

Healthy weight

It's not about quantity,
it's about quality



Healthy weight **market opportunity**



52% of adults worldwide aged 18 and over had an unhealthy weight in 2014 – **39%** were overweight, and **13%** were obese¹

Many consumers clearly want to achieve and maintain a **healthy weight**, as the **weight management** category is the second largest food and beverage health segment, after general wellbeing. The segment was worth **US\$149,000Mn** in 2014 globally²



Consumers are well aware of the **benefits of whey proteins** to help them to accomplish a healthy weight³



Protein plays an important role in weight management



Whey proteins speed up metabolism and burn more calories naturally



Whey proteins keep you from feeling hungry between meals



Whey proteins help you burn fat and lose weight

CONSUMER CHECK LIST FOR A HEALTHY WEIGHT PRODUCT

<input checked="" type="checkbox"/>		HIGH PROTEIN	<input checked="" type="checkbox"/>		NATURAL
<input checked="" type="checkbox"/>		LOW FAT	<input checked="" type="checkbox"/>		NON-GMO
<input checked="" type="checkbox"/>		LOW SUGARS	<input checked="" type="checkbox"/>		CONVENIENT
<input checked="" type="checkbox"/>		TASTY	<input checked="" type="checkbox"/>		HEALTHY

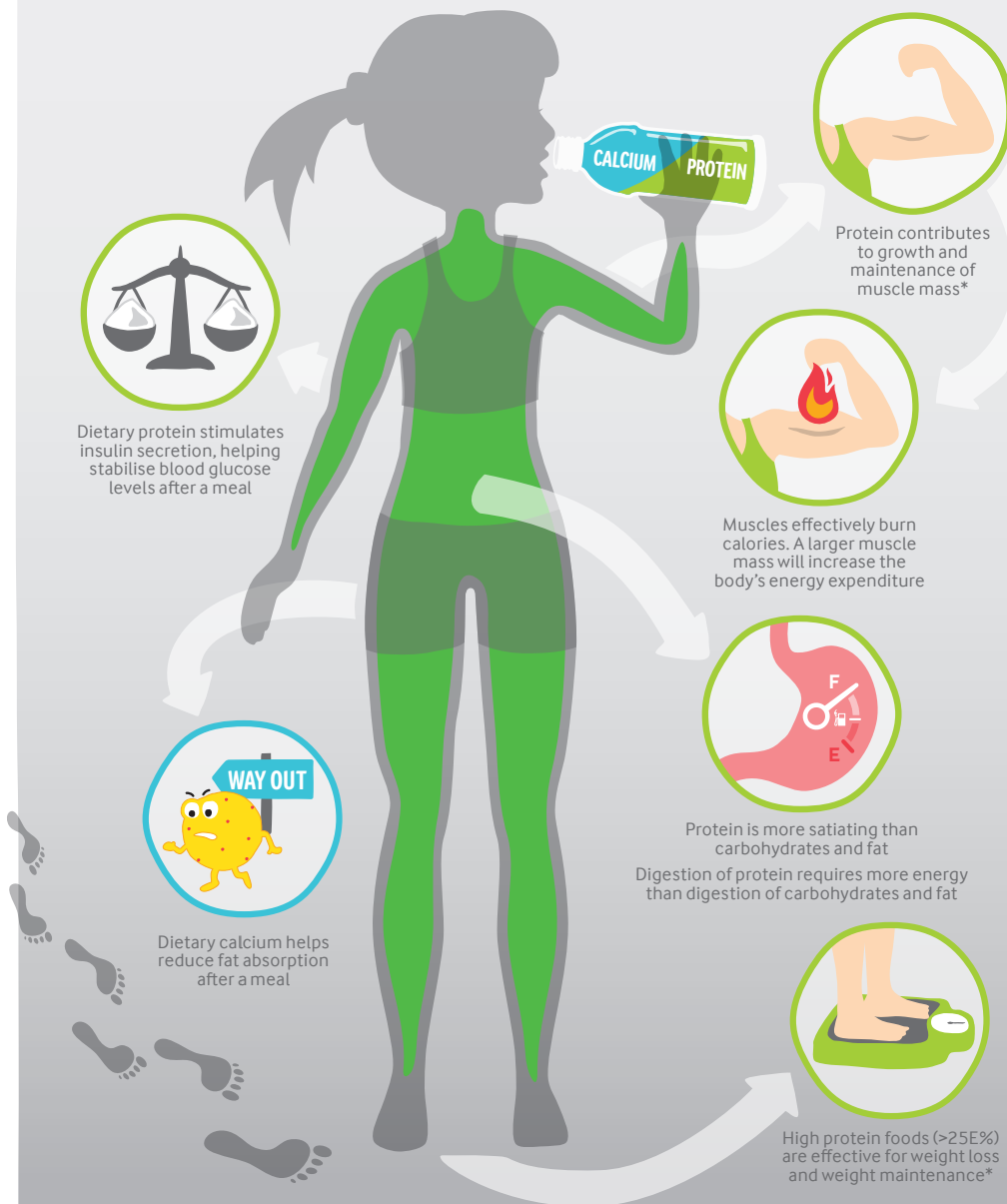
Healthy weight means healthy body composition



A **healthy body composition** refers to the **right balance between fat and fat-free masses** (mainly muscle). It is important for achieving optimal body functioning, mobility, vitality and quality of life. Individuals with an unhealthy body composition may suffer from health risks such as type 2 diabetes, metabolic syndrome, cardiovascular diseases and sarcopenia

Nutrition is a powerful tool for modulating body composition, whether the target is to increase muscles or reduce fat

Benefits of a high **protein** and **calcium** diet for a healthy weight



Arla Foods Ingredients for natural, tasty and effective **healthy weight solutions**



Natural Milk & Whey Proteins

Lacprodan® whey range

- Wide range of high quality whey proteins
- Concentrates (WPC), isolates (WPI) and hydrolysates (WPH)
- Suitable for use in a wide range of high protein food applications

Nutrilac® milk proteins

- Optimized for formulating high protein bars and snacks
- Optimal taste, texture & softness over long shelf life

Natural Milk Minerals

Capolac®

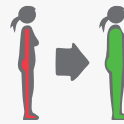
- Natural milk mineral concentrate containing calcium, phosphorus and zinc – in a composition similar to bone and teeth
- High content of milk calcium >24%
- Ideal for formulating a wide range of natural calcium enriched foods
- Clear in solution at pH below 4

Advantages of **whey** proteins

High content of **essential amino acids** (EAA) provides building blocks for muscles

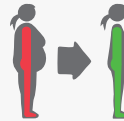
High content of **leucine** directly stimulates muscle protein synthesis

Optimal **digestion and absorption** ensure rapid delivery of EAA to muscle tissue



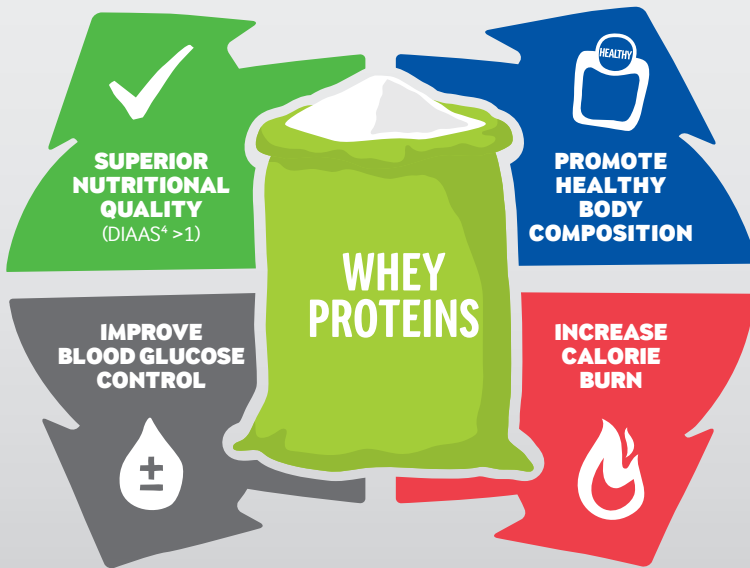
Maintain/increase muscle mass

Stimulates muscle protein synthesis better than other protein sources^{5,6}



Healthy weight loss

Helps reduce waist size and fat mass while preserving lean body mass⁷⁻¹⁰



Increases **plasma insulin** levels acutely after a meal, helping stabilise blood glucose^{5,11}

Long term intake **lowers fasting insulin** and reduces insulin resistance¹²

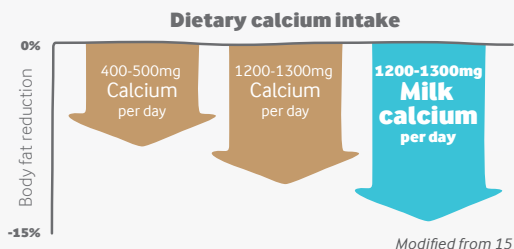
Increases **fat oxidation**

Induces a higher **energy expenditure** after a meal compared to other proteins:¹³



Advantages of **milk calcium**

During weight loss, increased intake of calcium – from milk in particular – **reduces fat mass and percentage, body mass and waist circumference**, while muscle mass is increased¹⁴⁻¹⁶



Dairy calcium **interferes with fat absorption** in the intestine, thereby reducing the digestible energy of the diet

Furthermore, high calcium intake **increases fat oxidation**, reducing the amount available for body fat storage¹⁷

Increased intake of milk calcium increases faecal excretion of fat¹⁸



Modified from 19

Why choose Arla Foods Ingredients?



A world leader in natural whey solutions

- Among the world's top 5 producers of WPC, WPI, whey protein hydrolysate, whey protein fractions and lactose
- Producing whey proteins since 1980

R&D in our DNA

- +15% of our employees in Denmark work in R&D
- Collaboration with top universities worldwide
- Clinical and scientific documentation
- Application centers in two continents

Superior quality by design

- Premium quality and raw material
- Kosher and Halal certification
- Newly built hydrolysate and lactose factories with highest quality standards

Your trusted business partner

- Application support
- Business development support
- In-depth nutrition research and formulation support

Arla Foods Ingredients Group P/S

Sønderhøj 10-12
8620 Viby
Denmark

Office: + 45 89 38 10 00

Email: ingredients@arlafoods.com

www.arlafoodsingredients.com

www.facebook.com/ArlaFoods

References:

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