



## **Ingredient of the Year: Healthy Ageing**

Is your ingredient commercially available?

What regions is your ingredient available in?

How long has your ingredient been on the market in Asia Pacific? Please use the length of time for the country or region with the longest market availability.

What does your ingredient do?

What is the target audience of your ingredient?

How does your ingredient meet a genuine consumer demand, policy problem or nutritional need?

How does your ingredient provide a unique nutritional solution to this consumer need or problem? (Please use non-technical language in this section and keep answer brief, you may provide further details and references to studies in the next questions.)

Are your claims backed by peer-reviewed primary research and/or clinical trials in humans? If yes – please provide a short overview of the main evidence. You may also supply up to five links to peer reviewed primary research.

Please provide examples of applications and delivery systems for use in final products. Where possible provide examples of commercial availability in finished products.

Give detail of commercial success and engagement from your core target market (s). Where possible give numbers and examples of sales and applications that are available in the market.

What gives your ingredient the “X” factor – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims).