Nutritional trends & opportunities in the New Normal
Nov 17-19 (US, APAC, EU)
Presented by: Google and BASF
Webinar Series - Presenters

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Agenda

1. Google : The human side of uncertainty – Life after sweatpants

2. BASF : Honing in on nutrition & health solutions to meet the needs of consumers in the New Normal
Our vision: Providing the right nutrients to the right people at the right time
2020 has been an extraordinary year. We are now living in a “New Normal”
New Normal - Key consumer concerns

**Eye health**
- Increased time in front of the screen - **across the generations**
- Reduced exposure to sunlight and use of long-distance vision
- Changes in diet/nutrition intake

**Energy & Wellbeing**
- Tendency towards a more **sedentary** lifestyle indoors
- Coping with indoor alternatives e.g. home gym, apps etc.
- Reduced social interactions and emotional connections, impacting mood and mental state

**Immunity**
- Searching for solutions to care for/protect the entire family
- Heightened awareness for diet/nutrition intake
- **Proactive** and **holistic** approach
BASF solutions:

Honing in on nutrition & health solutions to meet the needs of consumers in the *New Normal*
Eye health in the New Normal

- Maintenance of eye function
- Lowering risk of eye damage
- Relieving dry eyes
Lutein helps maintain good vision & protect the eyes from damage, especially with increased screen time in the new normal

- **Lutein is a carotenoid** naturally found in avocados & green leafy vegetables.
- It is a strong **antioxidant & filter of high-energy visible & UV light**.
- **Eyes are enriched with lutein** in the macula (“yellow spot”), where they are most vulnerable to light damage.

Low lutein levels in the macula increase risk of:

- Impaired **visual performance** (glare sensitivity, contrast vision)
- Developing **age-related macular degeneration** (AMD), a disease that impairs central vision

Lutein supports good vision & may slow onset / progression of AMD

Lutein helps protect the eyes, specifically the macula

Photo: National Eye Institute, USA
Omega-3 DHA is crucial for visual development & vision maintenance

- Omega-3 DHA (docosahexaenoic acid) is found in very high concentration in the cell membranes of the retina; up to 65%

- The high concentration of DHA is needed for the normal function of rhodopsin (pigment in the photoreceptor rod cells) and retinal cell membranes

- DHA deficiency is associated with poor night vision and other visual problems.

DHA intake contributes to the normal visual development of infants up to 12 months of age at 100 mg/day.

DHA maternal intake contributes to the normal development of the eye of the foetus & breastfed infants at 200 mg/day.

DHA contributes to the maintenance of normal vision at 250 mg/day in general population.

Bazan et al, 1982; Fliesler et al, 1983; SanGiovanni et al, 2005; Grossfiel et al, 2004

https://vitty.in/the-role-and-importance-of-dha/

Omega-3 fatty acids are also widely used for dry eyes

- **Dry eye** can be defined as a lack of tears or an imbalance in the composition of the tear film in the eyes.

- Lead to **blurring**, a feeling of **grittiness**, burning, red & itchy eyes, eye fatigue, and ironically can then cause excessive tearing.

**Causes of dry eye:**
- Heavy reading
- High digital device use
- Dry environments
- Certain health conditions
- Poor diets etc.

Growing body of scientific evidence on the effect(s) of **omega-3** on dry eye that appears promising.

- E.g. A **meta-analysis** provides evidence that **omega-3 FA supplementation significantly improves dry eye symptoms and signs in patients with dry eye disease** (*Giannaccare, 2019*).

Maintaining Energy & Wellbeing in the New Normal

- Mental energy & strength
- Metabolic health
- Cardiovascular support
B Vitamins are essential for providing energy & supporting mental performance in the ‘new’ work-from-home norm

- **B Vitamins** like **Vitamin B₂ and B₅** play a central role in metabolism and energy supply. Brain areas required for **cognitive function** have a particularly strong need for these vitamins.  
- Moreover, **Vitamin B₅** regulates the sleep-wake-rhythm.  
- **Vitamin B₁₂** is required for cell division; including red blood cells which provide oxygen to the brain. **Only available from animal-derived foods.**  

- Robust **scientific research** supporting the health benefits of B vitamins  
- Many regulatory authorities allow **health claims**. Example of claims for **Vitamin B₅**  

  **USA**  
  Vitamin B₅ contributes to the **reduction of tiredness and fatigue**  

  **Europe & Turkey**  
  Vitamin B₅ contributes to the **normal energy-yielding metabolism**  

  **China**  
  Vitamin B₅ is **essential for energy metabolism** and tissue formation

- **Vitamin B₂** provides energy to the brain  
- **Vitamin B₅** provides energy & may reduce tiredness & fatigue  
- **Vitamin B₁₂** supports brain function & overall well-being
Plant sterols - the most well-established plant-based ingredient for cholesterol management & cardiovascular benefit

- **Plant sterols** are natural fat components of all plants.
- Structurally, plant sterols are similar to cholesterol but the body metabolizes them differently (competing with cholesterol for absorption) resulting in improved blood lipids.
- Benefits extend to maintenance of healthy triglycerides & liver health etc.

- Dyslipidemia (e.g. high LDL-C) is a risk factor for cardiovascular disease (CVD).
- Extensively documented non-drug option proven to lower cholesterol, & in different formats: spreads, dairy, beverages & soft gels.

**Health claims** in many countries:

Daily intake of **1.5-3 g** plant sterols:

"Plant sterols have been shown to lower/reduce blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease."

Plat et al, 2019; Lye et al, 2019

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**Plant sterols 1.5-3 g/day reduces total & LDL cholesterol levels by 7-12%**

**Plant sterols complement statins for better effect**

Gylling et al, 2014

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Plat et al, 2019; Lye et al, 2019

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Immunity in the New Normal

- Strengthening body defenses
- Lowering risk of infections
- A healthy gut for a stronger immune system
Vitamin D regulates key functions of the immune system & combats viral infections – a key concern in the new normal

- Vitamin D plays a **strong regulatory role** in the immune system (innate & adaptive).
- Immune cells have Vitamin D receptor and CYP27B1 enzyme (converts Vitamin D to active hormone).
- Special attention recently its **anti-viral functions**, e.g. it stimulates antimicrobial defense & inhibits pathogens entry into tissues.

- Many regulatory authorities allow **health claims for Vit D related to immune function/ health**.

**Vitamin D and COVID-19:**

- Low status associated with risk of more severe disease
- High-dose Vitamin D upon hospitalization reduced risk of ICU need from 50% down to 2%
- Several clinical studies underway in healthy people at risk of COVID-19, & in patients

**Vitamin D3 contributes to the normal function of the immune system** (for adults & children)

**Vitamin D3 has anti-viral effects helping to combat infections**

2’-fucosyllactose (2’-FL) provides multi-faceted benefits for digestive & immune health

- HMOs are the 3rd largest macromolecular component in human milk; 2’-FL is the most abundant HMO
- Unique structure contributes to benefits in early life, & beyond
- Acts as a special prebiotic, 2’-FL supports the development and maintenance of a microbiota dominated by healthy bacteria (e.g. bifidobacteria)

- New science connects the dots between gut & immune health, via the mucous membranes & gut microbiome
- 2’-FL supports a healthy gut microbiome
- 2’-FL protects against pathogens to help reduce infections
- 2’-FL enhances immunity & modulates inflammation & allergy responses
Why BASF? We are one of the largest & most trusted suppliers, with a broad portfolio of health ingredients for different applications:

- Vitamin A, Bs, D, E, K
- Carotenoids
- Natural Vitamin E & Antioxidants
- HMOs
- Omega-3s
- Plant Sterols
- CLA
- Bioactive Peptides
Enabling Production Excellence

- Expert know-how in nutrition & health ingredients
- State-of-the-art equipment & production facilities
- Customer-centric with deep consumer understanding

COMPLIANCE & SAFETY

HIGH PRODUCTION & QUALITY STANDARDS

HIGH PERFORMANCE IN APPLICATIONS
Thank you for joining us today! Let’s stay connected! Stay healthy!

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