

Kaiseraugst (CH) August 21<sup>st</sup>, 2009**DSM, Chrysantis, Kalsec and other Dietary Zeaxanthin producers join to create Zeaxanthin Association**

A group of international companies today announced the formation of the Zeaxanthin Trade Association. Its primary goal is to increase global awareness and promote the use of Dietary Zeaxanthin.

Dietary Zeaxanthin is the 3R 3'R isomer, which can also be found in fruit or vegetables. It is a critical nutrient for eye health, which may help guard against vision problems such as Age-Related Macular Degeneration (AMD) and cataracts.

However, the difference between various Zeaxanthin isomers is not completely understood. For this reason, as one of the first actions, the Zeaxanthin Trade Association will adopt common quality standards for Dietary Zeaxanthin. This will help dietary supplements and food manufacturers to make sure that their source of Dietary Zeaxanthin complies with GMP standards.

*"There is a tremendous need to bridge the information gap between consumers, manufacturers and the regulatory bodies. The Zeaxanthin Association membership provides companies with an unprecedented opportunity to join resources and build its understanding through education, research and quality assurance,"* says Kristina Cselovszky, Global Business Manager, DSM Nutritional Products.

Kevin Meyle, Director of Product Management-Nutritional Ingredients, Kalsec® Inc. explained: *"The Zeaxanthin Association provides a unique opportunity to help all Zeaxanthin users to comply with the regulatory framework in the manufacturing of dietary supplements containing Zeaxanthin."*

Commenting on the benefits, Manuel Pavon, General Manager, Chrysantis Inc. said: *"The new trade association membership provides companies with an exceptional chance to become the stewards of the dietary Zeaxanthin market and architects of a new positive self-regulatory coalition for quality, safety and open communication that benefits all members of the supply chain."*

The Zeaxanthin Association is open to all members of the dietary Zeaxanthin industry supply chain such as manufacturers, formulators, distributors and marketers, as well other interested parties such as healthcare professionals, educators and researchers.

## **About Chrysantis, Inc.**

Chrysantis, Inc., a wholly owned subsidiary of Ball Horticultural Company based in West Chicago, IL, is dedicated to developing high-quality plant-based products, for dietary supplement manufacturers and the functional foods industry, which will enhance human health. Ball Horticultural Company is a family-owned business that has been researching, breeding and selling the highest-quality flower seed varieties for more than 100 years. For more information visit [www.Chrysantis.com](http://www.Chrysantis.com).

## **About Kalsec® Inc.**

Kalsec® Inc, is a privately held producer and marketer of natural flavors, colors, antioxidants, hop extracts and nutritional ingredients for use in food, beverage and pharmaceutical applications. Selling and marketing in more than 70 countries worldwide, Kalsec® is dedicated to delivering the best products on time , and backed with unparalleled technical expertise. Founded in 1958, the company is headquartered in Kalamazoo, Michigan, with facilities in Kalamazoo, Michigan, Denver City, Texas and Mildenhall, England. For more information, visit [www.zeagold.com](http://www.zeagold.com) or [www.kalsec.com](http://www.kalsec.com).

## **About DSM Nutritional Products**

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. More information at [www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)

## **About DSM – the Life Sciences and Materials Sciences Company**

Royal DSM N.V. creates innovative products and services in Life Sciences and Materials Sciences that contribute to 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, electrical and electronics, life protection and housing. DSM has annual net sales of EUR 9.3 billion and employs some 23,500 people worldwide. The company is headquartered in the Netherlands, with locations on five continents. DSM is listed on Euronext Amsterdam. More information: [www.dsm.com](http://www.dsm.com)

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### **Forward-looking statements**

This press release contains forward-looking statements. These statements are based on current expectations, estimates and projections of DSM, and information currently available to the company. The statements involve certain risks and uncertainties that are difficult to predict and therefore DSM does not guarantee that its expectations will be realized. Furthermore, DSM has no obligation to update the statements contained in this press release. The English-language version of the press release is leading.