



Silver is the new Gold

Modern Ageing

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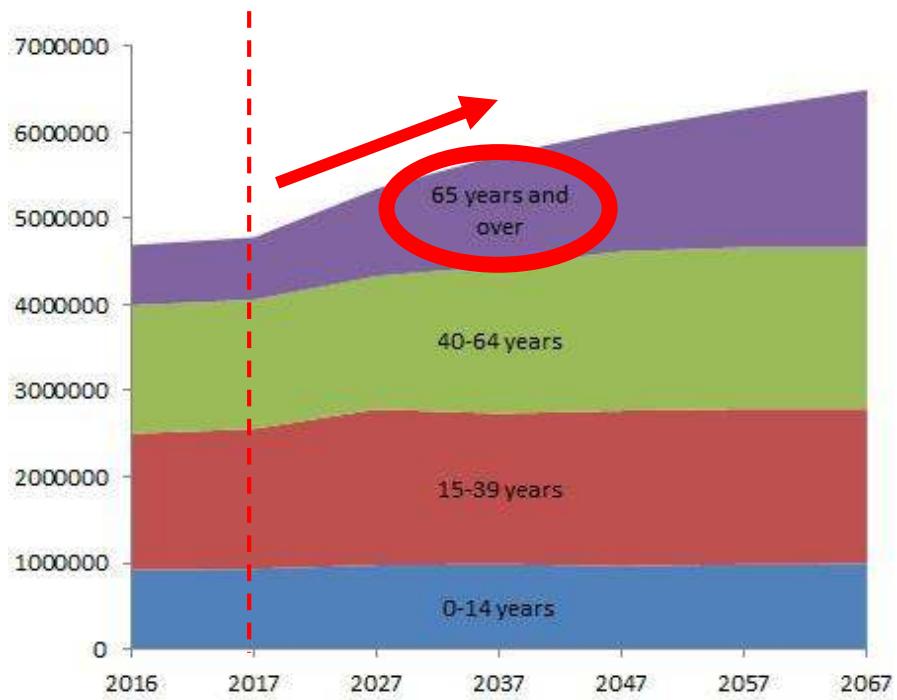
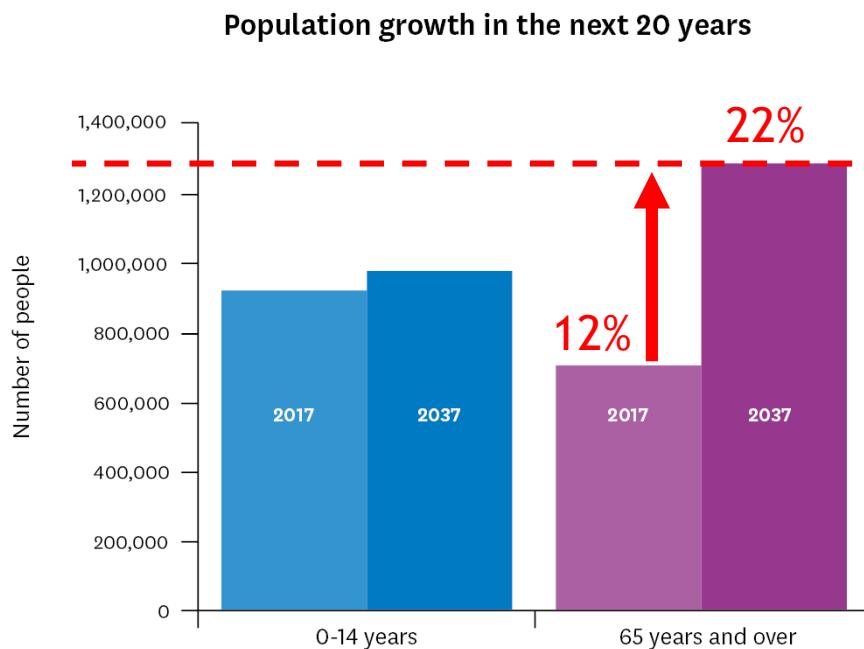
HEALTH • NUTRITION • MATERIALS

**“AGEING IS NOT LOST YOUTH BUT A
NEW STAGE OF OPPORTUNITY AND
STRENGTH.” BETTY FRIEDAN (1921-2006)**

Trend in ageing OR ageing is trendy

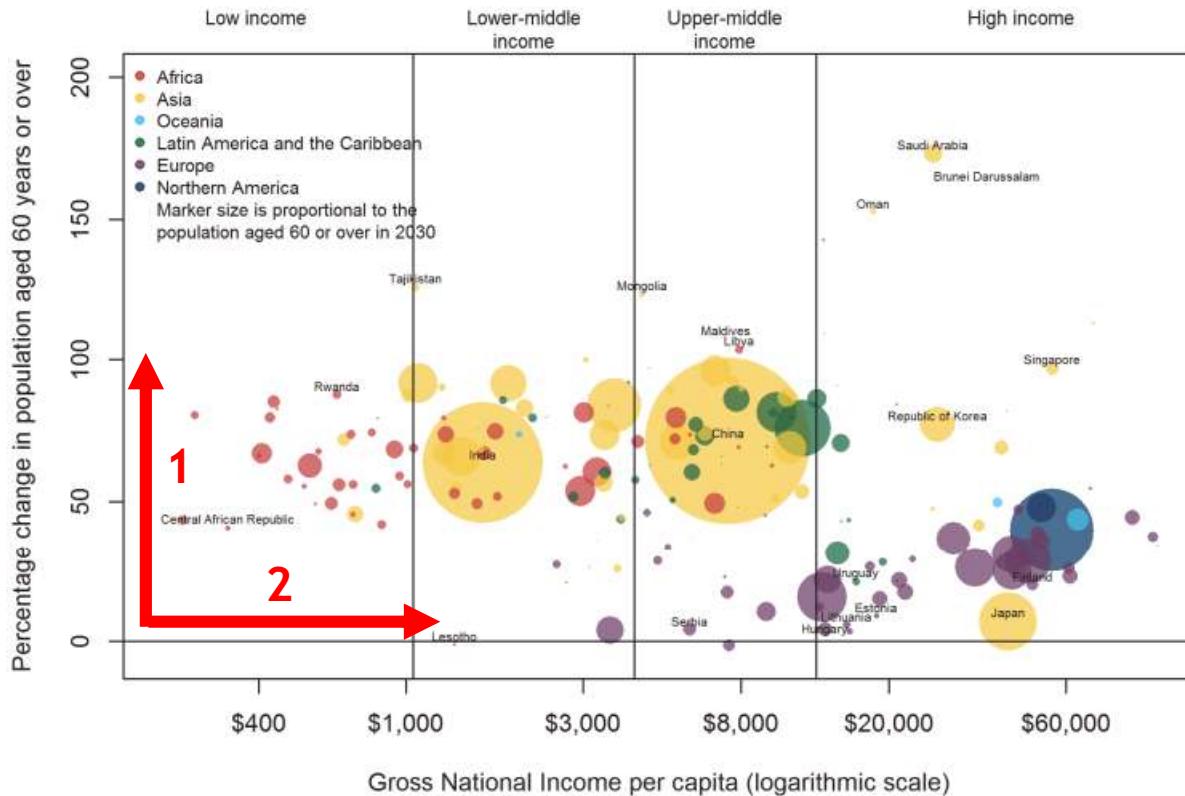


New Zealand



A silver tsunami is heading for China

Projected relative change in the population aged 60 years or over between 2015 and 2030

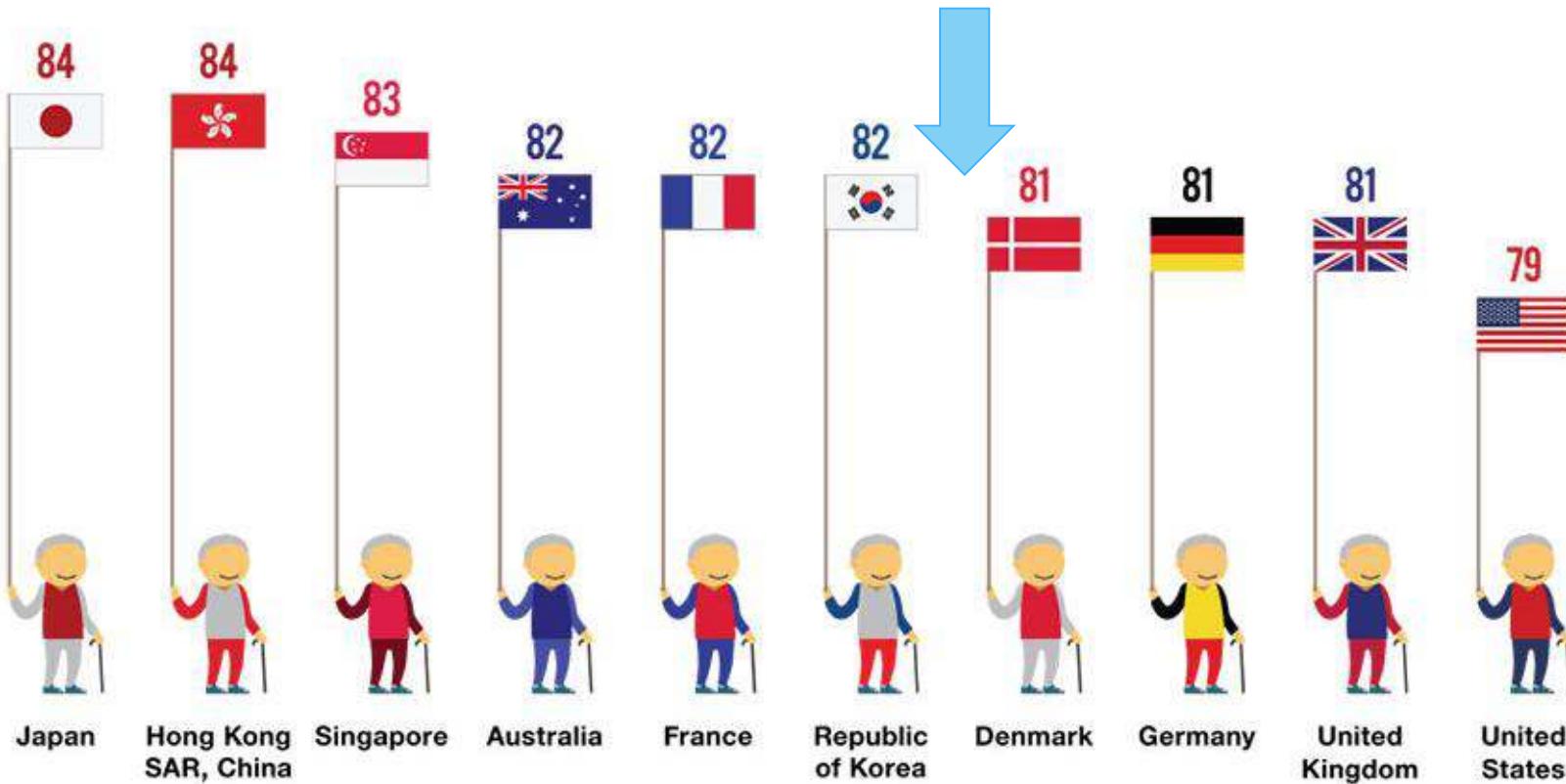


Expectations are growth
1) *across all regions*
2) *across all income groups*

In China, the number of older persons is projected to grow by 71% from 2015-2030 and have the financial capacity

Life-expectancy

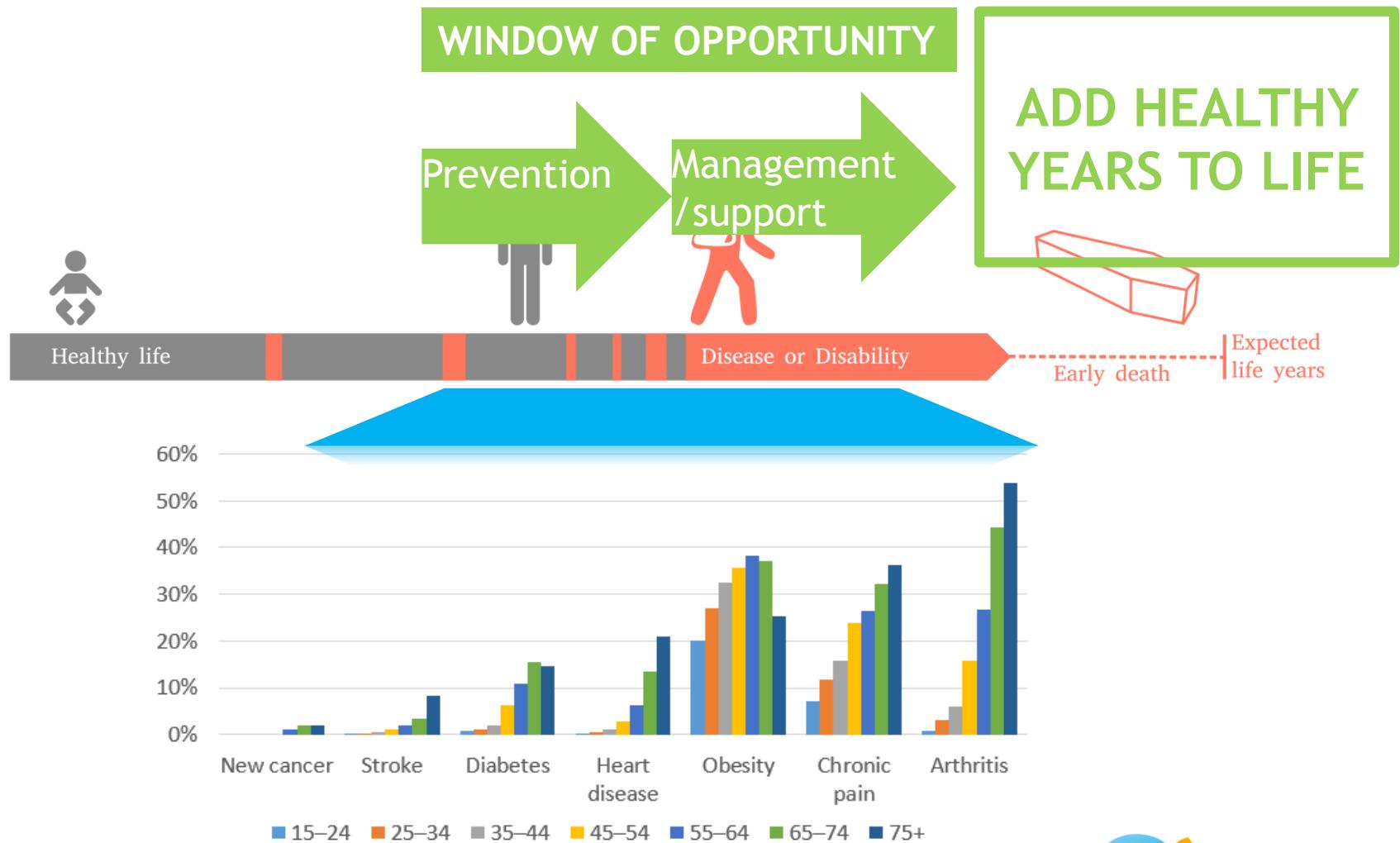
New Zealand **average** life-expectancy ; 81,3 years



Source: The World Bank

<http://data.worldbank.org/indicator/SP.DYN.LE00.IN>

We grow older, but not in a healthy way!



What is the recipe to stay healthy?



SOCIAL ACTIVE NUTRITION

MY HEALTHY PLATE

BROWNS RICE & WHOLEMEAL BREAD

FRUIT & VEGETABLES

MEAT & OTHERS

CHOOSE WATER

USE HEALTHIER OILS

BE ACTIVE

Source: He

ENHANCE YOUR MOBILITY

EMPOWER YOUR MIND

UPGRADE YOUR VISION

IMPROVE YOUR GUT HEALTH

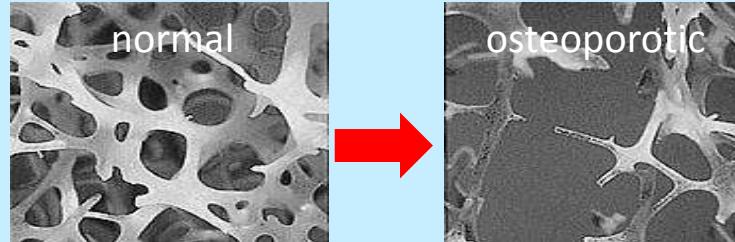
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Active Ageing

Age-related changes in bone

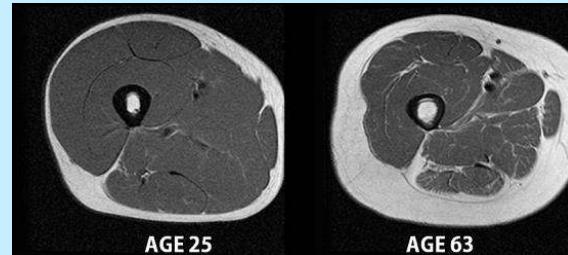
After the age of 40, bone loses % per decade
 Women who are vitamin D deficient can lose as much as 3% to 4% of their skeletal mass per year



Age-related changes in muscle

After the age of 30 years, muscle loss 3-8% per decade

- Muscle fibers reduce in number and shrink in size.
- Muscle tissue is replaced with a tough, fibrous tissue.



Age-related changes in joints

As you age, joint movement becomes stiffer and less flexible

- cartilage becomes thinner
- Ligaments also tend to shorten and lose some flexibility

44% Risk reduction for developing rheumatoid arthritis in women with higher Vit D status



Vitamin D is Essential for bone and muscle health

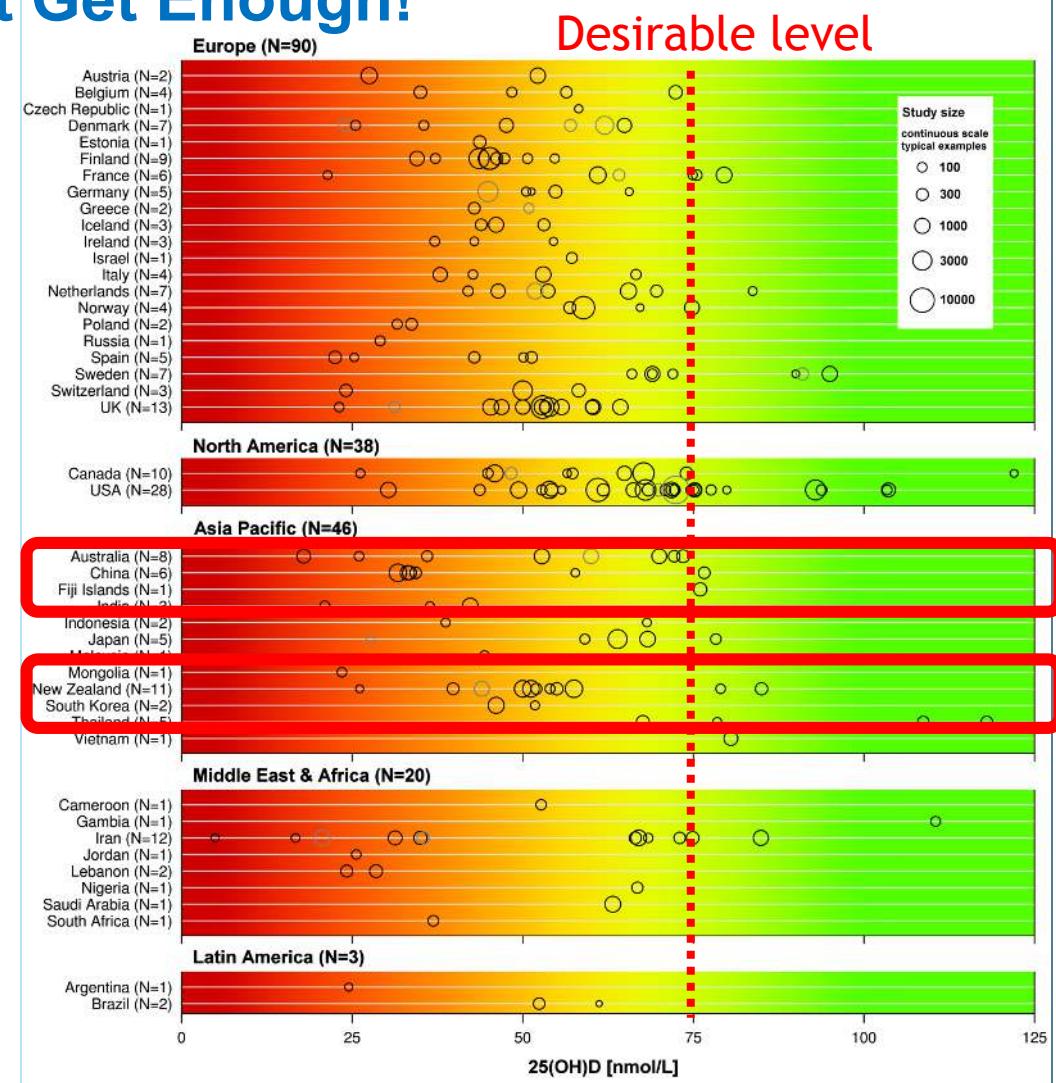
But Most of us Don't Get Enough!

A systematic review of
vitamin D status in
populations
worldwide

Mean 25(OH)D

levels:

- 6.7% below 25 nmol/l
- 37.3% below 50 nmol/l
- 88.1% below 75 nmol/l



Reference:
Hilger J et al 2013 BJR

The Natural, Active Form of Vitamin D!



Food



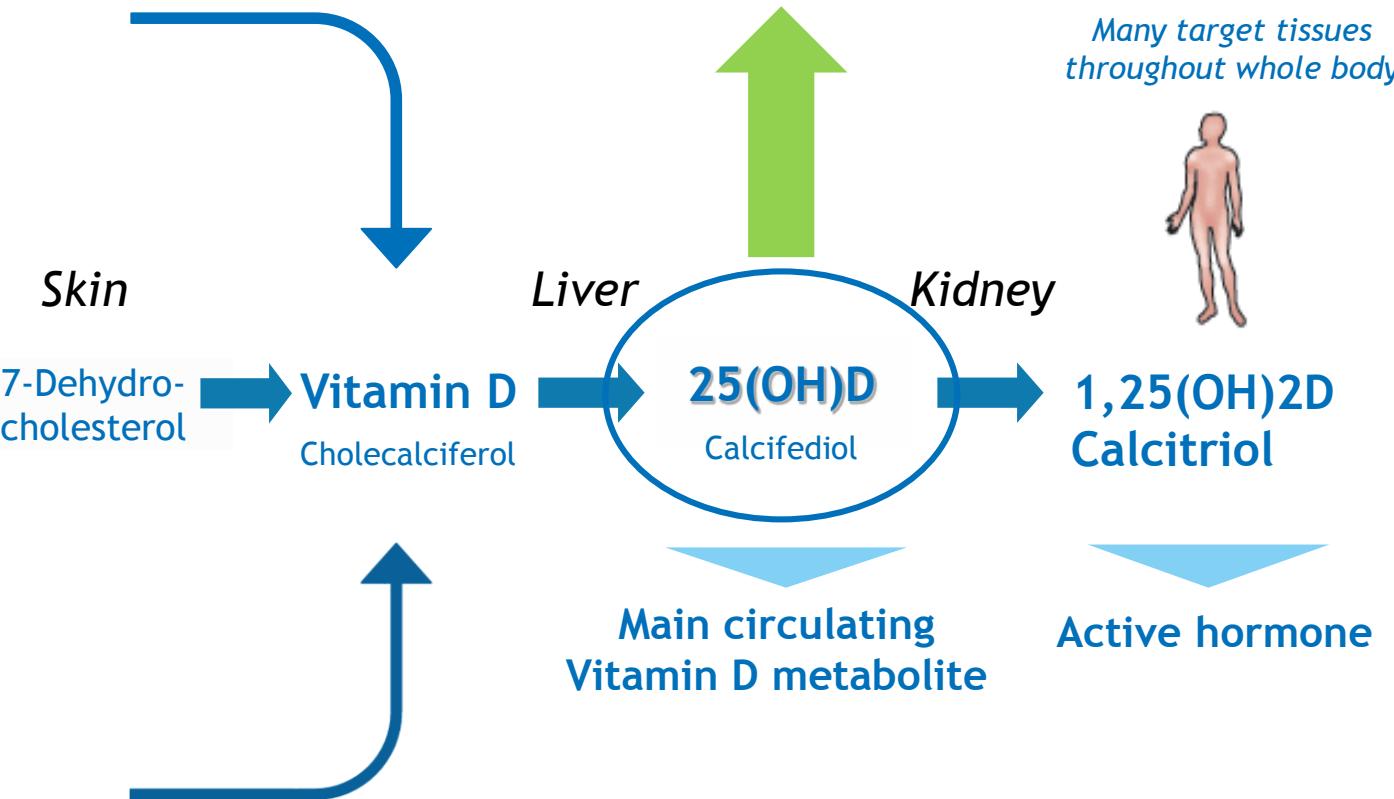
Sun

UVB
290-315 nm



Supplements

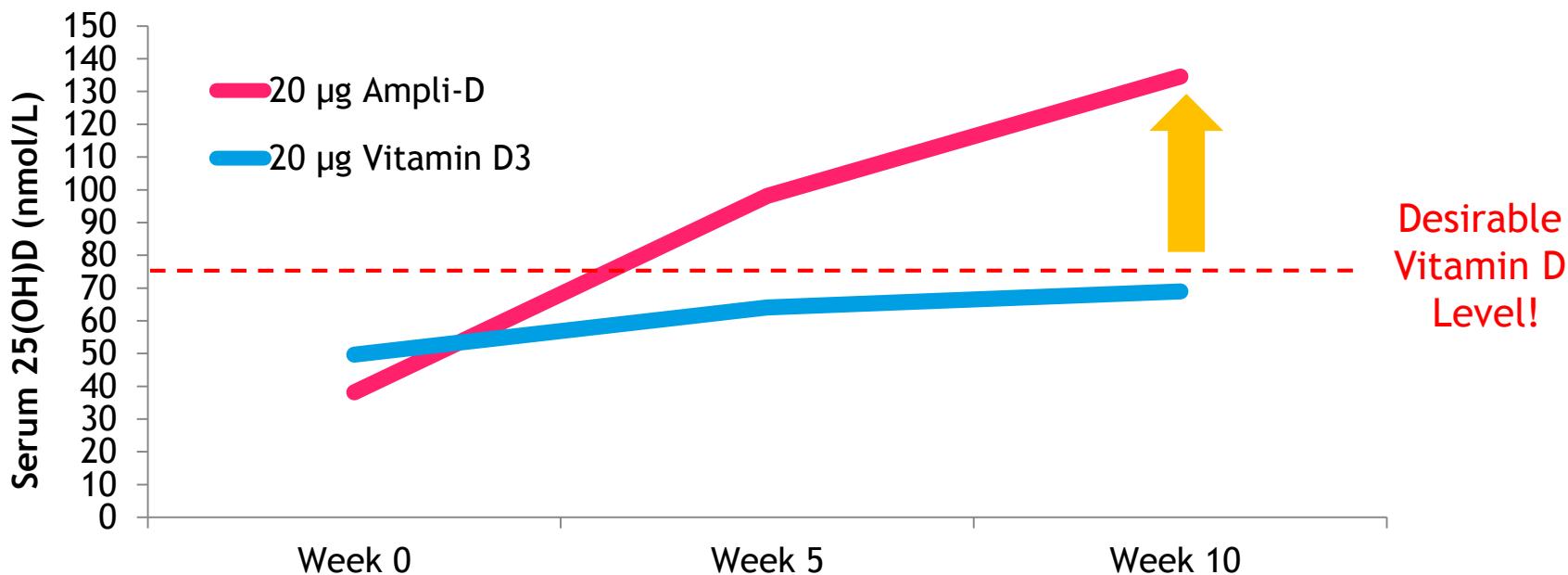
- ✓ Most bioavailable form of vitamin D
- ✓ Naturally produced in the body
- ✓ Does not need to be metabolized by the liver



ampli-D™ 10-Week Bioequivalence Study

Randomized, Double-Blind, Placebo-Controlled Trial

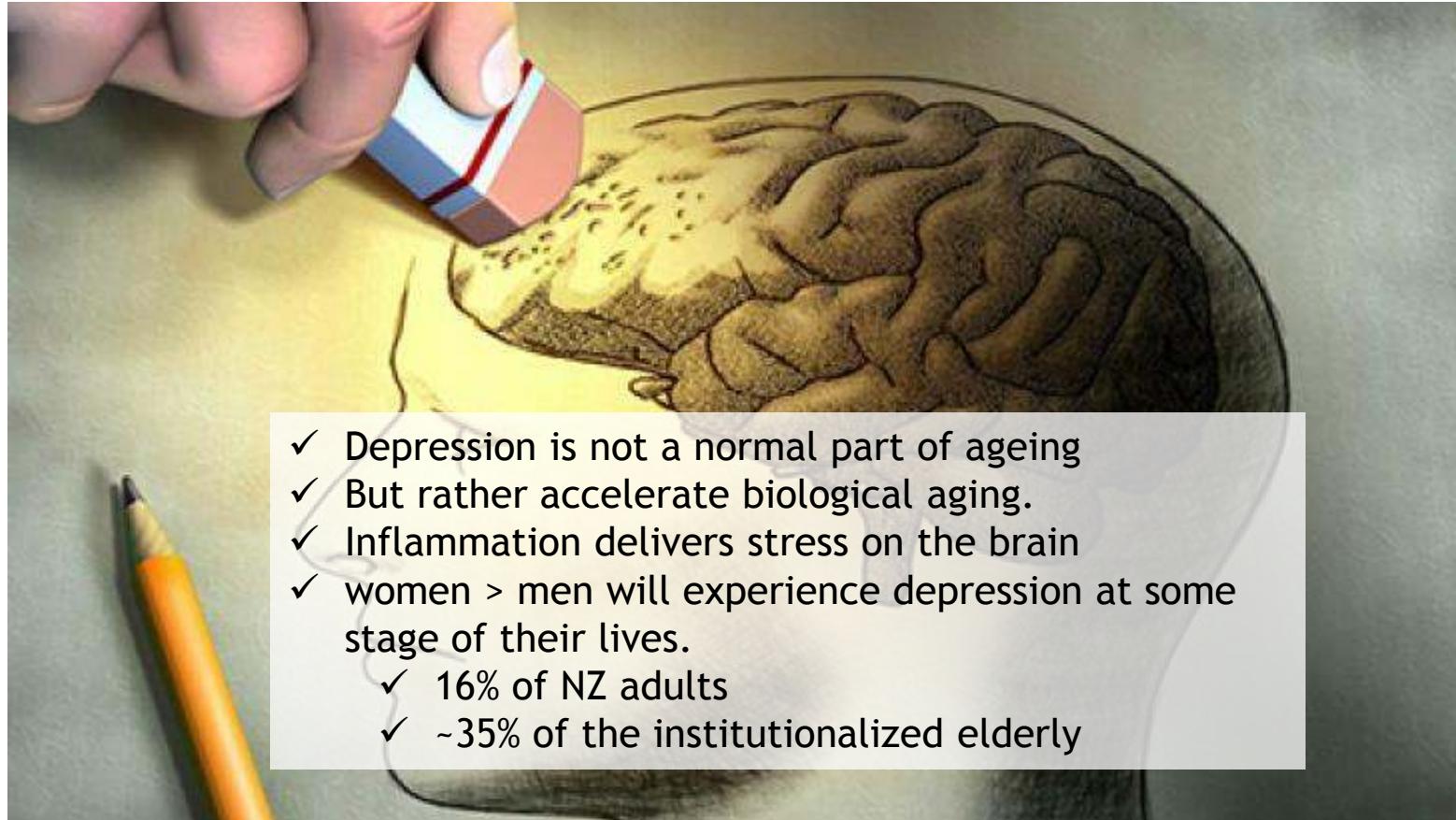
Note : AI NZ = 400IU (>50y) and 600IU (70y)



- **ampli-D™** is much faster at raising Vitamin D levels than Vitamin D!
- The Vitamin D3 group never reach the desirable Vitamin D blood level, even with 20mcg over 10 weeks
- The Ampli-D group easily reach the desired levels in about 3 weeks!

Barger-Lux et al., Osteoporos Int 1998; Bischoff-Ferrari et al., JBMR 2012; Cashman et al., AJCN 2012; Navarro-Valverde et al., JSBMB 2016; Wittwer et al., DSM Report 2015; Kunz et al., DSM Report 2016.

The ageing brain



Therapeutic effect of Omega 3 Fatty acids in mood disorders such as depression

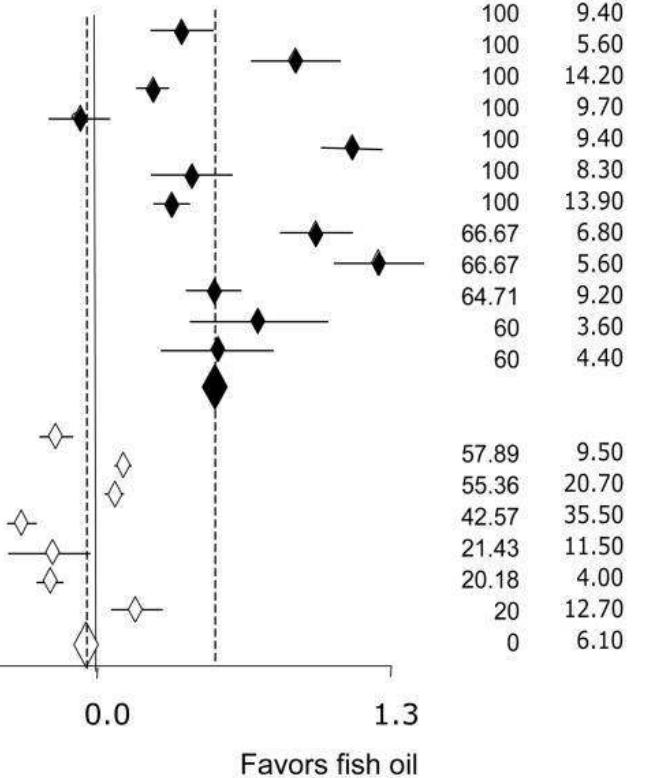
>60% EPA

Study

Standardized Mean Difference and 95% CI

% EPA% Weight

Peet & Horrobin, 2002²⁹
 Nemets, et al. 2002³⁷
 Frangou, et al. 2006³¹
 Peet & Horrobin, 2002²⁹
 Peet & Horrobin, 2002²⁹
 Mischoulon, et al. 2009¹⁶
 Frangou, et al. 2006³¹
 Su, et al 2003³⁸
 Nemets, et al. 2006²¹
 Su, et al. 2008³⁹
 da Silva, et al. 2008¹⁸
 da Silva, et al. 2008¹⁸
Overall EPA>60%



Dose dependent
<2.2mg EPA/day

<60% EPA

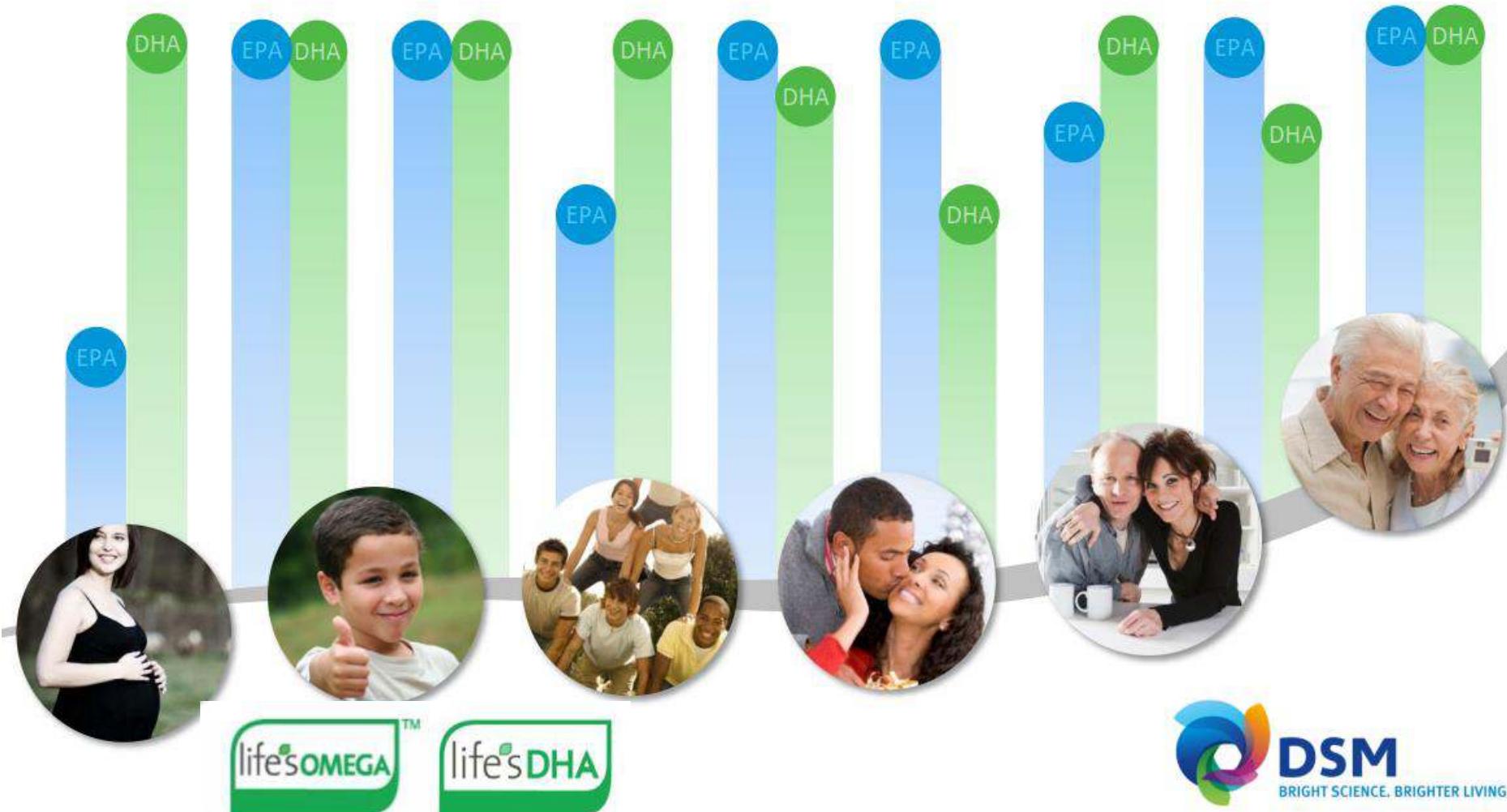
EPA/DHA ratio seems to be key in the treatment of mental conditions

Sublette E, et al 2011, J Clin Psychiatry

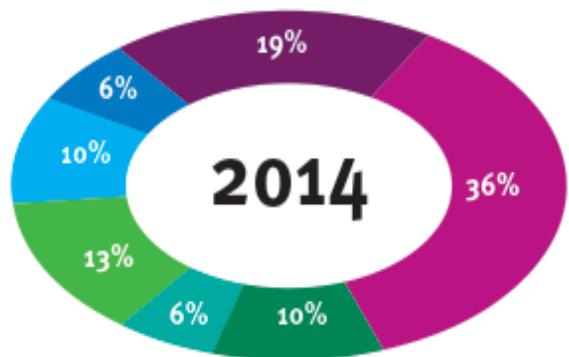
OMEGA-3: A LIFETIME OF BENEFITS

Ongoing Research

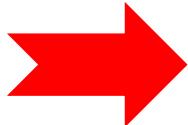
Infant Eye & Brain development Immunity Mood Eye Health Heart Health Joint Health Cognition Inflammation Cancer (some types)



Diabetes statistics highlight a pandemic



387 million people
worldwide with diabetes

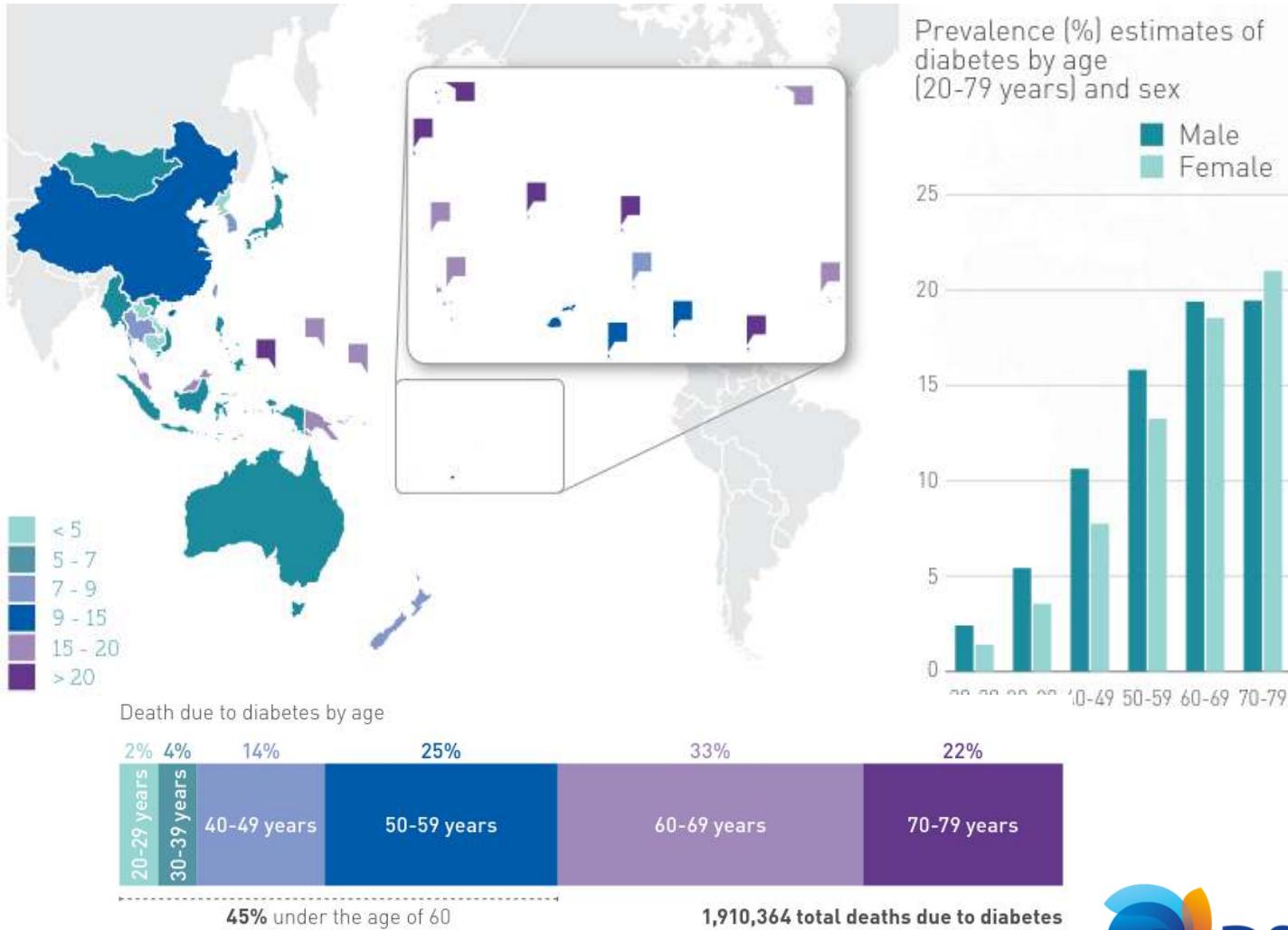


592 million people¹
worldwide with diabetes
a predicted increase of 53%

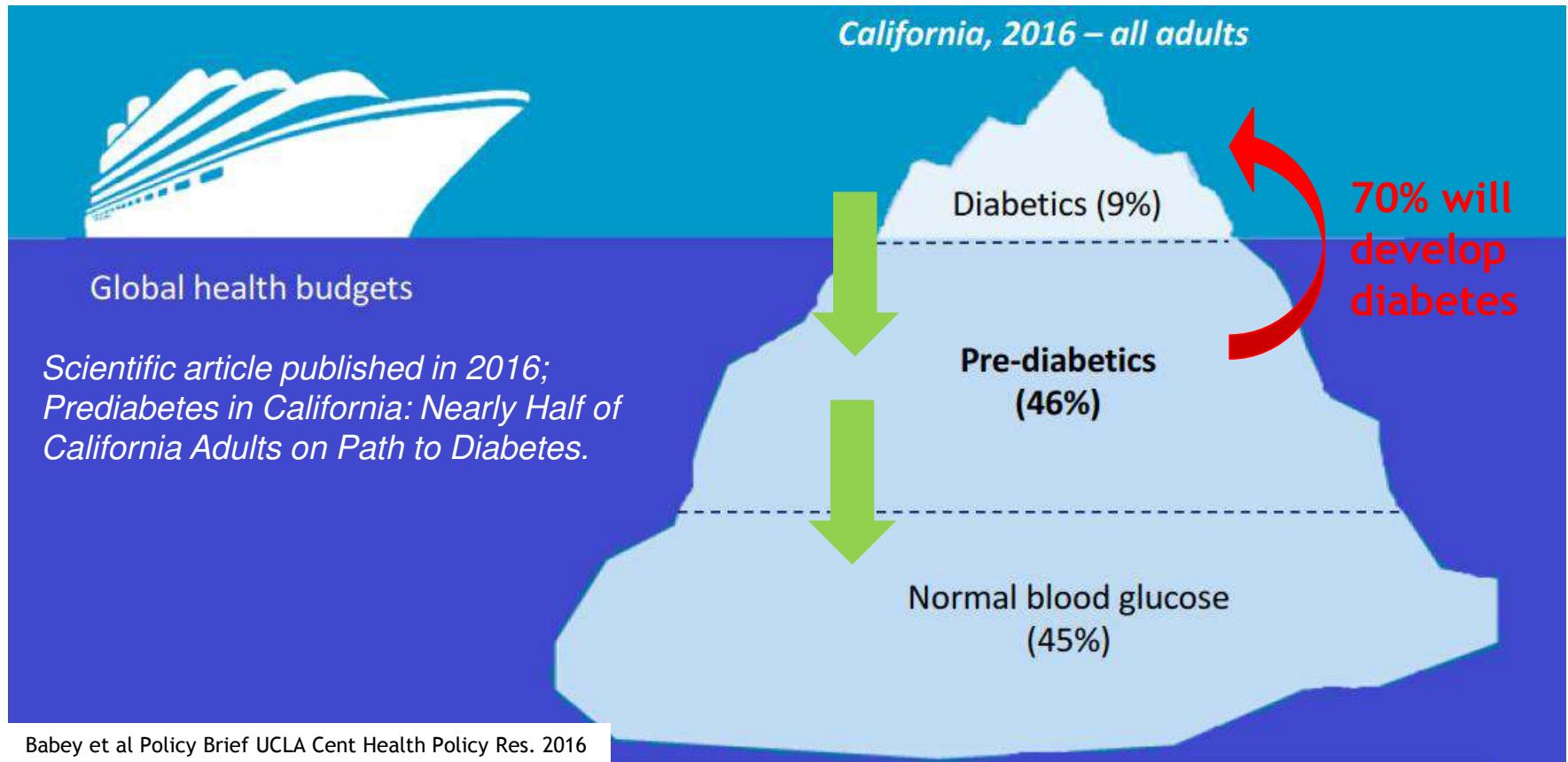
MIDDLE-EAST & NORTH AFRICA | AFRICA
SOUTH-EAST ASIA | WESTERN PACIFIC
NORTH AMERICA & CARIBBEAN
SOUTH & CENTRAL AMERICA | EUROPE

Diabetes type 2 in the western pacific region : True burden of disease underestimated

Global prevalence 8.8%



Prediabetes, a call-to-action!

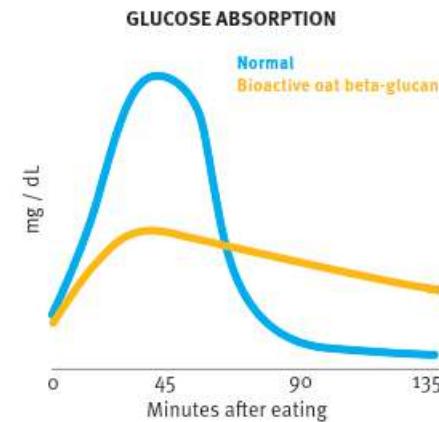
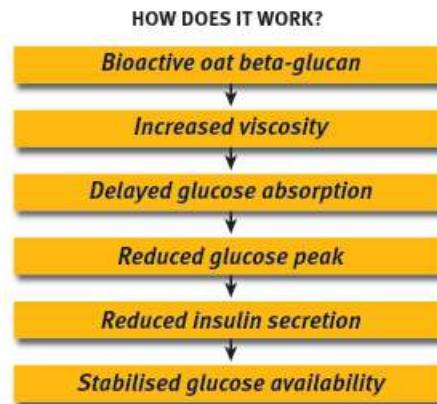
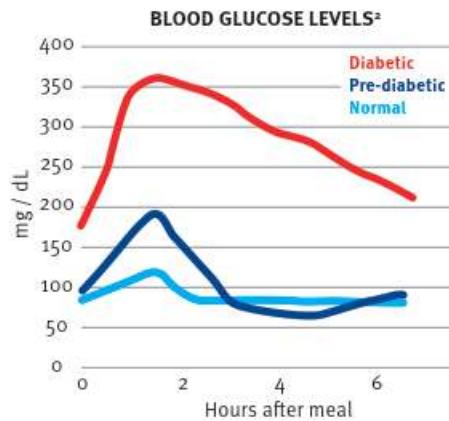


Focus on PREVENTION and less about INTERVENTION

Joining the fight against diabetes with nutritional solutions (1)



OatWell® oat bran is a high-quality, fully natural source of bioactive oat beta-glucan.



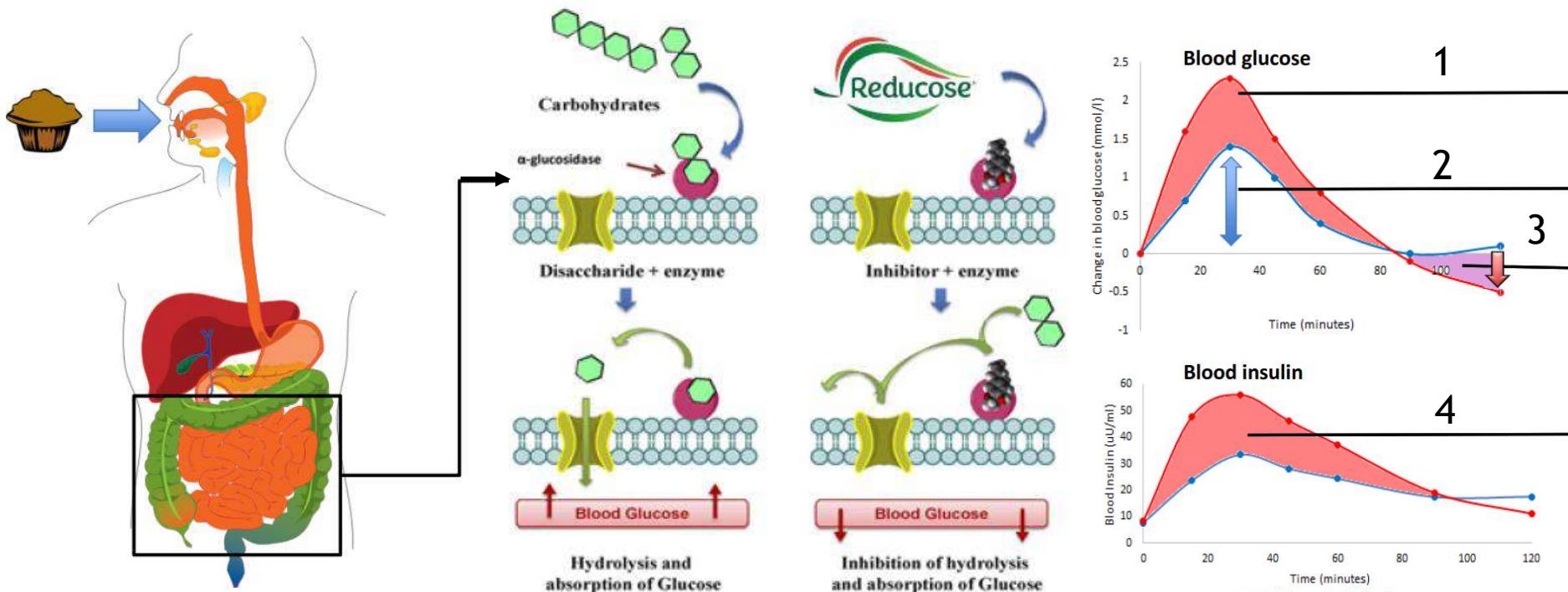
The benefits



Joining the fight against diabetes with nutritional solutions (2)



Reducose™ is a natural functional food ingredient, a water extract of mulberry leaves, that blocks the absorption of sugar and carbohydrate and increases insulin sensitivity



1. Reduces the total amount of sugar uptake in blood
2. Lower GI
3. Promotes sustained energy
4. May promote weight loss

Age-related macular degeneration (AMD) 3th leading cause of blindness

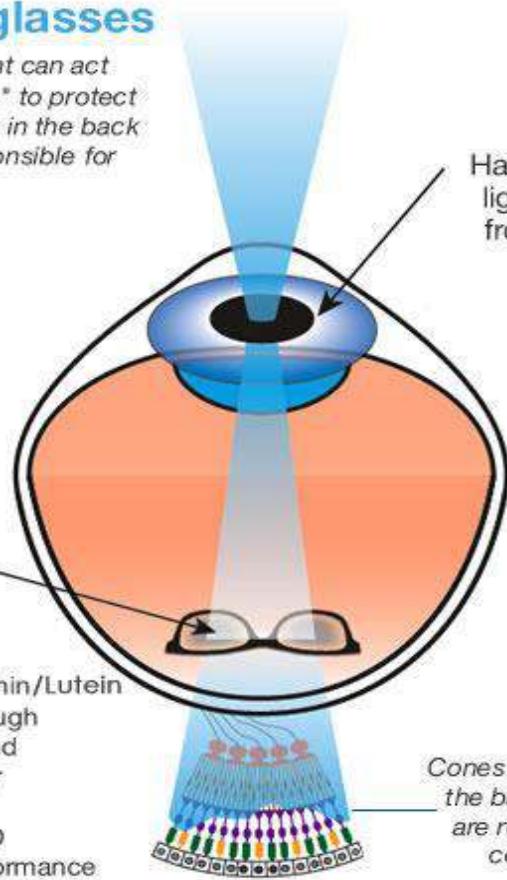


Internal Sunglasses

Healthy macular pigment can act like "internal sunglasses" to protect the cones in the macula in the back of the eye that are responsible for central vision.

Weak Internal Sunglasses:

- Low levels of Zeaxanthin/Lutein
- Blue light passes through
- Damages cones behind the eye responsible for central vision
- Increases risk for AMD
- Decreases visual performance



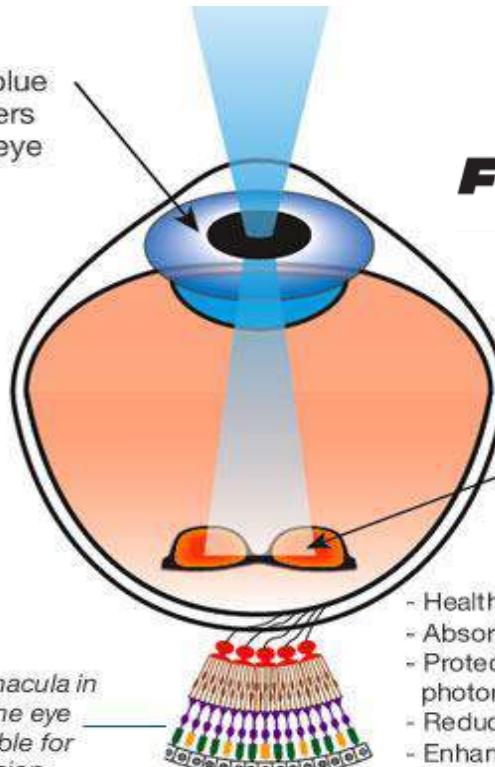
Harmful blue light enters front of eye

Cones in the macula in the back of the eye are responsible for central vision

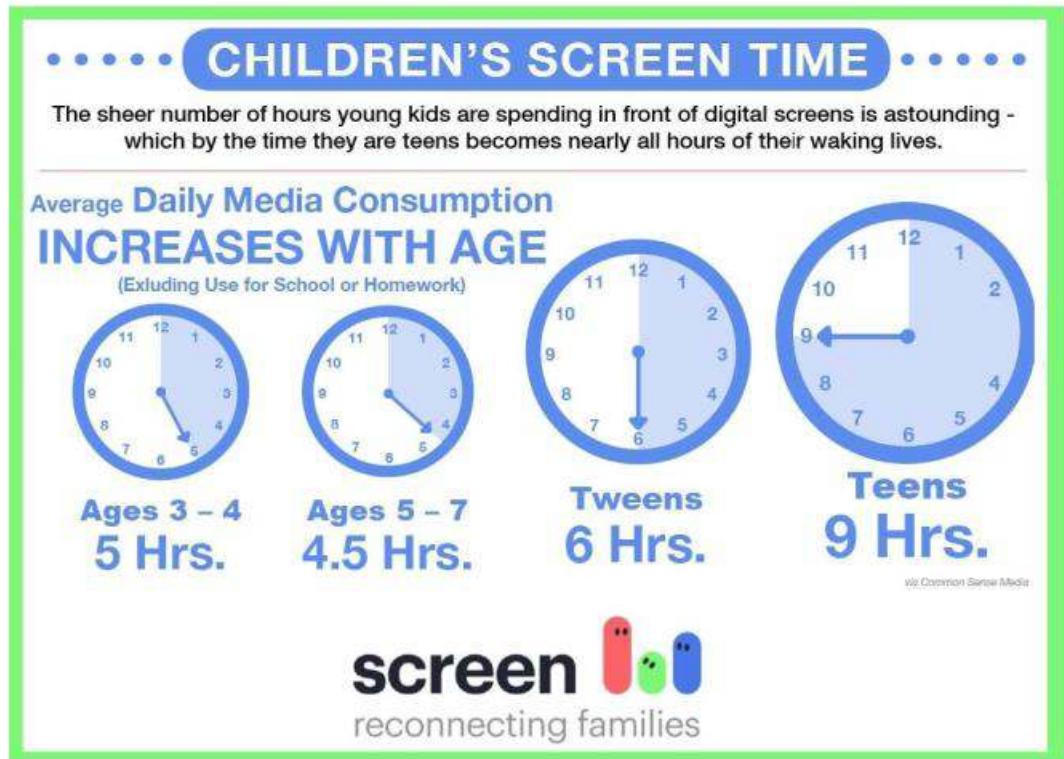
FloraGLO
LUTEIN 

Strong Internal Sunglasses:

- Healthy levels of Zeaxanthin/Lutein
- Absorbs harmful blue light
- Protects cones and photoreceptors
- Reduces key AMD risk factor
- Enhances visual performance



Exposure to blue light is harmful for children's eyes



KNOW YOUR NUMBER

Control your own health status

BLOOD PRESSURE



120/80
or less

Blood pressure is a measurement of the force on the walls of your arteries as your heart pumps blood through your body.

BLOOD SUGAR



Less than
100
(fasting)

Blood sugar, or glucose, is the main sugar found in your blood. It comes from the food you eat, and is your body's main source of energy.

BLOOD CHOLESTEROL



Less than
200

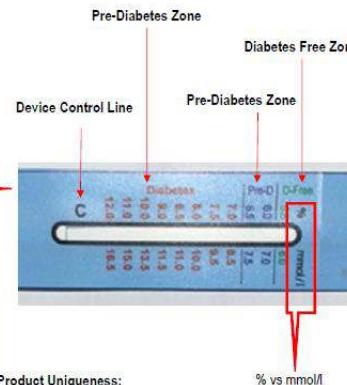
Cholesterol is a waxy, fat-like substance that occurs naturally in all parts of the body.

BODY MASS INDEX (BMI)



18.5 - 24.9

Body mass index (BMI) is a measure of body fat based on height and weight.



OMEGA QUANT®
...because knowing matters

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PREVENTiON



The background features a series of overlapping, wavy bands of color. The top band is a warm orange-red, followed by a yellow-orange, a pink, a purple, and a blue. Below these are several bands of green and light blue. The colors are soft and blended, creating a sense of depth and movement.

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