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1 **DSM'S TENSVIDA RECOGNIZED FOR INNOVATIVE DEVELOPMENT**

2 DSM's lactotripeptide blood pressure management ingredient, tensVida^{TM1}, has received another
3 accolade with a win at this year's European Outsourcing Awards. Judges in the category of
4 Outstanding Application in Nutraceuticals commended DSM's strategy for developing and launching
5 tensVida with a highly innovative approach. This latest award for tensVida recognises the close
6 collaboration between DSM and its expert partners. DSM worked closely with the University of
7 Maastricht, a large dairy company, a prominent consumer products company and TNO, a leading
8 independent Dutch research organisation.

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10 Garnet Pigden, Sr. Vice President-Functional Foods, DSM Nutritional Products, comments: *"The*
11 *award further highlights DSM's commitment to research, open innovation and science-based product*
12 *development. We are encouraged by the response to tensVida to date and are very pleased to receive*
13 *this recognition. Our integrated approach was crucial to achieving success, particularly as extensive*
14 *research, product development and new manufacturing processes were required."*

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16 tensVida has already received multiple international industry recognitions, including the NutrAward for
17 most innovative, evidence-based health and nutrition ingredient at Nutracon 2009, the Gold Award for
18 the best innovation in health ingredients at HiE 2008, and two finalist positions at Drinktec 2009.

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20 Maintaining cardiovascular health is currently the number one global health concern and through
21 DSM's extensive consumer research the need for an effective solution was identified. tensVida
22 combines comprehensive scientific studies with in-depth consumer research to meet this need.
23 tensVida contains specific, naturally-occurring dairy peptides called lactotripeptides which have been
24 shown to help control blood pressure in multiple clinical studies. The active peptide responsible for
25 lowering blood pressure is the so-called lactotripeptide Isoleucine-Proline-Proline (IPP). Although

¹ tensVida is a trademark of Royal DSM N.V.

26 lactotriptides are present in normal dairy products, they are inactive within the original milk protein.

27 DSM developed innovative enzymatic technology to release and activate the peptides.

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29 Designed to provide activated lactotriptides in a highly concentrated and convenient form, tensVida

30 is effective at low doses. Moreover, with the benefit of a clean taste, tensVida is suitable for a broad

31 range of applications, including dietary supplements, waters, juices, cereal bars and yoghurts.

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33 tensVida is part of DSM's extensive Vida portfolio of scientifically-proven ingredient solutions. For

34 further information on the Vida family of ingredients, please visit www.dsm-vida.com

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36 **ENDS**

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38 **About DSM Nutritional Products**

39 DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine

40 chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of

41 over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations

42 and attractive applications for all industry segments. More information at www.qualityforlife.com and

43 www.dsmnutritionalproducts.com

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45 **DSM – the Life Sciences and Materials Sciences Company**

46 Royal DSM N.V. creates innovative products and services in Life Sciences and Materials Sciences

47 that contribute to the quality of life. DSM's products and services are used globally in a wide range of

48 markets and applications, supporting a healthier, more sustainable and more enjoyable way of life.

49 End markets include human and animal nutrition and health, personal care, pharmaceuticals,

50 automotive, coatings and paint, electrical and electronics, life protection and housing. DSM has annual

51 net sales of EUR 9.3 billion and employs some 23,500 people worldwide. The company is

52 headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext

53 Amsterdam. More information: www.dsm.com

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