



Baby Boomers: Trends & Health Ingredients

Baby Boomers are redefining the meaning of aging by refusing to enter retirement without a fight. With a population of 77.3 million, and a purchasing power of \$2.1 trillion¹, the food and beverage industry would be foolish to overlook this powerful segment of the population.

With the quality of a Boomer's lifestyle impacting their consumer choices, healthy options are growing to become the standard of Boomer consumables. Quality of life is the key for Boomers, and to successfully reach this population, a basic understanding of their characteristics is paramount¹:

- Seek functional or 'efficient' foods to delay the aging process
- How food impacts their emotional well-being or mood
- More concerned with the total eating experience (i.e. ethnic cuisines)
- Learning new cooking techniques
- They use supplements for prevention
- Boomers pay attention to packaging (look for unusual designs)
- They are rule breakers (individuality over conformity)
- Boomers are adventurous, media savvy, internet articulate & well educated
- Spend more on groceries than any other demographic

Boomers believe that foods and beverages can translate to improved health, more energy, disease prevention, youthful appearance, and productive/happy lives. Keeping those beliefs in mind, there are several specific health needs/concerns for Boomers: Heart Health, Joint Health, Immunity, Beauty, and Cognitive Health. Within each of these categories lie individual ingredients that when added to food and beverage applications can target the Boomers' health conscious consumable choices.

Heart Health

- Omega-3s: studies have shown omega-3s reduce LDL cholesterol & triglyceride levels and lower blood pressure
- Phytosterols: inhibit the intestinal absorption of cholesterol and facilitate the lowering of serum cholesterol
- Coenzyme Q10: helps sustain heart health and blood pressure
- Tea Polyphenols: may support healthy cholesterol levels

***Delivering Innovative Flavor, Color, Ingredient System and
Process Technology Solutions to the Food and Beverage Industry***

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- Citrus Bioflavonoids: may support heart health by protecting blood vessels and LDL cholesterol from oxidative damage
- Additional ingredients for Heart Health include: Beta Glucan, Carotenoids, Fiber, Grapeseed Extract, Theaflavins, Resveratrol

Joint Health

- Hyaluronic Acid: essential for the preservation of synovial joint fluid which maintains bones & joints
- Grapeseed Extract: may improve flexibility and maintain connective tissue
Additional ingredients for Joint Health include: Methylsulfonyl Methane (MSM), Boswellia Serrata, Glucosamine, Chondroitin Sulfate, Calcium & Vitamin D, Collagen Hydrolysate, Horsetail Extract, Devil's Claw, Soy Isoflavones, Olive Polyphenols

Immunity

- Tea Polyphenols: may help stimulate the immune system and protect against oxidative stress
- Citrus Bioflavonoids: associated with reduced risks of chronic diseases
- Grapeseed Extract: proanthocyanidins from grape seed work synergistically with vitamin C and help vitamin C enter the body's cells, thus supporting proper immune function
- Additional ingredients for Immunity include: Arabinogalactan, Astragalus, Bilberry Extract, Echinacea, Isoflavones, Cranberry Extract, Fucoidan, Vitamins A, C & E

Beauty

- Coenzyme Q10: supports collagen and elastin production
- Hyaluronic Acid: supports volume of the skin
- Tea Polyphenols: powerful antioxidants protect against the effects of aging, capture & neutralize free radicals
- Citrus Bioflavonoids: may help support skin by strengthening capillary walls and connective tissue
- Grapeseed Extract: shown in studies to promote tissue elasticity and wound healing

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- Additional ingredients for Inside Beauty include: Aloe Vera, D-Biotin, Lycopene, Astaxanthin, Flaxseed Oil or Hi-Omega Cranberry, Lutein, Pine Bark Extract, Vitamins A, C & E, Emblica Powder (Indian Gooseberry)

Cognitive Health

- Omega-3s: may help reduce the accumulation of a protein linked with Alzheimer's
- Coenzyme Q10: supports proper oxygen utilization and nutrient absorption in brain tissue
- Phosphatidylserine: may help improve memory and learning, and it may support cognitive & memory function
- Additional ingredients for Cognitive Health include: Flaxseed Oil or Hi-Omega Cranberry, Ginko Biloba, Alpha-Lipoic Acid, Choline, 5-Hydroxytryptophan, Gotu Kola, Eleutheroscoccus, St. John's Wort, Gamma Amino Butyric Acid (GABA), Vinpocetine, L-Theanine, L-Tyrosine, Yerba Mate

¹ACNielsen, 8/2008

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