

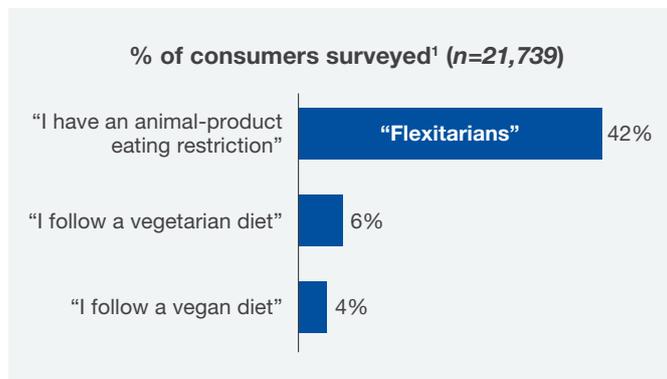
# Plant-based ingredients to support today's lifestyle choices

Tonalin® CLA (Conjugated Linoleic Acid)

People around the world limit or increase specific foods for different compelling reasons. While halal/kosher/vegetarian diets are practiced in certain regions, dairy-free or gluten-free diets are often required due to intolerances. However, most people would likely fall into the category known as “flexitarians” – a combination of the words “flexible” and “vegetarian.” What sets flexitarians apart is their freedom of choice - they freely switch between animal and non-animal-based products.

## Huge market potential in flexitarians

According to a survey by Euromonitor,<sup>1</sup> 42% of global consumers are flexitarians. They are largely driven by concerns in three areas<sup>2</sup> which businesses can capitalize on:



**Health:** They have certain perceptions about what animal-based products can do to their health. In general, eating less animal-based products and including more greens “makes them feel healthier”.



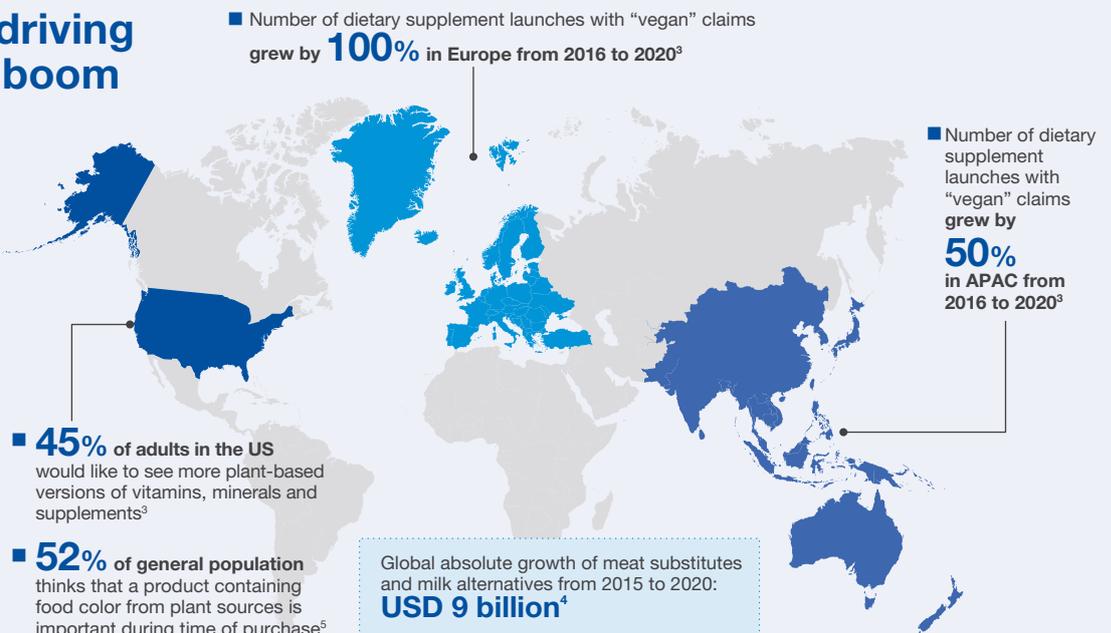
**Environment:** Saving the environment by looking for sustainable sources of food is a motivation for the flexitarian consumer.



**Animal welfare:** Intensive farm production technologies that lead to stress and discomfort for animals have caused consumers to move away from meat consumption.

## Flexitarians are driving the plant-based boom

Driven by concerns in the three areas, flexitarians are looking to diversify their diets with more “plant-based” options. This perspective could also have an impact on the ingredients used in food, as well as in dietary supplements.



## A two-pronged approach is needed to develop a compelling narrative for flexitarians

1. A clear outline of the company's philosophy on sustainability, ingredients used, processing methods and other product qualities
2. Label claims related to health, environment and animal-free ingredients

## BASF's Tonalin® CLA is naturally sourced from safflower oil



- Tonalin® CLA is a plant-based ingredient obtained from natural safflower oil through a proprietary production process.
- Safflowers are flowering plants native to parts of North and South America; the oil content found in safflower seeds has the highest concentration of linoleic acid amongst commercially available vegetable oils.
- BASF produces CLA from high quality safflower oil with utmost care under food hygiene conditions. It is manufactured by converting the linoleic acid in the safflower oil through an isomerization process at mild temperatures.



**Harvest**

**Conjugation**

**Purification**

- Produced proprietary process: 1:1 mixture of the c9, t11 and t10, c12 CLA isomers
- >80% biologically active isomers
- Remaining fatty acids are those naturally present in safflower oil
- Triple distilled to ensure high purity, 100% lipid ingredient

**CLA** is positioned to possibly support a **normal body composition** in dietary supplements and functional foods



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## Our products enable potential claims positioned for your plant-based dietary supplements and functional foods

Product	Form	Plant-based*	Naturally derived**	Vegan	Vegetarian	Dairy free/ Lactose free	Halal	Kosher	Non-GMO	Gluten-free	FSSC 22000	ISO 9001
Tonalin® FFA 80 & TG 80	Oil	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tonalin® 60 WDP	Powder	✓	✓		✓		✓	✓	✓	✓	✓	✓

\* Main / active ingredient originating from plants (including vegetables, fruits, whole grains, nuts, seeds, mushrooms and algae). May contain formulation ingredients not from plants

\*\* Main / active ingredient originating from natural materials. May contain formulation ingredients not matching "natural" definition

## Position Tonalin® CLA for your plant-based innovation

- ✓ Plant-based, natural, renewable
- ✓ Suitable for flexitarians
- ✓ May support normal body composition

Sources: <sup>1</sup>Going Plant-Based: The Rise of Vegan and Vegetarian Food, Euromonitor 2020; <sup>2</sup>Choosing Substitutes: The Rising Tide of Non-Animal Proteins, Euromonitor 2021; <sup>3</sup>A year of innovation in VMS, Mintel, 2021; <sup>4</sup>Plant-based Eating and Alternative Proteins, Euromonitor 2021; <sup>5</sup>Natural Marketing Institute (NMI) Health & Wellness Study (2017)



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