

# DSM Press Release

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## DSM Nutritional Products

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## **Teavigo® by DSM and Teacare®'s collaboration continues to set new standards**

For centuries it has been well-known that green tea has multiple benefits that support a good health, and particularly in Asian countries. This ancient remedy is still part of their daily routines to this day. The benefits associated with green tea are becoming better documented all the time, and more and more products containing green tea extract are being introduced on the market. However, while interest and awareness is growing, the consumer has no possibility to distinguish the quality of the various green tea extracts. DSM Nutritional Products own consumer research confirmed this fact, and it was on this background that DSM created the Teavigo® Seal of Guarantee. The seal serves as DSMs quality stamp and assurance to the consumer that only the highest quality of pure and natural green tea extract (EGCG) was used, in products carrying the seal.

The Teavigo® Seal of Guarantee can now be found on a variety of products in most parts of the world, not least in the Netherlands, where the success-product Teacare® - [www.teacare.nl](http://www.teacare.nl) - is being marketed and distributed through the Dutch pharmacies. Teacare® is a vegetarian cap designed to support ones general health and well-being. And with a 150 mg's EGCG from Teavigo® per capsule, it is a high-potency and very convenient way to get easy access to all the great benefits from green tea. Vincent A. Bohnenn, one of the Teacare® inventors describes it: *"Teavigo® is a fascinating ingredient and Teacare® is a fascinating product. Based on our customers own feedback we are experiencing that Teacare® actively helps maintain a healthy heart condition and it also supports weight management. This is indeed a powerful and multifaceted compound, designed to meet the challenges in a modern world"*.

EGCG is also an active assistant in fighting the body's free radicals through its proven antioxidant properties. As few green tea extracts on the market has the same documented effects as Teavigo®, we believe the Seal of Guarantee will help consumers to pick up the products containing Teavigo®. As Mr. Donker, co-founder of Teacare® comments: *"The Seal tells consumers that the green tea extract we use is not just hot air"*.

Mr. Donker continues to elaborate on the powers of Teacare®: *"We are seeing continuous repeat buys and growth every year. This tells me that Teacare® is working. What is important for products to become accepted today, is that they must be effective, convenient and easy to use – and Teavigo® in Teacare® is all that"*.

## **About DSM Nutritional Products**

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. For further company information please visit [www.dsmnutritionalproducts.com](http://www.dsmnutritionalproducts.com)

## **About DSM**

DSM is active worldwide in nutritional and pharma ingredients, performance materials and industrial chemicals. The company develops, produces and sells innovative products and services that help improve the quality of life. DSMs products are used in a wide range of end-markets and applications, such as human and animal nutrition and health, personal care, pharmaceuticals, automotive and transport, coatings and paint, housing and electrics & electronics (E&E). DSMs strategy, named Vision 2010 – Building on Strengths, focuses on accelerating profitable and innovative growth of the company's specialties portfolio. The key drivers of this strategy are market-driven growth and innovation plus an increased presence in emerging economies. The group has annual sales of over €8 billion and employs some 22,000 people worldwide. DSM ranks among the global leaders in many of its fields. The company is headquartered in the Netherlands, with locations in Europe, Asia, Africa, Australia and the Americas. More information about DSM can be found at [www.dsm.com](http://www.dsm.com).

### **For more information:**

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### **Forward-looking statements**

*This press release contains forward-looking statements. These statements are based on current expectations, estimates and projections of DSM management and information currently available to the company. The statements involve certain risks and uncertainties that are difficult to predict and therefore DSM does not guarantee that its expectations will be realized. Furthermore, DSM has no obligation to update the statements contained in this press release.*