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Strategies for Success in the US- APAC Channel

Len Monheit, Executive Director, New Hope
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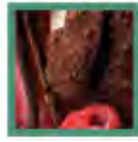
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The Landscape

- Market
- Regulations and legislation
- Channel strategy
- A couple product examples
- Product targets
- Associations and organizations
- Media & the industry calendar
- Marketing and markets

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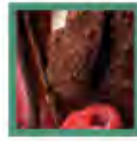
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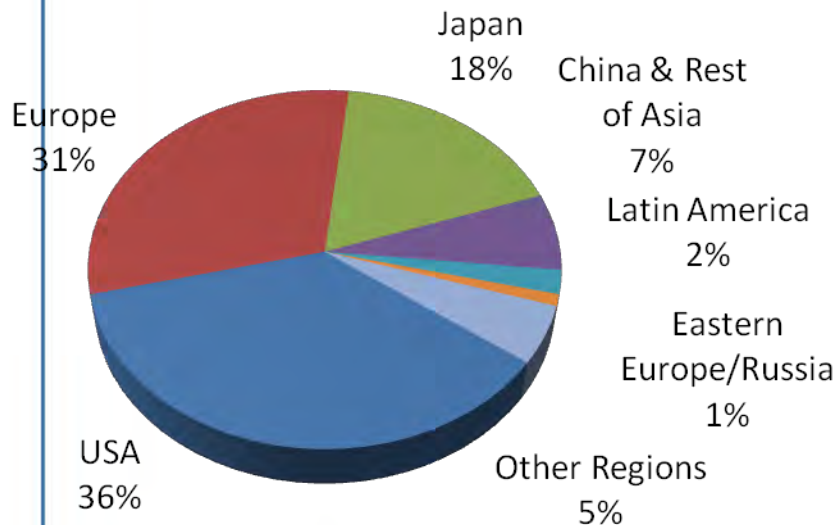


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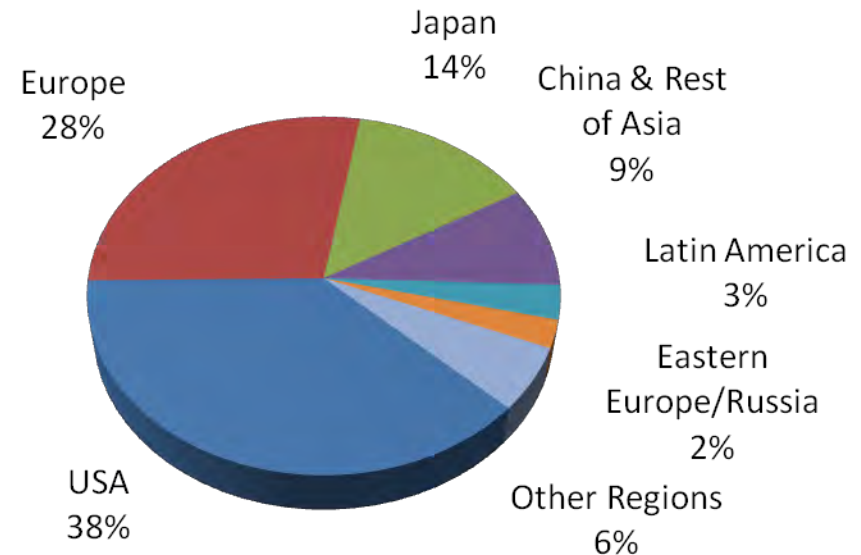
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Global Nutrition Industry: 2000 vs. 2009

2000



2009



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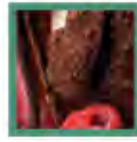
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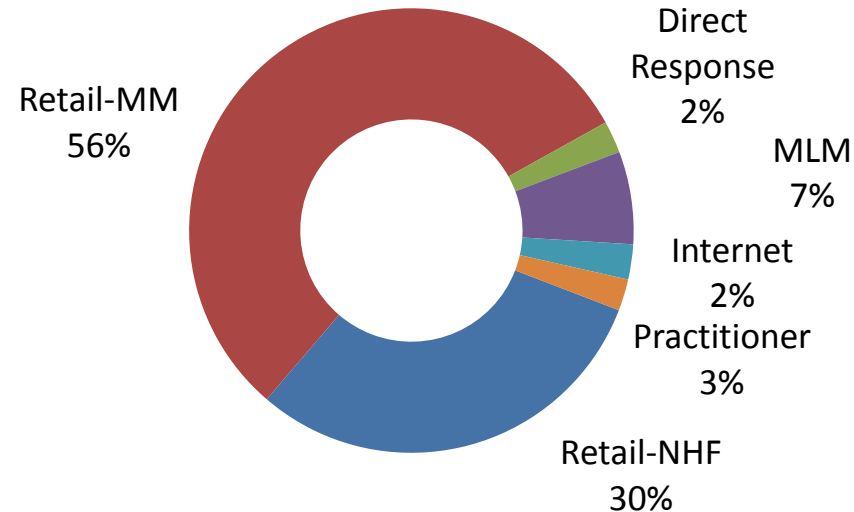
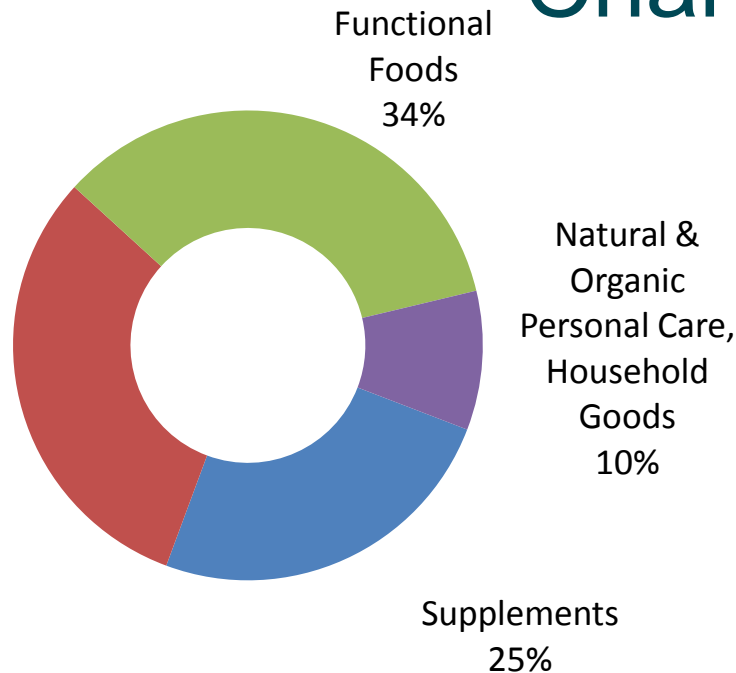
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2009 Nutrition Industry Sales by Product & Channel

Sales by Product

Sales by Channel



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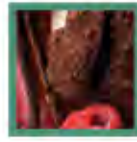
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Regulation & Legislation

- Food safety
- Supplement GMPs
- NDI:ODI argument
- Steroids & adulteration
- Recent FTC activity
 - Immunity
 - Weight
 - Social media

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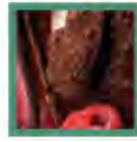
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The Asia perspective

- New and/or evolving regulations in:
 - China
 - India
 - ASEAN
 - Vietnam

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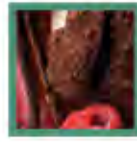
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Channel strategy

– Distribution or direct

- MLM
- Retail
- Mass
- Practitioner
- Other issues

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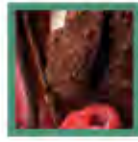
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PRODUCT EXAMPLES

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Life Extension launches product with ChromaDex's pTeroPure Pterostilbene

ChromaDex, NPI Center
Apr. 7, 2011 12:01am

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Life Extension has launched a product featuring ChromaDex's pTeroPure pterostilbene, which is now available in many local health food stores and natural retailers.

Life Extension, a global authority on nutrition, health, and wellness and a provider of dietary supplements, has launched a product featuring ChromaDex's (CDXC.OB) pTeroPure pterostilbene, which is now available in many local health food stores and natural retailers.

Life Extension pTeroPure contains 50 mg of pTeroPure pterostilbene, a compound naturally found in blueberries. Pterostilbene has been shown to be superior to a similar compound, resveratrol, which occurs naturally in grapes and is commonly associated with the heart-healthy benefits of red wine. Pterostilbene has a higher potential for cellular uptake due to its better absorption and longer half-life in the blood, properties that may provide enhanced physiological benefits.

ChromaDex's pTeroPure pterostilbene is a 99%-plus pure pterostilbene that is superior to other stilbenes on the market due to its sustainable sourcing and ultra-high purity.

ChromaDex was recently presented with the Most Promising Ingredient of the Year award for pTeroPure by Frost & Sullivan, an independent research company.

"nTeroPure continues to make waves in the natural products industry and is an ingredient

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New study recognizes Meriva's bioavailability

Indena, NPI Center
Apr. 7, 2011 12:01am

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In a new comparative study published in the Journal of Natural Product, the Indena product Meriva has demonstrated to be far more absorbable, about 29-fold, when compared to the unformulated curcumin mixture. Bonvit confirms in a new study its efficacy in the reduction of appetite and glycaemia.

In a new comparative study published in the Journal of Natural Product¹, the Indena product Meriva® a standardized curcumin mixture formulated with the Hydrosome® technology has demonstrated to be far more absorbable, about 29-fold, when compared to the unformulated curcumin mixture.

The randomized double-blind crossover study has been effectuated on nine volunteers administered orally with two dosages of Meriva® and one dosage of a corresponding curcuminoid mix: five (low-dose) or nine (High-dose) capsules of Meriva® corresponding to 209 and 376 mg total curcuminoids, or, alternatively, five capsules of the corresponding non-formulated curcuminoid mixture containing 1799 mg of total curcuminoids.

After supplementation, the plasma concentration of the tree curcuminoids present in commercial curcumin (curcumin, demethoxycurcumin and bisdemethoxycurcumin) have

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Fluxome Resveratrol obtains GRAS status

Fluxome Resveratrol, NPI Center
Apr. 5, 2011 12:01am

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Fluxome Resveratrol has obtained self affirmed GRAS and it has thus been confirmed to be safe to use as a food ingredient. The GRAS status enables further use of natural resveratrol in food and beverage applications.

Fluxome® Resveratrol has obtained self affirmed GRAS and it has thus been confirmed to be safe to use as a food ingredient. The GRAS status



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Home > Business > News > DSM's Fruitflow wins 2011 NutrAward

DSM's Fruitflow wins 2011 NutrAward

Royal DSM N.V., NPI Center
Apr. 1, 2011 12:01am

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Fruitflow® a product of DSM took home the Nutraward for Best New Ingredient at the Nutracon conference.

Fruitflow®, a natural, water-soluble patented tomato concentrate, took home the Nutraward for Best New Ingredient at the Nutracon conference in Anaheim on March 10th 2011. Judged by a scientific panel and voters on the Nutracon website, Fruitflow was chosen best amongst 12 new ingredients that competed for the top spot.

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Membrell launches U.S., Canadian websites

Membrell, NPI Center
Mar. 31, 2011 12:01am

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Membrell® LLC has launched their redesigned website as well as the launch of their brand new Membrell Canadian website. The new Membrell websites include many new features that will make visiting the websites an enjoyable experience for consumers.

Membrell® LLC, makers of eggshell and eggshell membrane-derived products JOINThealth, JOINThealth Plus Antioxidants, and BONEhealth, has announced the launch of their redesigned website, www.Membrell.com, as well as the launch of their brand new Membrell Canadian website, www.Membrell.ca. The new Membrell websites include many new features that will make visiting the websites an



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[Home](#) > [Health](#) > The Power of Three: Pharmachem Launches New 3 Phase System for Weight Control

The Power of Three: Pharmachem Launches New 3 Phase System for Weight Control

Pharmachem, NPI Center
Jan. 13, 2010 12:00am

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More About: [Weight Management](#)

KEARNY, NJ – Building on its long-term successful platform of Phase 2 Carb Controller™, Pharmachem Laboratories, Inc. has launched two new companion, proprietary weight management ingredients, Phase 1 Hunger Controller™, and Phase 3 Sugar Controller™, creating a unique, safe, clinically studied system of weight control products.



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Home > Business > News > Teas' Tea launches new flavors

Teas' Tea launches new flavors

ITO EN, LTD., NPI Center
Mar. 22, 2011 12:01am

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ITO EN (ee-toh-en) is launching a new and renewed TEAS' TEA® line. ITO EN tea is known for its purity and clarity of taste, while always maintaining the integrity of the tea leaf.

ITO EN (ee-toh-en), the world's leading supplier of loose leaf and bottled green tea, is launching a new and renewed TEAS' TEA® line. ITO EN tea is known for its purity and clarity of taste, while always maintaining the integrity of the tea leaf. The company's core brand, TEAS' TEA has offered a popular, unsweetened tea since



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Nutritional support for an

Top ingredients to watch from SupplyExpo/Expo West

Mar. 23, 2011 2:44pm

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Good Cacao Organic Superfood Chocolate Bars

Good Cacao is a pioneer in the functional chocolate category. It is the world's first organic superfood chocolate to incorporate proprietary, patented nutraceutical ingredients that offer targeted, evidence-based nutritional benefit. Among the 16 ingredients are: Ganeden BC30, Cognis' Heart Choice, Fuji's AstaREAL, Martek's life'sDHA, and Wellmune WGP from Biothera. The company took home this year's [NutraAward for Best New Finished Product](#) containing a functional ingredient.

Besides being tasty, the cacao is certified by the Rainforest Alliance, and each handmade bar is gold foiled wrapped and sealed in a recycled, FSC Certified, translucent parchment

Photo Gallery: Top ingredients to watch from SupplyExpo/Expo West | New Hope 360 - Windows Internet Explorer

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Beauty Foods' Nightly Beauty Drink

Founded in 2010, Beauty Foods' enters the scene of nutricosmetics this year with Nightly Beauty, a chocolate, chai or vanilla flavored beverage that contains vitamins, natural AlphaWave L-Theanine and natural BioCell Collagen II complex (collagen type II, chondroitin sulfate, hyaluronic acid). Pricing starts at \$49.99 for a 14-day supply.

Jacque Gibson, founder and CEO of [Beauty Foods](#) said that during formulation she wouldn't compromise on ingredients – only those ingredients shown to be effective in nourishing beauty from within made it into the final product. BioCell Collagen II, manufactured by BioCell Technology, is a clinically researched multi-patented nutraceutical

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Coconut Dream

New coconut products were everywhere at Natural Products Expo West: from Jillian Michaels' endorsement of SO Delicious to O.N.E. Active coconut water (we liked the Grape Berry flavor). Now, Hain-Celestial Group is piggybacking on the success of [Almond Dream](#) with Coconut Dream. The product is so new it's not yet being promoted online.

Enriched with vitamins A, D, B12 and calcium, the drink is suitable for vegetarians and vegans (who may lack in B12 consumption) and the rest of the population (most of whom lack in [vitamin D](#)).

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It's a crossover success story.

When Cargill launched its Regenasure Glucosamine ingredient in 2003, its original target was the supplements market.

The company did everything right. It earned GRAS status in 2005, becoming the only glucosamine in the world to have submitted itself to FDA rigor. It went on to earn Kosher, Kosher for Passover and Halal certifications. It was and still is the only glucosamine produced in the United States – and from a vegetarian source to boot.

Then, in the eight years since its debut, it pushed far beyond the supplements market into a dizzying array of end products: dry mix beverages, functional waters, ready-to-drink teas, ready-to-eat cereal clusters, frozen yogurt, fruit smoothies and spoonable yogurt.

"Traditionally, glucosamine is found in the supplements aisle in capsules and tablets," said Scott Erickson, marketing director at Cargill Corn Milling. "But we are continuing to grow Regenasure Glucosamine in the beverage and food aisle. There are many prospective combination ingredients used with glucosamine, and this is something Cargill continues to look at."

It's a case study that should give heart to other ingredient suppliers that, in the past year, have pushed their ingredients into new product arenas. These include Ocean Nutrition Canada, Enzymotec, Azantis, Danisco and Chr. Hansen.

[Fish out of water? »](#)

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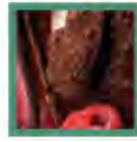
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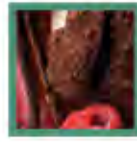
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Demographic, health or other target?

- Ageing and nutri-beauty
- Cardiovascular
- Active fifty-somethings...
 - active, digestive, cognitive, recovery, joint
- Immunity
- Healthy indulgence
- Relaxation beverages

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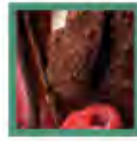
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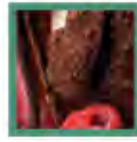
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Numerous communication vehicles and strategies

- Tradeshows
- Conferences
- Summits
- Magazines
- Websites
- Social media
- Public relations

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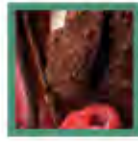
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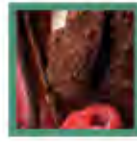
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Become vested....

- Organic
- Natural
- Trade associations
- Organizations
- Other not for profit groups

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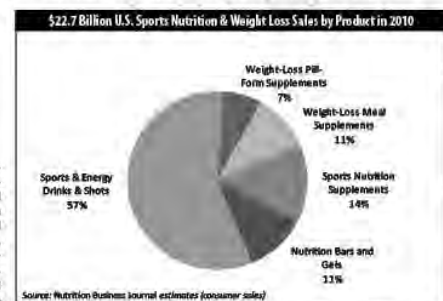
Sports Nutrition Returns to Form with Big Sales and Investor Interest

Future lies in mass market, a focus on female consumers, and a retreat from the bleeding edge of science

Before Dr. Joshua Sharfstein exited the Food and Drug Administration (FDA) as its principal deputy commissioner, he delivered a speech to industry's top executives and decision-makers gathered in Austin, Texas for the **Council for Responsible Nutrition's** (CRN) annual retreat. Dr. Sharfstein began with the following slide: "Over the past several years, FDA has found hundreds of products marketed as dietary supplements or conventional foods with hidden drugs and chemicals. The highest risk categories include products promoted for weight loss, sexual enhancement and bodybuilding."

In reporting this issue, which covers two of these three high-risk categories, *Nutrition Business Journal* learned two things. One: Dr. Sharfstein was right. Two: He was preaching to the choir.

That's not to say the choir wasn't listening. The bottom dwellers of sports nutrition & weight loss (SNWL) continue to cast a long, ugly shadow throughout the industry, but industry is building a brighter flashlight. In December, leading trade associations and advocacy groups—including CRN, **American Herbal Products Association**, **Consumer Healthcare Products Association**, **Natural Products Association**



tion and United Natural Products Alliance—joined forces with FDA in a unified effort to better police the supplements industry and mitigate its exposure, specifically in SNWL, to adulteration from prescription drugs.

Language surrounding the initiative speaks to heightened efforts by FDA to criminally sanction bad actors in SNWL, and more self-disclosure of these malfeasants by industry and the consumers it represents. The problem is simply too big for FDA to address now on its own. Anonymous reporting vehicles at the agency encourage this kind of self-policing, as the FDA appears to be searching for a more proactive role in eliminating tainted products—albuteramine, anabolic steroids and sildenafil remain prime suspects—from the marketplace before the adverse event reports roll in.

"When the evidence warrants, felony

charges may be appropriate," writes Margaret Hamburg, MD, FDA's commissioner of food and drugs, in a letter addressed directly to supplement makers. "Manufacturers, ingredient suppliers and distributors should not expect that a warning letter will be issued if FDA discovers potentially harmful violative ingredients in products marketed as dietary supplements." Looks like FDA is wielding a bigger stick to accompany that flashlight from industry.

Time will tell if even this is enough. In January, O.J. Mayo of the **Memphis Grizzlies** was suspended by the NBA for 10 games following a failed drug test. Mayo believes an energy drink containing DHEA did him in. Speaking to **Yahoo Sports**, Mayo says: "It's not like I went to GNC and got some *Muscle Assassin* or ordered some supplement off the Internet. It was just a local gas station that kind of got me hemmed up."

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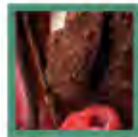
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St. Regis Resort, Monarch Beach, California

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Ingredients and Innovation

Event Overview:

Encompassing the world of ingredients, **Engredea brings together the community** of leading suppliers and manufacturers to source new ingredients, packaging, technologies, equipment, and services. **Engredea cultivates innovation** for tomorrow's best-selling products across food/ beverage, dietary supplement and nutricosmetic categories by offering hundreds of exhibits, formulation demos, networking events and education opportunities for the industry. **Engredea is the place for product development.**



Why Engredea:

- **SOURCE** the latest ingredients, technologies, manufacturing services, equipment and emerging science
- **IDENTIFY** and keep up with new innovative market trends to aid product development
- **NETWORK** with colleagues and find new business contacts
- **LEARN** at the unmatched education program on key industry issues including regulations and trends
- **STANDARDS** run by New Hope Natural Media vet and ensure compliance, quality buying and overall experience
- **HOME** to leading industry organizations central to ingredient innovation and policy determination
- **OVER 72%** of attendees are involved in ingredient purchasing and/or product development
- **EXPANDED** *concierge* program and formulation area on the show floor

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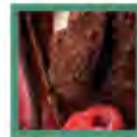
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MANUFACTURERS come to source new ingredients, packaging, technologies, equipment & services

Engredea Attendees are **QUALIFIED** and must provide business proof to ensure they are legitimate buyers/sellers within the industry

Past Attending Top Companies Include:

Abbott Laboratories • Beech Nut Nutrition Corp. • BI Nutraceuticals • Cadbury • Schweppes • Campbell Soup Company • Cargill • Clif Bar and Company • Con Agra Foods • Contessa Premium Foods • CVS Pharmacy • Del Monte Foods • Food Export Alliance • Frito-Lay • General Mills • Georgia-Pacific Chemicals • Global Organics • Harris Tea Company • Hershey Company • J.M. Smucker • Kellogg • Keebler Food Ingredients • Kerry Inc. • Kraft Foods • Land O'Lakes Ingredient Solutions • Loréal USA • National Vitamin Company Inc. • Nature's Gate • Nestlé • Neutrogena Corporation • Nordic Naturals • Ocean Spray • Otis Spunkmeyer Inc. • PepsiCo • Pharmavite • Quaker Foods and Snacks • Spectrum • Sun Opta Grains and Foods Group • The Coca-Cola Company • Tyson Foods • International Foods • Vitatech • Whitewave Foods • Wolfgang Puck Worldwide • and many more.

AUDIENCE:

25%	Company Executive (CEO, COO, CFO, Owner, Partner, Principal)
13%	Research
11%	Formulator/Product Technologist/Development
9%	Marketing/Brand Manager
9%	Supply Chain Manager/Ingredient Purchasing
5%	QA/QC

ATTENDEES include innovation drivers across food/ beverage, dietary supplement and nutricosmetic communities

18%	Dietary Supplements/Nutraceuticals
17%	Functional/Healthy Food
10%	Vitamin/Mineral
6%	Functional/Healthy Beverage
5%	Functional Cosmetics/Health & Beauty

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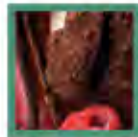
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Event Overview:

Nutracon is the premier conference for ingredient and technology innovation within the health and nutrition industry. The conference helps companies develop new science-supported products in the supplements, functional foods and beverages, and nutricosmetics sectors. Engaging networking opportunities allow attendees to connect and interact with important people and ideas in the industry.

Past attending companies:

Arizona Natural Resources, Inc., * Bayer Healthcare
Blackmores, Ltd. * Cadbury Schweppes * Cargill
The Dannon Company * Degussa Freshtech Beverages
Del Monte Pet Products * Dr Pepper Snapple Group
DSM Nutritional Products, Inc. * Fonterra * Frito Lay, Inc.
Gatorade * General Mills * GTC Nutrition
Herbalife International of America, Inc. * Hershey Company
Indena USA, Inc. * and many more...

Why Nutracon:

- Current on cutting-edge science and technology
- Product development strategies
- Gain market intelligence & trends
- Networking
- Source for focused, objective and timely industry content
- Access to case studies and assessment by industry experts
- Conference badge includes access to SupplyExpo / Natural Products Expo West



AUDIENCE:

20% Company Executive (CEO, COO, CFO, Owner, Partner, Principal)

16% Marketing/Brand Manager

28% Research

Increased participation from **food and beverage**

manufacturers to aid R&D – **28%** of attendees in 2011

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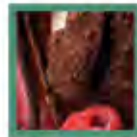
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NutriCosmetic Summit

Why Nutricosmetic Summit:

- Understand the state of R&D
- Gain marketing and business knowledge
- Expertise from respected Industry members & scientists
- Emerging Nutricosmetic ingredients to watch
- Access to case studies
- Learn innovative science for R&D
- The facts on Beauty from Within
- Achieving nutricosmetic success in the US market
- Claims & regulatory updates and issues

Event Overview:

Natural Beauty... Formulated

Established in 2010 the NutriCosmetic Summit provides a unique opportunity for education, interaction and inspiration within the growing global health and nutrition beauty community. The summit focuses on science, formulation and regulatory issues or business and marketing trends to gain insight into the developing market for consumed ("Beauty from within") products that use natural, healthy, nutritional and functional ingredients.



Attending Titles:

- Product developers
- R&D scientists
- Formulators
- Brand managers
- Regulatory affairs
- Senior executives
- Business development

Charter attendees included:

- Nestle
- L'Oreal
- Amway
- Pharmavite
- Burt's Bees
- Shaklee
- LycoRed,
- Coke Cola Company
- Sunflower Market
- Resveratrol Organics
- and many more.



62% of attendees are involved with ingredient purchasing

41% of attendees were a President, VP, Corporate Executive, Owner, Partner or Principal

10% of attendees are in business development

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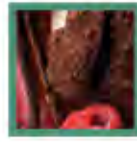
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NutriCosmetic Summit ASIA

focus on healthy aging

Event Overview:

The **NutriCosmetic Summit Asia with a focus on healthy aging** provides a unique opportunity for education, interaction and inspiration within the growing global health and beauty community. Gain insight on the developing market in Asia and around the globe for topical and consumed (“beauty from within”) products that use natural, healthy, nutritional and functional **ingredients** with the **science** and **marketing trends** presented in this forum.



Frost & Sullivan estimates the global nutricosmetics market will grow faster than the overall cosmetics marketplace, posting a compound annual growth rate of 7.8% to reach \$5.6 billion by 2015 up from est. value of \$2.1 billion in 2009.

Why Nutricosmetic Summit Asia:

- Gain marketing and business knowledge
- Emerging Nutricosmetic ingredients to watch
- Skin whitening, healthy aging and more covered
- Learn innovative science for R&D
- The facts on ‘Beauty from Within’
- Achieving nutricosmetic success
- Claims & regulatory updates in Asia

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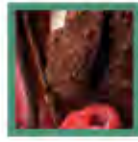
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FUNCTIONAL INGREDIENTS

Product Overview:

Functional Ingredients magazine is the premier resource for the global health and nutrition ingredients sector, dedicated to building community and delivering compelling strategic, innovative and scientific information to manufacturers. **Products:** *Functional Ingredients* magazine, enews and enotices. FI is part of the New Hope Supply Network and resides online at NewHope360.com, www.newhope360.com/functionalingredients

Key Differentiators:

- **2011 Editorial Highlights:** Ingredient Trends and Industry Thought Leaders (January), Energy Products (March), Condition-Specific Directory (Sept), Branded Ingredient Directory (Nov)
- All advertisers must meet **standard approval**, qualifying your company as a trusted company in the industry
- **Targeted audience** of Food & Beverage manufacturers—70% of subscriber list only trade publication that reaches an international, 100% finished-goods manufacturing audience
- **Bonus issue distribution** at key industry events including: SupplyExpo, IFT, FI Europe, Natural Products Expo Asia and more, plus monthly digital distribution

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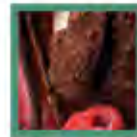
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Product Overview:

The leading global online information resource for professionals in the nutraceutical, nutritional, dietary supplement, cosmetic, and food industries. The flagship eNewsletter, NPIdaily, provides real-time competitive intelligence and industry news to your inbox five days a week and the e-newsletter programs rounds out with NPIdaily, NPIwatch, NPIasia, and NPIbuzz to reach nearly 20,000 professionals each week.

NPIcenter is part of the New Hope Supply Network and resides online at NewHope360.com, www.newhope360.com/NPIcenter.

Key Differentiators:

- NPIcenter one of the most respected online resources for the industry
- Reach a diverse, loyal and GLOBAL audience of influencers and thought leaders
- Over 24,000 opt-in newsletters subscribers and the longest-running North American online media

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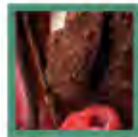
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In-depth coverage looks everything you'll want to consider when deciding whether to use an ingredient (or ingredient category):

- insightful market data
- science
- historic sales/ current pricing
- business landscape
- regulatory hurdles
- ingredient options pros/cons
- case studies
- interviews
- charts and graphs
- exclusive content

2011 Issue Preview

MARCH	Omega-3's
APRIL	Probiotics
MAY	Sweeteners
JUN	Fiber
JUL	Gums
SEP	Superfruits/antioxidants
OCT	Carotenoids
NOV	Polyphenols/resveratrol/cocoa
DEC	Botanicals
JAN	Vitamin D

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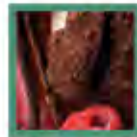
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For finished products

- Natural Product Expos
 - East, West & Asia (HK)
- Natural Foods Merchandiser
- Newhope360.com
- Custom Research
- MIX

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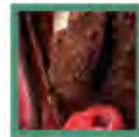
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Getting it done in the US-APAC channel

- Partner well
- Multiply time to reach objectives by double
- Substantiate and differentiate
- Be an active part of the industry community
- Be very good at one or two things
- Know the rules regs and risks inside-out

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