

DSM Nutritional Products and Kemin present the exciting new visual performance benefits of FloraGLO® Lutein and OPTISHARP® Zeaxanthin

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Crowning a year of strategic partnership, Kemin Health, L.C. (Kemin), creator of FloraGLO®, the world's leading lutein brand, and DSM Nutritional Products, a premium ingredient supplier to producers of foods, beverages, and dietary supplements, are set to present results of groundbreaking, proprietary research demonstrating how lutein and zeaxanthin can aid visual performance and reduce everyday eye strain. For the millions of consumers seeking relief from glare and other vision-related aggravations, these findings come as welcome news.

One year ago, Kemin and DSM Nutritional Products turned a successful business relationship into a long-term alliance, with each sharing a commitment to grow the lutein market well into the future. Now, the fruits of this partnership are already being realized, as a growing body of scientific studies continue to reveal the exciting vision-related benefits of lutein and zeaxanthin. At the Supply Side West Expo in Las Vegas, Nevada, United States, and the Health Ingredients Europe exhibition in Paris, France, research will be introduced establishing the exciting relationship between these essential nutrients and enhanced visual performance.

The Supply Side West Expo features a presentation by James M. Stringham, Ph.D., "Diet and Vision: Macular Pigment Improves Visual Performance in Glare." This discussion explores how FloraGLO® Lutein and OPTISHARP® Zeaxanthin help boost levels of macular pigment (MP) in the central retina, which in turn, helps reduce the blinding effects of glare.† Importantly, along with a reduction in glare, research also establishes a faster recovery time from intense glare exposure.† These advantages promise not only tremendous gains for drivers, sports enthusiasts, and anyone spending time outdoors, but also for those millions who suffer from overexposure to fluorescent lights, computer monitors, and other harsh indoor lighting.

Equally fascinating is the vital link science has now established between regular supplementation of FloraGLO® Lutein and OPTISHARP® Zeaxanthin and heightened contrast acuity—the ability to see images more clearly even under low light conditions.† Moreover, clinical evidence also now highlights the filtering effect lutein and zeaxanthin have on harmful blue light, a hazardous part of the light spectrum that may cause retinal damage.†

These exciting visual performance benefits join established research on the positive impact FloraGLO® and OPTISHARP® may have on age-related eye conditions, including age-related macular degeneration (AMD) and cataracts.† In all, the impressive body of scientific research on lutein and zeaxanthin now points to significant advantages for nearly all adults.

And because market research shows 8 in 10 adults to be interested in foods or supplements formulated specifically for eye health, the marketing possibilities for products delivering the compelling benefits of FloraGLO® and OPTISHARP® are compelling.

For more information, please visit us at SupplySide West – Kemin Booth 21057 or DSM Booth 19015, or at Health Ingredients Europe – Kemin Booth E031 or DSM Booth G002-G004.

About Kemin – Inspired Molecular Solutions™

Founded in 1961, Kemin Industries, Inc. (www.kemin.com) provides health and nutritional solutions to the agrifoods, food ingredients, pet food and human health and pharmaceutical industries. Kemin operates in more than 60 countries with manufacturing facilities in Belgium, Brazil, China, India, Singapore, South Africa, and the United States. For more information about FloraGLO®, visit www.floraglolutein.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. For further company information please visit www.dsmnutritionalproducts.com.

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 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. More information: www.dsm.com.

EU Patent No. EP 1471898 and patent pending in US, China, and Japan
FloraGLO is a registered trademark of Kemin Industries, Inc.
OPTISHARP is a registered trademark of DSM Nutritional Products, Inc.

† This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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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.