

Press Release

Rennes, France/Holzminden, Germany, April 18, 2023

Symrise to exhibit at Vitafoods with four health-related product launches

- Presentation of four product concepts addressing gut health, healthy aging, and women's health
 - Featuring Prebiocran™, a new cranberry extract supporting gut health
 - Prf. Desjardins of Université Laval to present outcome of research program on Prebiocran™ efficacy
 - Demonstration of how the Taste, Nutrition & Health segment supports consumers in their pursuit of everyday health
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From May 9 to 11, 2023, Symrise will present four launches related to health- and beauty from within at Vitafoods 2023 “the world’s nutraceutical event” in Geneva, Switzerland. The 15,000 visitors from 130 countries, that Vitafoods expects, can discover these novelties at the Symrise booth #G161. Symrise will also share scientific results at one of the Metabolic and Immune Health Conferences and at the Probiotics Theatre.

The products Symrise will present address the main health trends of gut health & immunity, healthy aging & cognition, as well as women's health including:

- **Prebiocran™**, a polyphenol-rich cranberry extract to support a healthy gut. Scientific research led by INAF (Institute of Nutrition and Functional Foods) at Université Laval has shown that Prebiocran™ can specifically modulate the gut microbiota composition and function. It has also demonstrated its support to the gut barrier function, which is associated with metabolic health.
- A new range of solutions with **high collagen content** to support multiple benefits such as skin and nail beauty as well as joint health.
- The **diana food™ Beauty from within** range of active compounds carefully selected from nature to support inside-out beauty benefits for skin, hair, and nails. The range will aid in developing applications for skin conditioning and anti-aging, skin brightening, and hair and nail care. The line includes naturally sourced bioactives such as collagen type I, vitamins C & A, and polyphenols from various fruits.
- As cranberry is known to support urinary health, Symrise has developed **Organic Cranpure™ F**. This unique organic fruit extract contains a minimum of 20% of Proanthocyanidins. It fully complies with the new European regulations on organic foods.

In addition to launching these four health offers, Symrise will showcase seven different applications. These concepts will demonstrate the holistic capability of Symrise to support the consumer health market, spanning bioactives, Symlife™ taste balancing solutions and flavors.

Two scientific sessions to support the launch of Prebiocran™

Attendees with access to Vitafoods Europe Conference will learn about the results of the research program conducted by INAF, supported by Symrise and NSERC (National Sciences and Engineering Council of Canada). On **May 9, 2023**, at 2:30 pm CET, Professor Yves Desjardins will hold a conference

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on **Metabolic and Immune Health**. He will present the results of the five-year research Chair carried out on the prebiotic effect of polyphenols. Results demonstrate the beneficial effects of cranberry polyphenols on gut microbiota and gut barrier and how they are mediated through newly discovered mechanisms.

Visitors can also learn more about Prebiocran™ by attending a presentation at **Vitafoods Probiotics Theatre** on **May 9, 2023**, at 12:30 pm CET. Nathalie Richer, Global Health Business Leader – Naturals BU, Symrise Food & Beverage and Noémie Daniel, Gut & Immune Health Project Manager – Business Incubation Group, Symrise, will introduce the solution to the audience.

The Symrise team welcomes its visitors at Vitafoods show in Geneva, from May 9 to 11 in hall 1 – booth #G161.

About Symrise:

Symrise is a global supplier of fragrances, flavorings, cosmetic active ingredients and raw materials, as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.

Its sales of approximately € 4.6 billion in the 2022 fiscal year make Symrise a leading global provider. Headquartered in Holzminden, Germany, the Group is represented in 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 indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more ...

www.symrise.com www.diana-food.com www.idf.com <https://vanilla.symrise.com>

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