

Extract excellence with botanicals consumers trust.

# **Green Rooibos and Grape Seed Extracts** Join Our Health-Forward Botanicals Portfolio

ADM can help you develop consumer-approved products with **our newest high-quality**, **trustworthy extracts**—green rooibos and grape seed—and our state-of-the-art product development expertise.

## **CONSUMERS' HEALTH & WELLNESS DESIRES**

Consumers are taking a proactive, synergistic approach and making mindful decisions when it comes to their well-being, driven by their desires for balanced wellness and their values around trust & traceability.<sup>1</sup>



Today's consumers prefer products with these must-haves:





60% of consumers want to **IMPROVE THEIR GENERAL HEALTH & WELLNESS** in the next 12 months<sup>2</sup>

**HIGH-QUALITY INGREDIENTS** 

**CLEAN LABEL** 

**FUNCTIONAL BENEFITS** 

With clean label functional botanical solutions from ADM, your brand can help support consumers' health & wellness needs and enhance a wide variety of food & beverage and dietary supplement formats.

# Help Support **Overall Health** & Wellness

**Green Rooibos** (Aspalathus linearis)



### WELLNESS IN EVERY SIP

U.S. consumers associate green rooibos<sup>3</sup> with helping to support:





17%

**Energy/Reduction** 

of Fatigue





17% **Mood/Everyday Stress** 



Our green rooibos (Aspalathus linearis) extract comes from the leaves of trees grown in its native South Africa and is extracted using only water in our world-class facility in Valencia, Spain.

Standardized for: dihydrochalcones (min. 8%) and flavones (min. 2%), with the presence of safranal and damascenone

**Grape Seed** (Vitis vinifera L.)



### HARNESS THE POWER OF **POLYPHENOLS**

U.S. consumers associate grape seed extract<sup>3</sup> with helping to support a broad range of health and wellness benefits.

Our grape seed (Vitis vinifera L.) extract\* is made from the seeds of grapes grown in Spain and extracted locally.

Standardized for: proanthocyanidins 90% min., polyphenols 85% min. and *Flavan-3-ols 5-15% (target: 10%)* 



Botanical Excellence from ADM

We start by working with validated local suppliers in native growing regions and then gently process the raw materials in state-of-the-art facilities in Spain.



We then help you design formulations from concept development to launch that support key consumer needs and get you to market faster, leveraging our:

- Consumer understanding capabilities and insights
- Unrivaled product development, sensory, regulatory and analytical expertise
- Vertically integrated value chain

Keep an eye on **ADM.com** to keep up-to-date on our newest botanical extract launches.

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**Unlocking Nature. Enriching Life.** adm.com/botanicals

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#### **SOURCES:**

<sup>1</sup>ADM Global Consumer Trends 2023. <sup>2</sup> FMCG Gurus, "Positive Nutrition Three Key Takeaways", 2021. <sup>3</sup> ADM Suzy Botanicals Ingredient Survey Results Summary, U.S., Jan. 2023. ADM<sup>®</sup>

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