

Relax, yogurt treat with chamomile



Post-COVID, consumers have adopted a healthier lifestyle. They care more about nutrition, eat healthier, and do more exercise. They also realize how stress and poor sleep have a negative impact on their general well-being. To help consumers combat the effects of stress in their daily life, DSM has created this stress-relieving yogurt treat. It's perfect for a relaxing few minutes at the end of a busy day.



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Consumed at the end of a busy day, this extra mild and creamy yogurt treat can help you relax and de-stress. It contains Delvo® Fresh yogurt culture, and Quali®-Blend Relax Premix with chamomile extract. It's been specially created for people who are looking for positive energy and healthy relaxation to help them recover from a hectic schedule.



Insights & key ingredients

CONCEPT IDEA:

- Relaxing yogurt treat to smoothly finish the day

POSITIONING:

- 200 gram cup
- Relaxing & delicious
- Contains chamomile extract

FEATURES:

- Extra mild and creamy
- Relaxing nutrients:
 - Chamomile
 - Vitamin B6
 - Magnesium

DSM Solutions

DELVO® FRESH YS-042

This yogurt culture enables you to create an extra mild and creamy yogurt with a thick texture. It provides mildness right up to the moment of consumption.

QUALI®-BLEND RELAX UF46445

DSM has the most extensive portfolio of fat-soluble and water-soluble vitamins in the industry. Our high-quality vitamins are available as straights or in a customized premix. This blend – containing vitamin B6, magnesium and chamomile extract – is specifically designed to help with relaxation at the end of a busy day.

EU Approved Health Claims

Vitamin B6 and Magnesium contribute to the reduction of tiredness and fatigue.
Vitamin B6 and Magnesium contribute to normal psychological function.

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