

News Release

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Frutarom Launches Marine Bioactive Compounds Line

NORTH BERGEN, N.J.— Frutarom, USA, announces it will launch a new line of marine extracts . The new line stems from Frutarom's new business relationship in North America with Copalis, France, manufacturer of marine bioactive solutions for functional food, dietary supplement and nutricosmetic markets. The focus will be on three unique marine ingredients: Phoscalim[®], a fish-derived source of calcium; Nutripeptin[™], a marine peptide shown to reduce the glycemic effect of foods; and Collective[™], a marine source of collagen and elastin for “beauty from within”.

“We are very excited to provide these high-value, marine-based bioactive compounds for well-being,” says Laurent Leduc, VP USA Health Division of Frutarom, USA. “These research-supported sea ingredients offer optimum solutions to many of the top health issues our nation is facing.”

Nutripeptin[™], a marine peptide for use in weight-loss products will be introduced for the first time at the upcoming SupplySide East show at Meadowlands, New Jersey. It can lower the glycemic impact of high-carbohydrate foods and help increase satiety. It is easily incorporated into powdered beverages and nutrition bars, and also can be used in capsule or tablet form to be taken before meals. It has a neutral flavor profile when added into finished products.

“Frutarom will feature Collective[™], a natural, anti-wrinkle ingredient, in a beverage to showcase how we combine extensive know-how in creating cutting-edge, tasty and healthy solutions with our nutraceutical and flavor ingredients,” explains Leduc. “Frutarom just released promising results from a clinical study showing that Collective can significantly reduce wrinkles in women after 28 days.” Collective is composed of marine collagen and elastin peptides in the same ratio found naturally in skin. When taken orally, collagen and elastin have shown a synergistic anti-wrinkle action, stimulating skin to lift and tone sagging areas and minimize lines and wrinkles while increasing skin moisture retention.

Phoscalim[®] is a fish-derived mineral extract that provides highly bioavailable source of calcium to promote optimal bone health. Phoscalim is different from other marine calcium sources in that it is from wild-caught fish. Phoscalim provides calcium and phosphorous that acts synergistically in formulas, as well as type II collagen, making it ideal for calcium supplements or formulations targeting bone and joint health.

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About Frutarom

Established in 1933, Frutarom 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 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.

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

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.