

Change your body age

You can't change your birth date, but you can change your body age with whey proteins and milk minerals

TARGET THE VIPs – The Very Important 50+ Population



32%
of the total
population¹

#1
\$2.4
Trillion
per year

#1
most powerful
consumer
group²



Aware of the **benefits**
of whey proteins
for **staying active**
as they get older³

They
feel

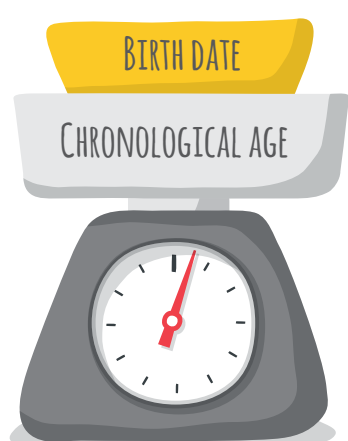
10
YEARS
younger⁴



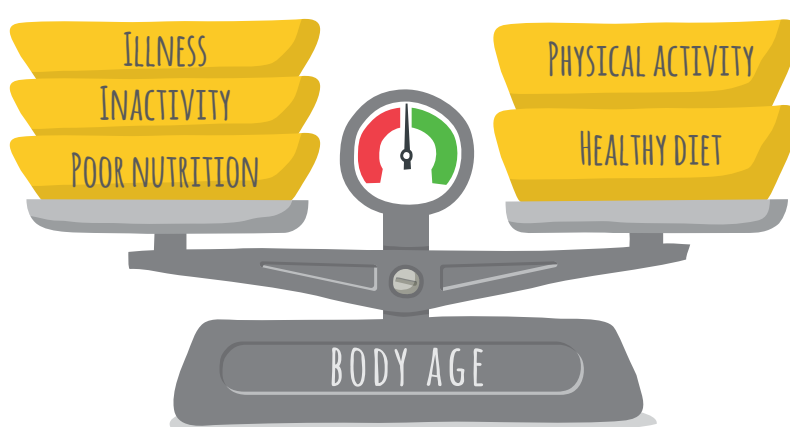
Want to stay **active and independent**
and look for solutions that can help them
to achieve these goals



IMPROVE BODY AGE, HEALTH AND WELLBEING with whey protein and milk minerals



VS.



With time, our body **ages** – bone **weakens**, muscle mass and strength **decline**, and fat mass **increases** – compromising our independence, health and life quality⁵⁻⁷

While our chronological age can't be changed, our body age can be positively influenced by **improving fat mass, bone density, muscle mass** and **strength**⁸⁻¹⁰



WHEY PROTEIN BENEFITS

- ✓ **High quality protein, rich in EAA, BCAA** *11
- ✓ **Superior acute stimulation of muscle protein synthesis**¹²⁻¹⁵
- ✓ **Help reduce fat mass, increase calorie burn, and preserve muscle mass**¹⁶



MILK MINERAL BENEFITS

- ✓ **Highly bioavailable, naturally source of calcium, phosphorous, magnesium, zinc and potassium**
- ✓ **Help reduce body fat percentage, increase fecal fat excretion**¹⁷⁻²⁰
- ✓ **Documented to cause a long lasting gain in bone mass density**²¹⁻²²

REJUVENATING APPLICATION IDEAS for maintaining a young body age



Coffee
Cappuccino
Drink



Healthy
Dessert



Instant
Protein Coffee

Arla Foods Ingredients
Discovering the wonders of whey





R&D in our DNA

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



Superior quality

- Premium quality ingredients
- Kosher and Halal certification
- Ingredient factories with the highest quality standards



Your trusted business partner

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



Security of supply

- Producing whey proteins since 1980
- Leading supplier of whey proteins, whey protein hydrolysates, whey fractions and lactose
- Continuous investment in production capacity to meet the growing volume needs of global customers
- Reliable supplies from three production sites



Arla Foods Ingredients is a global leader in natural whey ingredients for products in a range of categories – from infant, clinical, sports, health nutrition to bakery, beverages, dairy and ice cream.

*All our applications are high source of protein and calcium

FOOTNOTE: *EAA; essential amino acids. BCAA; branched chain amino acids

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