



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.<sup>1</sup>

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.



<sup>1</sup>FMCG GURUS: Healthy Ageing Series: Women's Health, Oct 2022

<sup>2</sup>FMCG GURUS, Oct 2022

<sup>3</sup>Taku 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.<sup>3</sup>

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](https://adm.com/specializednutrition) to get started.