

# NutraNews

DSM Nutritional Products Customer Newsletter

No. 4 | 2008

## DSM launches the Quality for Life™ seal – A unique approach with unique benefits



DSM has launched a new seal for its nutritional and health ingredients to emphasize its commitment to quality. Called 'Quality for Life™', the new seal guarantees unprecedented levels of quality, reliability and traceability from a manufacturer with an uncompromising commitment to safety and sustainability.

For more than 100 years, DSM has maintained the trust of customers worldwide by providing quality nutritional ingredients valued for their consistent quality, reliability, and traceability. We use state-of-the-art quality systems for all our production processes, including strict control of raw materials and ingredients used. By this means we ensure quality at every stage of our global supply chain - from product specification and process design through manufacture to certification, packaging, and shipping. Quality for Life™ is born of this long tradition of care.

Martijn Adorf, Global Marketing Manager at DSM Nutritional Products, explains the benefits of the new Quality for Life™ seal. "Quality for Life™ means actives, forms and blends which are high in purity, homogeneous, stable, safely packaged and safe for consumers, employees and the environment. When you buy a product with the Quality for Life™ seal, you know that it has not been exposed to cross-contamination, that the ingredients are evenly distributed within the mix, that the performance characteristics are guaranteed, and that the labels are correct. Quality for Life™ says, "You can trust in DSM to bring you ingredients that are consistent in quality and guaranteed by adherence to the relevant quality standards, practices and certifications."

In a market highly sensitive to the impact of contamination scares, Quality for Life™ offers the peace of mind that only quality can bring. For further information, please visit [www.qualityforlife.com](http://www.qualityforlife.com) or send an email to [info@qualityforlife.com](mailto:info@qualityforlife.com).

### Editorial

#### Spelling out our quality promise

Our commitment to quality is a recurring theme in these pages. In the light of recent events in China involving the adulteration of milk with melamine, it has never been more topical. Emphasizing our quality standards in *NutraNews* has nothing to do with the mood of the moment, however. It stems from our experience of the past seven decades, and draws on the intensive efforts of recent years. This autumn sees the launch of our Quality for Life™ seal – a promise of unmatched product quality, traceability and reliability that covers our entire product range. We are also launching a new baby food grade that sets unprecedented safety standards for the infant nutrition sector. The same theme of concern for the nutritional welfare of children is echoed in the participation of Mauricio Adade, the President of our Human Nutrition and Health division, in the 2008 Clinton Global Initiative meeting, in which he took part in a panel discussion of maternal and child nutrition. These activities spell out our quality promise and words and deeds, and demonstrate our strong commitment to providing nutritional solutions that use the best of today's technology to meet the growing needs of tomorrow.

Sincerely,

The editorial team, [nutranews.dnp@dsm.com](mailto:nutranews.dnp@dsm.com)

#### Quality for Life™ means:

##### Quality

The performance characteristics of our products are complemented by a fully compliant regulatory profile.

##### Reliability

We are a pioneer in nutritional ingredients and a reliable company that sets global standards. We use an integrated supply-chain approach to manage every phase of production and delivery.

##### Traceability

We are able to trace all our products within the supply chain and we maintain the required information and documentation.

##### Sustainability

We make a continuous effort to minimize our use of raw materials and energy, continuously improving our methods, processes, products and services to ensure that they are acceptable not only from the point of view of our customers, our employees and the public at large, but also from the perspective of the environment.

With our guarantee in terms of Quality, Reliability and Traceability, we assure you **Safety**.

Unlimited. **DSM**



# Innovative baby food grade sets new safety standard for infant nutrition sector

The recent spate of food contamination scares presents food retailers, manufacturers and ingredient producers alike with serious challenges. DSM Nutritional Products has responded by launching a new quality category for the infant nutrition market: baby food grade. This sets a new industry standard in product purity and traceability.

Breast milk is the natural nutritional standard for feeding infants worldwide. When this is unavailable, however, new solutions have to be found. Parents want their children to have the healthiest start in life, and manufacturers look for highest standards of product quality, traceability and reliability.

Fabiana Assis, Global Marketing Manager for our Infant Nutrition segment, explains the move, which is an industry first. "The entire food market is sensitive to process and product safety. Consumers and baby food manufacturers alike are looking for the peace of mind that only safe ingredients can bring. In the light of recent events, this is more important than ever."



## Requirements for baby food producers

"Microbiological purity is elementary to infant nutrition," continues Fabiana. "Regulators have recognized this by applying stricter micro requirements to baby food producers. Although these do not apply to us as a food ingredients manufacturer, we apply them to the production of our baby food grade blends."

## Raising the bar

To create the new baby food grade standard, DSM Nutritional Products has introduced its own stricter quality controls. "We have always set the standard for the industry in terms of product purity," says Fabiana, "but we have raised the bar for ourselves with our new baby food grade. We use a broad range of separate blenders, together with state-of-the-art procedures so as to avoid all risk of cross-contamination. We also have a network of state-of-the-art analytical laboratories and an in-house quality control operation." The importance of blend safety cannot be overestimated for the infant nutrition sector. As Fabiana puts it, "Sensitive consumers need the safest solutions."

## Mauricio Adade serves as panelist at the 2008 Clinton Global initiative meeting



The 2008 Clinton Global Initiative annual meeting held in New York City in September brought together prominent business and government leaders from around the world to examine and discuss the major global challenges of health, energy and climate change, education, and poverty alleviation, with the goal of working together to develop and implement sustainable solutions. Mauricio Adade, President of DSM's Human Nutrition and Health division, participated in the panel discussion "Ensuring a Healthy Start: Maternal and Child Nutrition", which examined and emphasized the profound impact that maternal health has on the health and development of children, as well as their greater risk of chronic disease as adults as a result of childhood undernutrition.

## Celebration of the anniversary of our manufacturing site in Dalry, Scotland



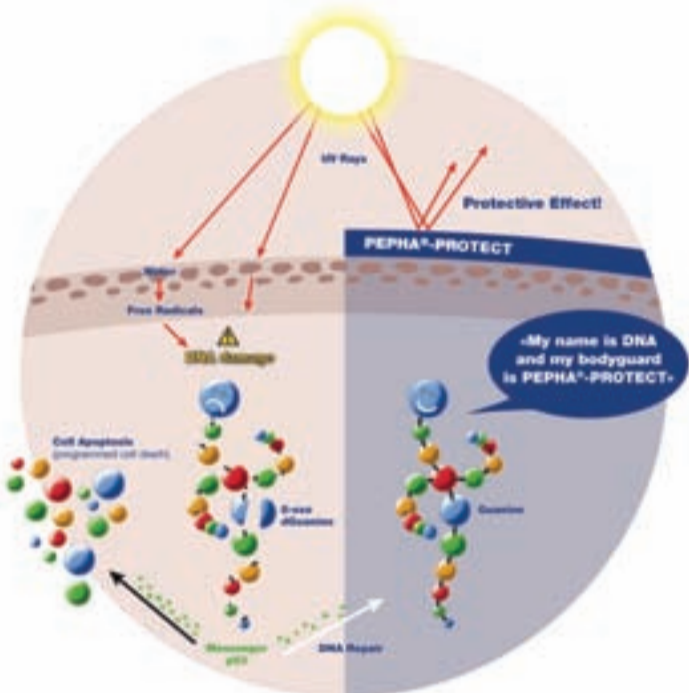
Together with its global customers from leading food and pharmaceutical companies, in September DSM celebrated the 50th anniversary of its manufacturing site in Dalry and the 25th anniversary of the commencement of vitamin C production on this site.

For this key anniversary, DSM and the Scottish government organized a joint symposium on "Sustainable Quality for

Nutritional Ingredients", which was attended by DSM's customers, Stewart Stevenson MSP, Minister for Transport, Infrastructure and Climate Change, and Leendert Staal, CEO and President of DSM Nutritional Products. This symposium provided valuable insights into DSM's QUALI-C™ approach, placing it not only in the context of DSM's sustainable quality strategy but also in the wider context of Scotland's focus on sustainable food manufacturing.

# Innovative formulation Cosmeceut@extreme provides 'Sahara-tested' sun care

The Swiss Explorer Mr. Andrea Vogel recently retraced the key gold and salt trade route that linked black Africa with Europe during the Middle Ages. His 3,010 km expedition took him and his team by foot from Timbuktu in Mali to Marrakech in Morocco. The stellar constellation Orion guided the explorers along their way and also lent its name to the expedition. Andrea Vogel and his team were supplied by DSM Nutritional Products and Pentapharm with the best possible sun care in form of an innovative formulation of skin care actives and UV absorbers.



*p53 is a protein that acts as messenger as soon as DNA is attacked: it induces either DNA repair or the cell death*



With an SPF of 50+, Cosmeceut@extreme is ideal for protecting the skin against exposure to very intense sunlight. This unique formulation contains the UV absorber PARSOL® SLX in a synergetic combination with PARSOL® HS, PARSOL®1789 and the co-absorber PARSOL® 340. This combination enables a high Sun Protection Factor

(SPF) to be achieved on the basis of a much lower proportion of UV filters than has traditionally been the case. In addition to physical protection against the sun's rays, Pepha®-Protect, the skin's bodyguard, prevents DNA damage caused by UV radiation.

"Cosmeceut@extreme has been fully tested in-vitro and in-vivo and shows superior sensorial properties. It can be used as a ready-to-use formulation and concept by sun protection manufacturers without any further development work," says Manager Market Development Skin care Barbara Obermayer of Pentapharm. To learn more, please send an email to: Barbara.Obermayer@pentapharm.com.

## Latest news from DSM Nutritional Products

### Manage weight in an instant with new Fabulesse™ powder from DSM



DSM has expanded its portfolio of innovative weight management solutions with the launch of Fabulesse DE, a new and easy to use, spray-dried powder version of DSM's highly effective weight management ingredient. Fabulesse DE enables manufacturers to tap into the thriving weight management market by offering consumers new and exciting concepts for effective weight control.

### DSM welcomes findings on brain-health benefits of Beta-Carotene

The results of two studies initiated in the 1980s indicate that beta-carotene provides long-term benefits to memory and may significantly help to preserve mental fitness when taken as a supplement over many years.

### DSM Nutritional Products launches a new Omega-3 powder for infant nutrition



The new formulation, ROPUFA® '10' n-3 INF Powder S/SD, contains the ideal balance of DHA (docosahexaenoic acid) and EPA (eicosapentaenoic acid) for infant formula. It is odorless and tasteless, and it is ideally suited to meet the highly demanding standards set by the infant nutrition industry.

### i-flex™ has been shown to increase generative processes and suppress destructive processes in human cartilage cells in-vitro



The mechanism of action of the joint health supplement, i-flex™, is considered to be a combination of anti-inflammatory and anti-oxidative processes. DSM Nutritional Products presented new research that demonstrates protective and even regenerative effects of i-flex™ on human cartilage cells in-vitro.

### DSM Nutritional Products Ltd Branch PENTAPHARM introduces ALPAFLOR® ABI COMPLEX AO

Combining its long experience in natural product extraction and the ALPAFLOR® philosophy, DSM Nutritional Products Ltd Branch PENTAPHARM developed ALPAFLOR® ABI COMPLEX AO, a new natural Ecocert certified treatment for irritated and sensitive skins.



More information about DSM latest news can be found on [www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)

# DSM feed enzymes – An innovative way to reduce feed and food prices



The development of the RONOZYME® and ROXAZYME® product range of feed enzymes takes place through the alliance of DSM Nutritional Products and Novozymes to produce the most complete feed enzyme portfolio in the feed industry.

as other minerals contained in cereals and oilseeds for use by the animal. NSP and starch enzymes break down the complex molecules of NSPs and starch that are present in all cereal grains and oilseed meals and thereby release additional nutrients for utilization by the animal. Similar or even higher performance with lower feeding costs is achieved as a result.

The very high price volatility for raw materials today has placed the animal feed industry under tremendous pressure. Unpredictable feeding costs, which recently hit all-time highs, reduce profit and place stress on the entire industry. The RONOZYME® and ROXAZYME® range of feed enzymes provides sustainable solutions to actively combat feed costs, which shall in turn support lower prices for animal protein intended for human consumption.



RONOZYME® ProAct was very recently launched first in Brazil, while registration processes have been initiated globally. RONOZYME® ProAct unlocks the nutritional value of a large variety of feed proteins by complementing the activity of digestive enzymes, such as pepsin and pancreatic proteases. RONOZYME® ProAct is the newest feed enzyme within a wide range of RONOZYME® enzymes and is fully compatible with phytases and other commonly used feed enzymes.

The supplementation of animal diets with feed enzymes improves the nutritive value of the feed. The product range includes phytases, non-starch polysaccharides (NSPs) and starch degrading enzymes. Phytase frees up phytate bound phosphorous as well

production by reducing the excretion of phosphorous and other pollutants.

## CRINA® – application in turkeys – proven again

How effective CRINA® Poultry can be in modern turkey farming was recently proven again in commercial floor pen trials in Germany and France. The production process in the turkey industry is a combination of management practices, bird health, farm environment and the nutrition program.

was already ahead of BUT standards. These all resulted in very valuable returns on investment.

Turkeys are extremely fast growing birds. Any impairment of their digestive function due to parasites (i.e. coccidiosis), bacteria (i.e. Clostridium perfringens), viruses or any other stress leads to reduced performances. Since the ban on antibiotic growth promoters in Europe, interest in the search for alternatives such as CRINA® Poultry has increased, even if limited research was available on turkeys.

CRINA® Poultry stands for a unique and patented combination of essential oil compounds. Not only can essential oils function individually, but their effects can also be improved through synergistic effects between individual compounds.



The combination of essential oil compounds is crucial. CRINA® Poultry works in various ways:

- It stimulates the production of endogenous enzymes, thus feed digestion is enhanced and less substrate is available for gut fermentation.
- It positively modulates the gut microbial flora, thus reducing the risk of enteric diseases.

Promising results from a series of commercial studies carried out in France and Germany have recently shown that CRINA® Poultry is improving growth performance, feed conversion ratio and mortality rate under modern turkey farming conditions.

CRINA® Poultry should be part of the nutrition programs that will allow today's turkeys to perform up to their genetic potential and to provide an optimal economical reward for turkey producers.

Feed conversion was reduced by up to 3% and growth improved by more than 2%, although the performance level

*Christophe Paulus, christophe.paulus@dsm.com*  
Global New Business Development Manager – Animal Nutrition & Health

## Asia Pacific Swine Tour



DSM hosted the Asia Pacific Swine Tour for experts and representatives of the Asian swine industry once more with great success. The meetings held in Bangkok, Ho Chi Minh City, Manila, Tokyo and Korea attracted more than 500 interested participants throughout the region, who enjoyed listening to keynote speakers and guests from Murdoch University, as well as John Pluske and DSM representatives Ian Partridge, Ulrich Altemueller and Christos Antipatis. Areas of discussion included recent enzyme research and opportunities in the face of rising feed costs, vitamins in pig nutrition and answers to economical challenges in modern pig farming today.

*Rolando Valientes, Rolando.Valientes@dsm.com*  
Market Development Manager – Asia Pacific

## The iCheck® Egg awarded the Innov'Space prize



This award was presented by the SPACE, an international trade fair for livestock held annually in France. DSM Nutritional Products received this award in the poultry category, for the iCheck® Egg, the first portable spectrophotometric detector for the carotenoids content assessment of industrial eggs. The iCheck® Egg enables easy monitoring of the color of eggs and egg products. Moreover, it contains a fast and reliable extraction unit, the iEx®, which reduces health and environmental risks related to solvents.



### Colophon

NutraNews is published quarterly by DSM Nutritional Products Ltd. P.O. Box 2676, Building 241, 4002 Basel, Switzerland

Editorial Board: E. Peyrachon, D. Glowienke, J.-M. Hernandez, D. Laue, C. Saecker

Designer: V-One Design Solutions, UK-Dunstable

Translation: Transparent, D-Berlin

Printer: Burger Druck, D-Waldkirch

The NutraNews team welcomes comments and suggestions: [nutra-news.dnp@dsm.com](mailto:nutra-news.dnp@dsm.com) [www.nutra-news.com](http://www.nutra-news.com)

