

Press Release

3rd May 2023

Healthy Body, Happy Mind: Givaudan to showcase natural solutions for active consumer lifestyles at Vitafoods Europe

New concepts and app-based game will highlight benefits of products like Cereboost® for five lifestyle profiles

Givaudan will showcase a range of natural solutions for emotional, mental and physical wellbeing at Vitafoods Europe (9th-11th May 2023 in Geneva). Drawing on Givaudan's latest proprietary consumer segmentation research, the concepts are designed to illustrate how insights can be transformed into personalised and memorable wellbeing experiences for modern lifestyles.

Amandine de Santi, Business Development Director, Functional and Nutritional Ingredients, Taste & Wellbeing Europe, at Givaudan said: "Givaudan's research shows how our busy – often heavily digital – lifestyles can make it challenging to balance physical and mental health. At Vitafoods, Givaudan is excited to showcase how we co-create unique wellbeing experiences with our customers, answering consumer needs for natural solutions that support healthy bodies and happy minds."

The company's hero product at the event will be Cereboost®, an American Ginseng extract and potent natural adaptogen which has been scientifically shown to improve mood, attention and working memory by activating the gut-brain axis.¹

By playing *Cereboost® Mindset*, an app-based game, at the Givaudan stand (D146), visitors will be able to test the effects of Cereboost® for themselves. They can also learn more about the research supporting the product by attending a presentation at the New Ingredients Theatre (10th May at 15:30).

Givaudan will additionally be highlighting five distinct active consumer segments based on the theme of 'Healthy Body, Happy Mind' with targeted product concepts. Each concept will demonstrate how Givaudan's solutions can be used to translate these lifestyle insights into personalised wellbeing experiences:

- **For E-gamers:** 'Be Focus', a powder shake containing Cereboost®, Vitamin A and green tea (visitors who sample it will then be invited to play the *Mindset* game)

¹ European Journal of Nutrition 61, 413–428 (2022). <https://doi.org/10.1007/s00394-021-02654-5>



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Human by nature

- **For Multi-taskers:** 'Inner Strength': An effervescent tablet combining Cereboost® with green tea, and 'Fuel Up' a gummy containing green coffee, maca and acerola
- **For Activity enthusiasts:** 'Healthy Party Power': an effervescent tablet containing guarana and yerba mate
- **For Active rejuvenators:** 'Ally together', a capsule for joint health containing raspberry leaf
- **For Performance perfectionists:** 'High Set', a cereal bar with Svetol, green tea and acerola

Givaudan will be welcoming visitors to discover these capabilities and concepts during the show at stand D146.

For more information and to arrange an interview, please contact:

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About Givaudan

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2022, Givaudan employed almost 16,700 people worldwide and achieved CHF 7.1 billion in sales with a free cash flow of 6.7%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at www.givaudan.com.

About Givaudan Taste & Wellbeing

Powered by innovation and creativity, Givaudan Taste & Wellbeing aims to shape the future of food by becoming the co-creation partner of choice to its customers. Built on its global leadership position in flavours and taste, the Company goes beyond to create food experiences that do good and feel good, for body, mind and planet. With an expanded portfolio of products across flavours, taste, functional and nutritional solutions and a deep knowledge of the food ecosystem, Givaudan's passion is to collaborate with customers and partners to develop game-changing innovations in food and beverage. This is Givaudan. Human by nature. Learn more about how we are shaping the future of food at www.givaudan.com/taste-wellbeing.