

DSM triumphs with tensVida™ at Nutracon 2009

Delft, Netherlands, 09 Mar 2009

DSM is pleased to announce that its unique blood pressure management ingredient, tensVida™⁽¹⁾ (formerly known as TensGuard™⁽²⁾), won the NutrAward for the most innovative, evidence-based health and nutrition ingredient. Selected by a panel of industry experts, scientists and nutritionists, plus votes from Nutracon attendees, tensVida saw off tough competition from two other finalists to claim this prestigious award. The decision makes tensVida the first ingredient to win industry awards in both the US and Europe.

Entries were judged against key criteria for scientific merit, efficacy and market potential. Luc van-der-Heyden, business manager heart health, DSM Functional Foods Marketing, explains why tensVida was successful: *“As a well known risk factor for coronary heart disease, kidney failure and stroke, high blood pressure is a major global concern. TensVida represents a major breakthrough to help maintain normal blood pressure. Opening up a new sector in the functional foods market, tensVida enables manufacturers to develop a wide range of food, beverage and dietary supplement products which can offer specific heart health benefits.”*

He further added: *“We are thrilled with this news, particularly coming within months of our Gold award for most innovative new health ingredient at Health Ingredients Europe last November. This second prestigious award demonstrates tensVida’s worldwide appeal and is a result of the dedicated research, hard work and commitment of our global team. Plus we are already seeing early commercial success in the US with Twinlab, Swanson and Total Nutrition all recently launching products containing tensVida. Now, with international recognition from two respected industry bodies, we are confident of its continued success.”*

“Winning the NutrAward provides us with the ideal opportunity to also announce that tensVida is the new name for TensGuard. This change is part of a global strategy to align our portfolio of functional ingredients under our new umbrella brand. The Vida family of ingredients has been created to bring greater customer value by combining unparalleled quality, efficacy, scientific research and consumer insight. The European launch for tensVida will take place at Vitafoods International, Geneva, where DSM will also be chairing the heart health forum.”

The product of advanced enzyme technology, tensVida is a milk-derived tripeptide which helps to maintain healthy blood pressure within the normal range. Tripeptides occur naturally in dairy products such as aged cheese and cultured milk. Scientific studies show that milk-derived tripeptides with the bioactive amino acid sequence IPP (isoleucine-proline-proline) can maintain healthy blood pressure in people who have blood pressure within the normal range. A world leader in enzyme technology, DSM uses advanced enzymatic hydrolysis to release the maximum effectiveness of these potent bioactive tripeptides to produce tensVida, today’s most concentrated lactotripeptide for your heart health formulations. As today’s highest potency lactotripeptide, tensVida requires only a low dosage to be effective, making it more adaptable to your heart health formulations. tensVida is odourless, clean tasting, and entirely water soluble, making it suitable for a wide range of food and beverage applications. tensVida is also available in a granulated form, which can be easily incorporated into tablets and capsules.

(1) tensVida™ is a trademark of Royal DSM N.V.

(2) TensGuard™ is a trademark of Royal DSM N.V.