



CASE STUDY

Plant-Powered Women

Plant-Based Women's Health Solutions

Phenomenally Female

In recent years, there has been a growing awareness among women about the importance of taking charge of their health and happiness to live longer, more fulfilled lives. Along with diet and exercise, nutritional supplements are playing a vital role in supporting women on their wellness journey. In fact, 58% of women plan to increase their intake of nutritional supplements to improve their diets.¹

From menstruation through menopause, women are seeking supplemental nutrition sources that support them through all of life's stages, whether it's in pill form or by way of functional food & beverages. This is where plant-based solutions like soy shine.



¹FMCG GURUS: Healthy Ageing Series: Women's Health, Oct 2022

²FMCG GURUS, Oct 2022

³Taku et al. (2012) Menopause. 19(7):776-790

ADM's expertise in health solutions combined with our unmatched ingredient pantry, allows us to create powerful plant-powered products that can stand out in today's competitive marketplace. Whatever your plant-based need, ADM has the knowledge and ingenuity to help you succeed.

Soy is one of the most studied and popular plant-powered products on the market today, and for good reason. It is made up of isoflavones, which have proven to be a star ingredient in health solutions catered to women. Scientific studies have indicated that soy isoflavones lower the frequency of hot flashes in menopausal women by 20%. In addition, women who consume soy isoflavones experience a 26% lower severity in hot flashes versus placebo.³

This powerful evidence is why ADM is proud to offer Novasoy® Soy Isoflavone Concentrates for a variety of applications including:



Supplements



Bars



Enhanced Fortified Waters & CSDs



Juice-Based Beverages



Dairy/Plant-Based Milk Beverages

CONCEPT 1

Women's Poached Pear Chocolate Pecan Nutrition Bar

Finally, a snack that is as delicious as it is beneficial! This poached pear chocolate pecan nutrition bar features a decadent taste in addition to the functional benefits of ADM's NovaSoy® soy isoflavones. Soy isoflavones have been clinically shown to have positive effects on aspects of menopause, making this the perfect treat for women looking for support during this life stage.



ADM INGREDIENTS

- NovaSoy® Isoflavone Concentrate
- ComPlex Tea Extract
- BPL1™ Postbiotic
- DE111® Probiotic
- AccelFlex™ Soy Crisps
- Ginger Powder
- ProFam® Soy Protein Isolate
- Quinoa Crisp
- Sorghum Flake
- Fibersol® 2L
- SweetRight® Organic Agave Syrup
- Glycerin
- Coconut Flake
- Coconut Oil
- Natural Poached Pear Flavor WONF
- Natural Candied Pecan Flavor WONF
- Natural Rosemary Flavor WONF

CONCEPT 2

Women's Chocolate Coconut Vanilla Shake

A shake with benefits? You've got that right. This rich, indulgent treat features soy isoflavones, which have been clinically shown to have positive effects on aspects of menopause, as well as a delicious chocolate, coconut, and vanilla taste. Combine this with its smooth and creamy texture, and you have a crave-worthy shake that will leave them asking for seconds.



ADM INGREDIENTS

- DE111® Probiotic
- ProFam® 580 Pea Protein
- Fibersol® 2
- NovaSoy® Isoflavone Concentrate
- Coconut Water Powder
- Coconut Milk Powder
- Ginger Powder
- Green Tea Extract
- Vitamin A
- Vitamin B5
- Vitamin B12
- Vitamin C
- Vitamin D
- Vitamin E
- Niacin
- Biotin
- Zinc
- Choline
- Calcium
- Magnesium
- Natural Flavors and Maskers
- Sucralose
- Pantothenic Acid



Your Partner in Plant-Based Nutrition

ADM answers the rise of conscientious consumption with plant-forward product solutions that combine all the benefits of functional nutrition with flavors and textures consumers want to experience again and again. From transparency in production, research, and labeling to a customer-first approach that stresses collaboration with an eye toward progress, ADM is strengthening brands through our products for a better collective future.

We are proud to offer:

- 75+ years of experience in alternative protein design and taste experience
- Broad portfolio of functional ingredients to meet your development needs
- Fully customizable flavor systems and applications to create innovative formulas

Let's Innovate

Partner with our team and discover what it means to create the next generation of nutritious, delicious, consumer-favorite plant-forward solutions.

Visit adm.com/specializednutrition to get started.