

Delft, The Netherlands, 12 Nov 2008 12:00 CET

DSM's TensGuard™ Strikes Gold at HiE 2008

DSM's exciting blood pressure controlling lactotripeptide ingredient, TensGuard received the gold award for most innovative new health ingredient at this year's Health Ingredients Europe exhibition. Beating off competition from seven other high profile finalists, TensGuard was awarded the prestigious first prize by an independent judging panel of retailers, manufacturers, scientists and industry leaders.

Commenting on this high profile win, Luc van-der-Heyden, business manager heart health, DSM Functional Foods Marketing, said: "We are delighted to win this award. The development and launch of TensGuard has been a real team effort on every level; drawing on science, marketing and regulatory expertise. What makes TensGuard so relevant today is that not only does it offer established clinical research to support the health claims, it also targets a specific sector of the market - namely blood pressure controlling solutions - which has been relatively untouched until now. This makes TensGuard extremely exciting news for both manufacturers and consumers.

"The problems associated with high blood pressure and its impact on heart health are well documented and have an international reach. With TensGuard we offer an effective and versatile ingredient which can easily be incorporated into the daily diet as part of a healthy lifestyle. Now with the recognition of our HiE ingredient innovation gold award, we are even more confident that TensGuard is a winning formula."

TensGuard™ is formulated from naturally-occurring dairy peptides - lactotripeptides - clinically proven to help control blood pressure and maintain a healthy heart. The active peptide responsible for the blood pressure lowering effect in TensGuard is the so-called 'Lactotripeptide' Isoleucine-Proline-Proline (IPP). While lactotripeptides are present in normal dairy products, they are inactive within the original milk protein. To become effective, these peptides first need to be released through enzymatic predigestion. TensGuard contains activated lactotripeptides, delivering their benefits in a highly concentrated and convenient form. Effective at low doses, it has a clean taste and can be applied in waters, juices, cereal bars and yoghurts. In addition, a granulated powder format has been developed that can be incorporated into dietary supplements.

Editor's note:

DSM – the Life Sciences and Materials Sciences Company

DSM creates innovative products and services in Life Sciences and Materials Sciences that

contribute to the quality of life. DSM's products and services are used globally in a wide range of markets and applications, supporting a healthier, more sustainable and more enjoyable way of life. End markets include human and animal nutrition and health, personal care, pharmaceuticals, automotive, coatings and paint, electrics and electronics, life protection and housing. DSM has annual sales of almost EUR 8.8 billion and employs some 23,000 people worldwide. The company is headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext Amsterdam.

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