

FitAge: support your eye & brain health



Health-conscious consumers are increasingly looking to tackle the effects of aging. In fact, some 69% of consumers aged 51 or over worry about eye health, while 52% are concerned about their mental performance*.

To meet these concerns, our experts have created a novel concept called FitAge. This delicious lactose-free milk drink with lime flavor is packed with ingredients that support eye & brain health - from omega-3 DHA to vitamins B12 and D. Enjoy it all!

*Source: DSM, Global Consumer Health Concerns Report, 2021.



Our ingredients for success

FitAge contains four key ingredients. Quali®-Vitamins D and B12; our Maxilact® lactase enzyme to generate sweetness and help you achieve a lactose-free claim; GELLANEER™ gellan gum, our texture-boosting hydrocolloid; and Life's™ OMEGA-3 DHA, our algae-based nutritional lipid.



Insights & key ingredients

OCCASION:

- In-between and on-the-go.

FORMAT: UHT lactose-free milk drink with lime taste and omega-3 DHA, vitamins B12 and D, carton 200 ml.

TARGET AUDIENCE: Young-at-heart adults who want to stay fit and healthy and who look for easy to digest dairy drinks that support their eye and brain health.

FRONT OF PACK CLAIMS:

- Lactose-free.
- Omega-3 DHA supports eye and brain health.*
- Vitamin D contributes to the maintenance of normal bones.
- Vitamin D helps to reduce the risk of falling associated with postural instability and muscle weakness. Falling is a risk factor for bone fractures among men and women 60 years of age and older.
- Vitamin B12 contributes to normal functioning of the nervous system.
- Vitamin B12 contributes to normal psychological function.

*Omega-3 DHA supports normal vision and the maintenance of normal brain function.

DSM KEY INGREDIENTS:

- GELLANEER™ (Gellan Gum)
- Life's™ OMEGA-3 DHA
- Maxilact® LGi (Lactase)
- Quali®-vitamin B12 and D

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Ingredients

Milk, milk protein, inulin, gellan gum, lactase, flavor, omega-3 DHA, vitamin D, vitamin B12.

Nutrition Facts

	Per 100 ml
Energy	56.7 kcal / 232 kJ
Fat	1.5 g
Carbohydrates	5.3 g
Protein	5.5 g
Omega-3 DHA	40 mg
Vitamin B12	0.25 µg
Vitamin D	0.75 µg

Recipe

Semi-skimmed milk	100%
• Maxilact® LGi 5000	1.9 g/l*
• GELLANEER™ gellan gum ND103	150 mg/kg
• Milk protein	26 g/kg
• Inulin	5 g/kg
• Life's™ OMEGA-3 DHA S35-O300	40mg/100ml
• Quali®-B12	0.25 µg/100 ml
• Quali®-D	0.75 µg/100 ml
• Flavor	2 g/kg

* Depending on incubation time.
The exact amount of each vitamin may differ per country to be in compliance with local regulation.

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