

## Press Release

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# Symrise announces diana food™ portfolio brand of natural health actives

- Health strategy approach: “Delivering everyday health, everywhere”
- Supported by diana food's™ historical strengths in natural bioactives extraction and clinical study design
- Broad portfolio addressing ten key health benefits
- Strengthens position in consumer health

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**Symrise has strengthened the company's position in the consumer health market. It has repositioned the diana food™ legacy health actives as a portfolio brand for consumer health products. The diana food™ portfolio brand consists of a wide range of trusted and sustainable natural health ingredients. They come with proven efficacy to support consumers' specific health conditions and expectations.**

According to Nathalie Richer, Global Health Business Leader, Naturals Business Unit of Symrise Food & Beverage, “The diana food™ portfolio supports the Symrise health strategy ‘Delivering everyday health, everywhere’. We are targeting ten important areas of health concerns. For this, we have designed our range of natural health solutions to address the current and future needs of consumers around the world.”

The list of products in the diana food™ portfolio brand is growing constantly. It includes solutions for immunity and anti-fatigue, cognitive health, urinary tract health, bone and joint health, cardiovascular health, sports performance, glucose metabolism, detoxification and digestive health, beauty from within, and oral health. Currently, the portfolio includes a diverse collection of health ingredients. They range from fruit polyphenols, vegetable phytoactives to cartilage extracts. Symrise sources them completely from the highest quality natural and sustainable raw materials.

Decades of scientific expertise in developing and commercializing natural ingredients back the diana food™ portfolio brand products. Manufactured with proprietary extraction technologies, diana food™ actives come with very high concentration levels. This means, it only takes very small dosage to provide the full efficacy of the bioactive within the finished product. The company supports its products with strong clinical study designs to demonstrate proof of efficacy and validation of performance functionality. This clinical data helps customers to define impactful health and structure-function claims for their products.

Symrise is developing its diana food™ portfolio brand of natural health ingredients through the sourcing, scientific, technological, and regulatory expertise of the Naturals Business Unit of Symrise Food & Beverage. It also leverages the marketing and consumer insights expertise of

the global Symrise organization. Symrise invests heavily in R&D (>100M euros) and puts a company-wide emphasis on innovation through science.

Instead of supplying individual ingredients, Symrise alone can supply the perfect blend of knowledge and expertise required to deliver everyday health, everywhere, for the consumer health market.

#### **About Symrise**

*Symrise is a global supplier of fragrances, flavors, food, nutrition and cosmetic ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, pharmaceuticals and producers of nutritional supplements and pet food.*

*Its sales of € 3.8 billion in the 2021 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented by more than 100 locations in Europe, Africa, the Middle East, Asia, the United States and Latin America.*

*Symrise works with its clients to develop new ideas and market-ready concepts for products that form an integral part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...*

[www.symrise.com](http://www.symrise.com)

[www.diana-food.com](http://www.diana-food.com)

[www.idf.com](http://www.idf.com)

<https://vanilla.symrise.com>

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