

Turning the promise of algae into a healthy, sustainable future for all



***life's*[®]OMEGA**

The first and only commercially available plant-based omega-3s that deliver the health benefits of EPA and DHA in a single source.

dsm-firmenich 

A partner who understands your market

The omega-3 market has grown at a rate of 48% CAGR since 2011¹



71%

of consumers report being familiar with omega-3 supplements²



62%

of consumers prefer a plant-based source of omega-3³

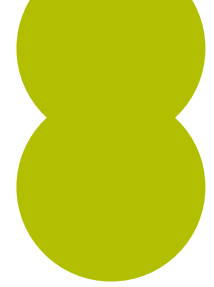


<20%

of the global population consumes the recommended 250 mg/day of omega-3s²

dsm-firmenich is ready to help you seize this opportunity

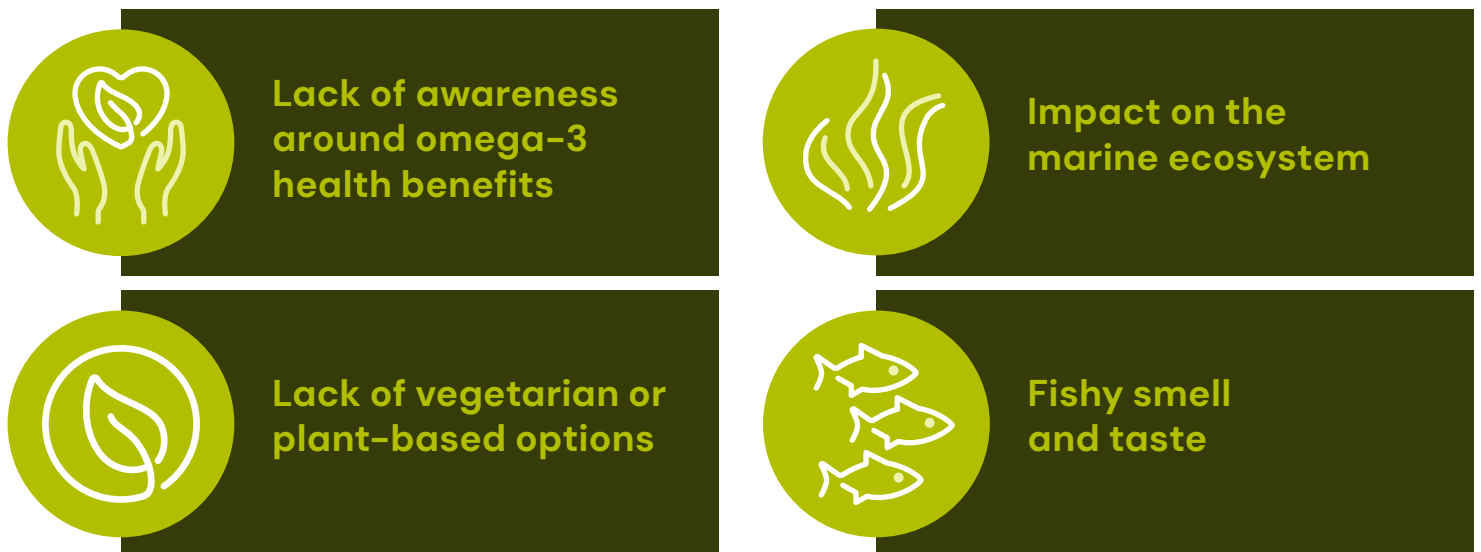
Appeal to a new generation of omega-3 consumers



It's time to change the conversation

Omega-3s are one of the most recognized nutrients and have been extensively studied for their cardiovascular, cognition and visual health benefits. So why, when it comes to usage, do omega-3s fall short?

This gap can be attributed to a number of different barriers for consumers that traditionally associate omega-3s with fish oil, for example:



It's time to change the conversation around omega-3s and reach a new generation of health-conscious and environmentally-driven consumers with **life's[®]OMEGA**.

Made from fermented non-GMO algae, **life's[®]OMEGA** is a pure and potent form of both EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) in a single source. The enhanced **life's[®]OMEGA** portfolio provides an exciting innovation opportunity for brands looking to meet trending consumer health needs and create accessible products with purpose.



Drive consumer appeal with expanded health benefits

A new generation of consumers are searching for more accessible ways to achieve holistic health and wellbeing. EPA and DHA offer a number of clinically-supported benefits that can help make omega-3s more relevant to a new generation of consumers and keep the world's population healthy, including:



Optimizing immunity

The role that omega-3s play in supporting normal immune function, thanks to their anti-inflammatory properties, is increasingly well-recognized – in fact, 53% of global consumers are aware of the immunity benefits of omega-3s⁵.



Aiding fitness and recovery

A number of studies highlight the benefits of EPA and DHA on cardio-respiratory fitness and muscle recovery during and post exercise.



Maintaining a balanced mood

A higher intake of omega-3s could help to support and maintain a balanced mood and relieve stress, which are growing concerns for consumers today – particularly among younger consumers, who are set to shape the dietary supplements category in years to come.



Feeling sleepy?

Omega-3s may help promote better sleep quality and duration so that you can have a better night's rest.

Dive into sustainable omega-3 innovation

One third of ocean fisheries are currently overfished, and two thirds are fished to their maximum sustainable yield.

A rapidly growing global population, in combination with climate change and environmental shifts, is putting immense strain on our wild fisheries. Alternative plant-based sources, such as algal oils, are subsequently a top priority for brands looking to innovate sustainably.

Environmentally conscious consumers often want to experience omega-3 health benefits, without the impact on marine resources and biodiversity.

Sustainably cultivated for a growing world

As the demand for omega-3 fatty acids grows, so too will the demand for sustainable sources. dsm-firmenich's enhanced **life's® OMEGA** portfolio is sourced with scalability in mind, fulfilling nutritional needs while positively impacting the global environment.

Other algae products are often grown in ponds located on arid land, exposing the algae to potential contaminants in the open air, water, and ground. **life's® OMEGA** is fermented from natural, non-GMO algae in a proprietary indoor process, with multiple production locations ensuring a reliable supply.

Grow your sales with purpose-led products

The enhanced *life's*[®]*OMEGA* portfolio offers the first and only commercially available plant-based omega-3s to deliver the health benefits of both EPA and DHA in a single, economically accessible source.

- 100% plant-based, fermented and sustainable
- Zero impact on the marine ecosystem
- Algae superfood
- Superior potency vs standard fish oil and krill oil*
- No blending, no compromise
- Vegan/vegetarian friendly
- Free from environmental and marine contaminants
- Non-GMO

*Based on average 270 mg/g EPA+DHA concentration for standard fish oil and 190 mg/g EPA+DHA concentration for krill oil.



Product attributes	<i>life's</i> [®] <i>OMEGA</i> O1030DS	<i>life's</i> [®] <i>OMEGA</i> O77EE	<i>life's</i> [®] <i>OMEGA</i> O3020DS
EPA+DHA	Min 510 mg/g: natural triglyceride	Min 730mg/g as EE	Min 510mg/g: natural triglyceride
EPA	Min 100 mg/g: natural triglyceride	Min 150mg/g as EE	Min 300 mg/g: natural triglyceride
DHA	Min 310 mg/g: natural triglyceride	Min 450mg/g as EE	Min 210 mg/g: natural triglyceride
Total omega-3	Min 520 mg/g: natural triglyceride	Min 770mg/g as EE	Min 560 mg/g: natural triglyceride
Storage conditions	Store below 25°C	Store below 30°C	Store below 25°C
Shelf life	24 months	24 months	24 months
Primary application	Softgels	Softgels	Softgels

Your end-to-end partner

It takes more than ingredients to unlock innovation in the plant-based omega-3 market; it takes an end-to-end partner to support you at every stage of your product development process - from concept to consumer.

With consumer insights, scientific expertise and market-ready solutions, dsm-firmenich can help you attract a new generation of omega-3 consumers and create accessible products with purpose.

We're leading the way in the omega-3 market to deliver the essential, desirable and sustainable.

Partner with dsm-firmenich to develop your products with the only plant-based, sustainably produced omega-3 fatty acid that combines EPA and DHA in a single source: *life's[®]OMEGA*

Connect with an expert to start your innovation journey today.

Connect with us

www.dsm-firmenich.com

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References

1. dsm-firmenich consumer insights, March 2020.
2. Op. cit (dsm-firmenich, 2020)
3. Murphy et al. Suboptimal plasma long chain n-3 concentrations are common among adults in the United States, NHANES 2003-2004. *Nutrients*, vol. 7, no.12, pg. 1028210289, 2015.
4. dsm-firmenich consumer insights survey, 2019.
5. dsm-firmenich Immunity Consumer Panel, 2020.