

# Partner with a leading food brand in the cholesterol-lowering world!

## Why to partner with Benecol®?

Partnering with Benecol® gives an easy access to the leading brand within the cholesterol lowering segment with a proven success on many markets around the world. It is a safe turnkey solution to enter the highly profitable functional food category! As a partner You will have:

- Added-value products with premium pricing
- Big target group all around the world
- High quality support with product development, regulatory authorizations and marketing best practice
- Access to a unique ingredient that is technically suitable into most food products

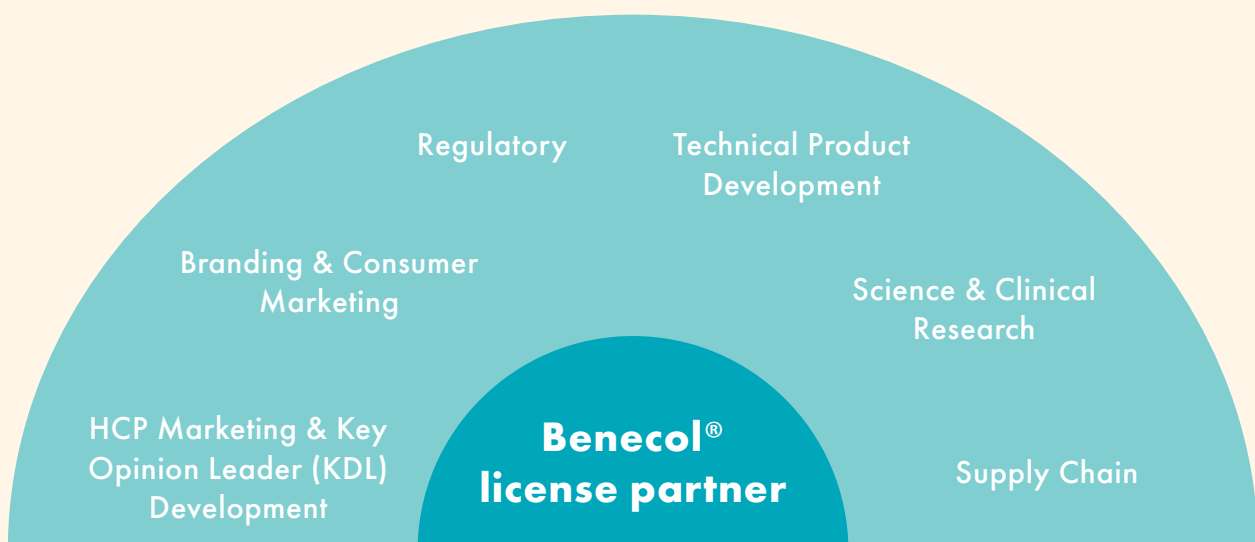
## What does Benecol® stand for?

Benecol® is a registered trademark for cholesterol lowering foods containing the unique ingredient called Plant stanol ester. Benecol® stands for:

- Easy-to-use, dietary solutions to help people lower their cholesterol
- Clinically proven efficacy - over 80 clinical studies conducted with Plant stanol ester
- 30 years of expertise in cholesterol lowering

## Win-Win partnership

- No royalties, no licensing fee, only shared success!



With more people suffering from high cholesterol around the world, the Benecol® brand with the unique active ingredient – Plant stanol ester – gives your company an easy access to a highly profitable functional food category with a proven proof of concept.



## What is Plant stanol ester?

Plant stanol ester is the cholesterol lowering ingredient in Benecol® products and dietary supplements. It is proven to reduce cholesterol up to 7-12% in 2-3 weeks.

- Plant stanol ester works by inhibiting the absorption of cholesterol in the small intestine
- Plant stanol ester is composed of plant stanols and fatty acids
- Plant stanols are naturally found for example in cereals and vegetable oils
- The fatty acids in Plant stanol ester are derived from food grade vegetable oils, such as low erucic acid rapeseed oil
- Invention of Raisio and manufactured only by Raisio



## DID YOU KNOW?

- High cholesterol is a risk factor for coronary heart disease.
- Raised total cholesterol levels affects 39% of adults globally\*
- High cholesterol causes 4,4 million deaths every year\*

Raisio's expertise together with partners local market knowledge, is the proven receipt for success.



## Let's get in touch!

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\*Source: World Heart Federation