

**Press Release**

**Vitafoods Preview**

## **Frutarom shows various ways to wellbeing**

**Vitafoods, 6.- 8. May 2008, Geneva, booth 125**

*Switzerland, 19. March 2008 – At this year's Vitafoods in Geneva, Frutarom will showcase a broad variety of ingredients, each of which meets one of the latest health trends, be it anti-ageing, bone health or even cognition. Amongst them are wild green oat extract Neuravena<sup>®</sup>, as well as soy isoflavones ingredient SoyLife<sup>®</sup> and BroccoRaphanin<sup>™</sup>, a natural extract derived from broccoli that shows remarkable detoxification effects.*

### **Anti-ageing**

BroccoRaphanin<sup>™</sup>, positioned in Frutarom's SelectLine, is a broccoli concentrate containing standardized glucoraphanin. This phytochemical is considered to provide a potent protective effect. It has been shown to promote cellular health, acting as an anti-oxidant and showing anti-inflammatory properties. BroccoRaphanin<sup>™</sup> plays a role in detoxification of the body and also in immune protection by stimulating the body's natural defenses. It is suitable for tablet and capsule applications.

### **Bone Health**

SoyLife<sup>®</sup> are soy isoflavones derived from soy germ. In contrast to soy products based on soy molasses, SoyLife<sup>®</sup> contains a relatively high amount of daidzein. Out of the three soy isoflavones, daidzein has been shown to be most effective in osteoporosis prevention. Latest study results will be available at the Frutarom stand.

## **Cognition**

The wild green oat extract Neuravena® (EFLA® 955) has been shown to influence brain activity and to support learning and stress coping abilities. With the bioactivity-tested extract, Frutarom offers manufacturers of food supplements and functional food products a patented and science-based health ingredient. Also for Neuravena®, new study results will be available at the Frutarom stand.

## **Beauty from within**

LinumLife® improves skin appearance. These findings have already met with a response from the industry – several new products containing LinumLife® targeting skin beauty are now successfully on the market.

The complete ingredients range and more “trend categories” can be discovered at the Frutarom booth, stand Nr. 125 at Vitafoods from 6.-8. May in Geneva.

## About Frutarom

Established in 1933, the Frutarom Group is a rapidly growing global flavor and fine ingredients company. Frutarom develops, manufactures and markets an extensive variety of high quality flavors and natural fine ingredients for customers in the food, beverage, flavor, fragrance, pharmaceutical, nutraceutical, food additive, and cosmetic industries. Frutarom's 20,000 products are sold to more than 10,000 customers in 120 countries around the world. The Frutarom Group has 1,500 employees worldwide and manufacturing facilities in Europe, North America, Israel and Asia.

Frutarom operates through two divisions:

- Flavors Division, which develops, produces and markets flavor compounds and food systems.
- Fine Ingredients Division, which develops, produces and markets natural flavor extracts, functional food ingredients, natural pharmaceutical/nutraceutical extracts, specialty essential oils, citrus products and aroma chemicals.

Frutarom provides tasty and healthy solutions to its customers fulfilling our vision: **To be the Preferred Partner for Tasty and Healthy Success.**

Since 1993, Frutarom has successfully implemented a rapid growth strategy that combines organic growth at above-industry levels with strategic acquisitions of synergistic companies.

Frutarom Industries Ltd. is a public company whose stock is listed on the Tel Aviv and London Stock Exchanges. As of January 1, 2003 Frutarom has been included in the Tel Aviv 100 Index.

For further information, visit our website: [www.frutarom.com](http://www.frutarom.com)

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