



NOVASOY[®] SOY ISOFLAVONES



NUTRITION

**FUNCTIONAL
FOODS &
BEVERAGES**

NUTRITION BARS

PERSONAL CARE

SOYFOODS

**VITAMINS &
SUPPLEMENTS**





NOVASOY
The Power
of Soy

KEY BENEFITS OF NOVASOY[®] SOY ISOFLAVONES

EASILY INCORPORATE INTO MANY APPLICATIONS

CONSISTENTLY STABLE AND
HIGH QUALITY

CAN BE USED WITH OTHER INGREDIENTS


RESEARCH REVEALS THAT SOY ISOFLAVONES LIKE NOVASOY
REDUCE THE FREQUENCY AND SEVERITY OF HOT FLASHES

PRELIMINARY EVIDENCE SUGGESTS THAT SOY ISOFLAVONES
MAY HELP KEEP BLOOD VESSELS HEALTHY

EVALUATED GRAS (GENERALLY RECOGNIZED AS SAFE) FOR
ADULT MEAL REPLACEMENTS AND HEALTHY BEVERAGES
AND SNACKS

NATIONWIDE CAMPAIGN HELPS BUILD YOUR BRANDS





FOR HIGH-QUALITY SOY ISOFLAVONES THAT SEAMLESSLY
INCORPORATE INTO YOUR FORMULATIONS,
TURN TO ADM.

- PUT THE POWER OF SOY in your products with Novasoy® soy isoflavones.
- Soy isoflavones like Novasoy are clinically proven to ease the transition through menopause, and evidence suggests that soy isoflavones may help maintain blood vessel health.
- Novasoy soy isoflavones are premium ingredients with consistent isoflavone levels. Genistin and daidzin are among the isoflavones that give Novasoy soy isoflavones their power. Novasoy soy isoflavones are carefully extracted to assure that the ratio of isoflavones as well as the aglycone and glycoside isoforms are maintained as they would be found in soybeans and unfermented soyfoods.
- Put their **QUALITY** to work in whatever you're producing—they easily incorporate into many applications: vitamins, nutrition bars, healthy beverages, and **MORE**.

THE POWER OF NOVASOY® SOY ISOFLAVONES

When you buy Novasoy soy isoflavones, you buy consistent quality. Extracted using a proprietary process to closely match soybeans' natural isoflavones ratio, Novasoy soy isoflavones' high isoflavone concentration makes them appropriate for many delivery formats and provides formulation flexibility.

We produce many Novasoy soy isoflavone products under a stringent identity preservation program. This helps us maintain quality throughout production—we can trace our soybeans all the way back to the producer.

Novasoy soy isoflavones are currently available in three forms, regular; direct compressible; and special grade, a more free-flowing powder. All Novasoy products are available in IP, non-GMO, standard PCR negative form.

SOY ISOFLAVONES APPLICATIONS

SUPPLEMENTS

FUNCTIONAL FOODS

BEVERAGES

COSMETICS

NOVASOY® SOY ISOFLAVONES BUILD YOUR BRAND

Putting Novasoy soy isoflavones in your product and the Novasoy logo on your packaging puts a nationwide marketing effort behind your product. The Novasoy Branding Program drives health-conscious consumers toward products bearing the Novasoy logo.

A marketing campaign, local in-market public relations, and consumer events throughout the country build awareness for Novasoy soy isoflavones and your brand.

To add Novasoy soy isoflavones to your product and join the Novasoy Branding Program, call 866-726-7912 today.



NOVASOY® SOY ISOFLAVONES CONCENTRATE

Isflavone content, predominantly in the glycoside form (min.)	40%
Typical ratio of genistin, daidzin, glycitin forms	1.3:1:0.3
Other natural soy phytocomponents (typical)	41%
Moisture (max.)	7%
Appearance	<i>Fine powder</i>
Forms	<i>Regular, direct compressible, and special grade</i>

SOY ISOFLAVONES AND HEALTH

- Every day, researchers are finding new health benefits soy isoflavones provide.
- Soy isoflavones like

NOVASOY® ARE A NATURAL ALTERNATIVE FOR REDUCING menopausal symptoms such as HOT FLASHES.

Preliminary research also indicates that soy isoflavones may help your cardiovascular vessels stay healthy by maintaining flexible arteries.



PATENT PORTFOLIO

Our state-of-the-art manufacturing process, the composition of Novasoy soy isoflavones themselves, and the use of Novasoy soy isoflavones in many finished product applications are protected under our extensive patent portfolio.



SOYFOODS LEADER

For more than 30 years, ADM has been a pioneer in the soyfoods market and a world leader in soybean processing. Novasoy soy isoflavones is just one of many groundbreaking soy-based ingredients and products ADM offers.

Our comprehensive global research and development network supports Novasoy soy isoflavones and all of ADM's ingredients, providing superior formulations and applications expertise and technical support.



For customers around the world, ADM draws on its resources—its people, products, and market perspective—to help them meet today's consumer demands and envision tomorrow's needs.

RESOURCEFUL BY NATURE™

ADM

4666 Faries Parkway
Decatur, Illinois 62526
U.S.A.
Toll Free: 1-800-637-5843
Telephone: +1-217-424-5200

ADM FAR EAST LTD.

Hosho Building
5-7, Hongo 1-Chome, Bunkyo-ku
Tokyo, Japan 113-0033
Telephone: +81-(0)3-5800-2323
Fax: +81-(0)3-5800-2327

ADM

EXPORTADORA E IMPORTADORA S.A.

Avenida Roque Petroni Jr., 999
Conjunto 41
Sao Paulo – SP 04707-000
Brazil
Telephone: +55-11-5185-3500
Fax: +55-11-5182-3502

ADM EUROPE BV

Stationsstraat 76
1541 LJ Koog aan de Zaan
Netherlands
Telephone: +31-75-646-4861
Fax: +31-75-64-64-468



www.novasoy.com	800-510-2178	nutrition@admworld.com
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