

PRESS RELEASE

All around the world: Naturally healthy

Vitafoods, 10th - 12th May 2011, Geneva, booth 508

Frutarom launches its latest campaign approaching jet lag symptoms in a natural way at Vitafoods

Wädenswil/Switzerland, March 2011 – At this year’s Vitafoods, Frutarom will showcase for the first time a selection of botanical extracts targeting jet lag symptoms. This “Jet Lag Campaign” has been especially created for people battling symptoms caused by circadian dysrhythmia, and offers a range of ingredients that help to balance the body’s inner clock. Frutarom will also present natural concepts for indications such as women’s health, bone health, slimming and beauty from within.

A confused circadian rhythm causes stress symptoms including daytime fatigue, exhaustion, disturbed sleep, digestive disorders and decreased mental and physical performance. This is especially obstructive because people - particularly business travellers - often have to be at their peak after a long flight. But it’s not just travellers who suffer from jet lag symptoms. Doctors, chefs, shift workers and others live out of sync with their inner clock every day.

Frutarom’s “Jet Lag Campaign” is aimed at manufacturers of nutraceuticals and functional foods who want to create products for these target groups. The campaign includes extracts of blackcurrant, schisandra, fenugreek, wild green oat, lemon balm and red vine leaf. Each of these targets specific “jet lag” indications, including concentration difficulties, stress management, sleep disorders, digestion problems, tired eyes and heavy legs. Depending on the individual product concept, the extracts can be used alone or in combination.

Indication-guided approach

Additionally, Frutarom will present its range of science-backed extracts using an indication-guided approach: From digestive health and urinary conditions to mental health,



cardiovascular and immune health, beauty from within, slimming, women's health and bone & joint health, the company will showcase comprehensive concepts for the most diverse demands.

All of the concepts and extracts presented by Frutarom are backed up by scientific or bibliographic data. Therefore, the application possibilities resulting from Frutarom's range of natural ingredients with clear indication fields is almost endless. Natural and effective, the extracts form the basis for a large variety of products targeting a wide array of indications and sub-indications. Mostly suitable for nutraceuticals such as capsules, tablets and sachets, the ingredients can also add a functional dimension to food applications. The Frutarom team will be available at Vitafoods stand 508 to answer all questions concerning indications, applications, regulatory affairs and marketing. By offering creative application samples, Frutarom will furthermore supply evidence of just how tasty health can be.



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 cosmetics 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

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