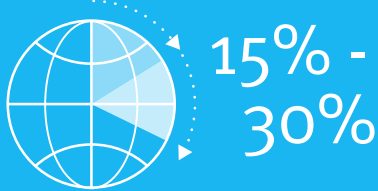


Medical nutrition innovation: putting the elderly first

Malnutrition in the elderly



of older people worldwide are estimated to have 'anorexia of aging'

Up to 60% of elderly populations in care homes are at risk of malnutrition



What are the consequences of malnutrition?



Reduced muscle strength



Increased healthcare costs



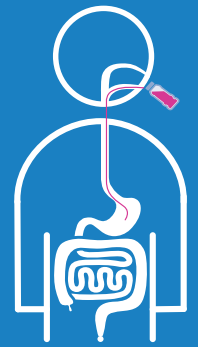
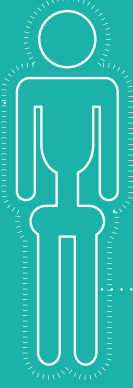
Prolonged hospital stays



Low immune function



Impaired wound healing



Oral Nutritional Supplements

are typically used to improve nutritional status in the elderly, but there is limited compliance

To appeal to senior adult consumers, medical nutrition products must be:

Available in a range of:

- dosage sizes
- delivery formats
- flavors
- textures
- nutritional values



As 'foody' as possible



Easy to integrate at meal times



Key barriers to compliance

DSM interviewed senior adults, families, carers, care home managers, GPs and specialists in the UK, Germany and France to understand the unmet needs of the elderly, and factors influencing medical nutrition decisions



Physical limitations

- loss of appetite
- swallowing difficulties



Mental barriers

- little control
- ingrained habits



Eating situations

- overwhelming pressure
- limited and unappealing options



Misrepresentation

- gap between decision-making and needs

For more insights and to learn how DSM can support the development of medical nutrition solutions, contact marketing.DNPE@dsm.com

