the show itself



Highlights include formulating premixes live on the spot to match individual requests, using its custom nutrient premix service, Fortitech Premixes.

With hubs dedicated to omega-3s and air pollution, visitors can also learn more about yet-to-be unveiled consumer insights and DSM's continuously evolving ingredient portfolio in the innovation hub.

On show at its first Vitafoods will be DSM's next-generation 3C Technology for omega-3 EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid).

The unique, proprietary technology delivers highly concentrated (up to 85%) and customisable combinations of EPA and DHA for food supplement applications, while also providing peace of mind through a consistent supply chain.

Home to an omega-3 hub of expertise for the duration of the event, DSM will present prototypes demonstrating the much smaller capsule size that can be achieved using 3C Technology, as well as discussing recent data on global omega-3 deficiencies, consumer usage and attitudes towards omega-3 supplements.

With 400,000 individuals dying prematurely in the European Union each year because of poor air quality, DSM will present scientific research on nutritional solutions to mitigate the effects of air pollution as part of the Vitafoods Education Programme.

DSM addresses the problem from both inside and outside the body and offers solutions for food supplement and skincare applications, with the personal care team also available at the on-stand air pollution hub.

Beyond its vitamin and omega-3 portfolio, DSM's new ingredient pipeline will be under the spotlight in the innovation hub. Here, visitors are encouraged to join DSM to discover how these ingredients could be used specifically for their target application and brands, as part of its updated Health Benefit Solutions.



The ingredients include FruitFlow, a natural tomato-based concentrate proven to contribute to healthy blood flow; resVida, the purest and only safety proven form of trans-resveratrol for use in food supplements as an antioxidant, Metafolin, DSM's active form of folate, OatWell oat beta-glucan, a natural bioactive soluble fibre with proven heart health, blood glucose lowering and gut health benefits, and Tolerase L, a highly efficacious and safe enzyme that contributes to breaking down lactose used in food supplements.

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