



The Power of Oats

NUTRIM™ ADVANTAGES

- Provides the opportunity to easily incorporate the power of oats into heart healthy formulations.
- Proprietary and GRAS
- Can qualify products for healthy FDA Nutrition Labeling and Education Act (NLEA) label claims.
- Can qualify products for the American Heart Association's "Heart Healthy" seal of approval.
- Excellent mouth feel
- Holds up well at baking temperatures
- Originally developed and patented by the USDA.

PRODUCT POSSIBILITIES

- Healthy meal-replacement ready-to-drink beverages
- Weight-loss beverages that assist in lowering cholesterol
- Sports and single-serve recreational beverages
- Fruit-based "smoothie" applications
- Ready-to-eat and instant soups
- Single-serve yogurt ("Go-gurt")
- Sports and weight loss bars
- Non-dairy spreads, butter, margarine replacements
- Low-fat salad dressings, oil and fat replacements
- Low-fat breads and bakery goods
- Medical foods for CHD, diabetes patients

STRUCTURE/FUNCTION CLAIMS

- Nutrim™ helps lower serum cholesterol and triglycerides.
- Nutrim™ promotes maintenance of healthy blood sugar levels.
- Nutrim™ supports healthy immune function.
- Nutrim™ promotes digestive health.
- Nutrim™ promotes healthy body weight maintenance.

HEALTHY BENEFITS

- Reduces absorption of fat

- Slows absorption of carbohydrates
- Increases feeling of fullness (satiety)
- Provides needed dietary fiber

ADDITIONAL CHARACTERISTICS

- Nutrim™ can be used to replace oils and fats in dressings or baked goods and provides considerable caloric reduction.
- Nutrim™ Oat Bran has a low glycemic index of 38.
- Nutrim™ is stable across a broad pH range (2-12).
- Nutrim™ is stable to shear.

SPECIFIC NUTRIM™ OAT BRAN STUDIES

In studies conducted by VDF FutureCeuticals, Nutrim® has been found to:

- Reduce cholesterol and LDL by 27% and 36%, respectively, following a long-term supplementation.
- Show a body weight reduction of 19% in obese animals on a high-calorie diet, following a short treatment.
- Lower triglyceride levels in obese animals by 39% under the same experimental conditions.
- Reduce blood-glucose levels in diabetic, obese animals up to 32% after 30 days of treatment.

CONTACT

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