

# Power Brands ampli-D®

## What is a Power Brand?

Power brands are premium product brands from dsm-firmenich's portfolio that are uniquely positioned to power your business and empower you on your mission – whether it's sustainability, innovation or health benefits.

To find out more about what makes a Power Brand, visit the hub.

As part of our commitment to supporting the immunity of half a billion people we introduced ampli-D® to help combat one of the world's most common deficiencies – Vitamin D – faster and more efficiently than ever before.

## 6 Power Brand Qualities:



### Pioneering innovation that will give you the edge

Vitamin D is notoriously hard to absorb, but through ampli-D®'s first-to-market calcifediol product, levels can be restored in the body in days and weeks instead of months. And because ampli-D® doesn't need to be metabolised by the liver, it guarantees efficacious levels in the bloodstream, meaning that it's ready to be used by the body as needed.



### A world class commitment to sustainability

ampli-D® is a revolutionary form of Vitamin D – one that's more bio-available than other forms. It has the power to tackle sub-optimal vitamin levels three times faster than what's currently available. You don't just get a great product, you get a commitment to minimising environmental impact through strict lifecycle analysis, an unlike other sources of Vitamin D, the majority of which is derived from sheep wool, ampli-D® is totally vegan.





### Insight-driven and science-backed health benefits

Vitamin D has traditionally been associated with bone and muscle health, but there's growing evidence of its role in supporting a healthy immune system. Optimal Vitamin D status has been linked with helping to support the immune response and reducing the risk of acute respiratory infections. This means ampli-D® unlocks the benefits of 'the sunshine vitamin' more rapidly, aiding consumers in top health benefit areas.



### Elevated expert services that enhance your product development

Get support along your entire product development cycle through our elevated expert services. We give you access to consumer trend data, including usage and attitude studies, tested concepts and pricing studies.

We also provide training to pass on our product expertise to our customers and a comprehensive consumer facing website on ampli-D® in many languages to educate the end consumer regarding the benefits of the product.



### Driving and defining key markets

ampli-D® is championed by our internal experts — widely respected in their fields — to drive credibility and share of voice within industrial and academic settings. With decades of accumulated knowledge and expertise, our experts drive the market forward, producing global products and creating strategic alliances by translating and utilising the science.

Furthermore, dsm-firmenich regularly engages with a significant group of globally recognized experts in Vitamin D and calcifediol, for the purposes of furthering the science and increasing advocacy. Examples include: creating global Vitamin D status and deficiency maps, defining optimal intakes for populations or outcomes, informing policy, performing clinical studies to demonstrate efficacy of ampli-D® vs. D3, and a variety of advocacy campaigns.



### Readily available on-pack logos to set you apart from the competition

Our trademark license agreements provide you with ingredient logos to help distinguish your product from the competition. Our ampli-D® logo reinforces a faster and more effective form of Vitamin D, supporting your product positioning and providing a level of differentiation to help you stand out to consumers.



## Speak to a dsm-firmenich expert

Find out how partnering with dsm-firmenich gets you an innovative, end-to-end partner, inspired by the end consumers' most pivotal health needs to deliver your next product with purpose.

We bring progress to life.

dsm-firmenich