

## FloraGLO® Lutein's 20 Years of Excellence Celebration Continues at SupplySide West

**Strategic alliance provides market with 'the health benefits of lutein supplementation across the lifespan'**

**Las Vegas**– October 4, 2016– Kemin Industries, proud maker of FloraGLO® Lutein, and DSM, the exclusive distributor of FloraGLO®, are celebrating 20 years—20 years of amazing customers, 20 years of scientific advancement and innovation, and 20 years of setting the lutein market gold standard. Rooted in science, with an unparalleled reputation for efficacy, trust and safety, the FloraGLO® name is synonymous with excellence.

Maintaining a consistently high-quality product has helped make FloraGLO® the benchmark that established the safety of supplemental lutein for use across the lifespan. FloraGLO® is the only lutein brand clinically proven safe for use in infant nutrition.<sup>1</sup> With over 70 human clinical publications<sup>2</sup>—more than any other lutein brand—it's easy to see why FloraGLO® is the most recommended by eye doctors<sup>3</sup> and the brand chosen for the National Eye Institute's prestigious Age-Related Eye Disease Study (AREDS2).

"The strategic alliance we've been fortunate to develop with Kemin combines the strengths of both companies to provide greater value for both our customers and their consumers," said Elly Goodman, DSM senior manager, eye health. "The FloraGLO® partnership has helped pave the way for key scientific breakthroughs in the health benefits of lutein supplementation across the lifespan."

The legacy of Kemin and DSM's unparalleled dedication to advancing lutein science continues today. This commitment is exemplified by Kemin's latest patent for the role of ocular antioxidants and blue light protection. FloraGLO® is the only lutein brand supported by a patent showing how lutein helps filter blue light to help protect our eyes.<sup>4</sup>

"Blue light protection has the potential to be a huge market opportunity," said Heather Richardson, vision platform senior product manager at the Human Nutrition and Health division of Kemin. "Customers who leverage our patent have the opportunity to position their products for blue light protection."

Nearly every source of light—whether natural or artificial—emits harmful blue light.<sup>5-7</sup> The growing prevalence of digital devices like computers, tablets and smartphones is exposing people to more blue light than ever before. Between 2012 and 2013, smartphone ownership rose by 48% and tablet ownership by 150%.<sup>8</sup> Over half of Americans use digital devices for 5 hours or more per day and 70% use two or more devices at the same time.<sup>9</sup>

In addition to blue light from digital devices, the use of light emitting diodes (LED) in indoor lighting is another growing source of blue light exposure. LED bulbs emit about 35% of their energy as blue light, compared to 3% in traditional incandescent bulbs.<sup>7</sup> In North America alone, LED lighting represented a \$4.8 billion market in 2012 and is expected to reach \$42 billion by 2019.<sup>10</sup>

As the concern for blue light exposure grows, FloraGLO® customers can stay ahead of the blue light trend by offering consumers the eye protection they need.

In an effort to educate the market about blue light opportunities, Kemin and DSM have developed the FloraGLO® Beat the Blue™ Challenge. This four-week email campaign builds awareness of harmful blue light and delivers tips and tricks to help maintain healthy vision for lifetime.

The campaign culminates with the **FloraGLO® Beat the Blue™ Challenge** event at SupplySide West. Attendees are invited to stop by Kemin Booth II159 and put their eyes to the test – top score of each day wins an Apple iPad mini!†

Beyond the FloraGLO® Beat the Blue™ Challenge, all attendees are invited to join Kemin and DSM in celebrating FloraGLO®'s 20 Years of Excellence.

For more information on FloraGLO®, [click here](#).

### **Kemin® - Inspired Molecular Solutions™**

Kemin ([www.kemin.com](http://www.kemin.com)) provides "inspired molecular solutions" specifically developed to provide nutrition and health benefits for humans and animals. Committed to feed and food safety, Kemin maintains top-of-the-line manufacturing facilities where approximately 500 specialty ingredients are made for the global feed and food industries as well as the health, nutrition and beauty markets. A privately held, family-owned and operated company, Kemin has nearly 2,000 employees and operates in 90 countries with manufacturing facilities in

Belgium, Brazil, China, India, Italy, Singapore, South Africa and the United States.

## **DSM - Bright Science. Brighter Living.™**

Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM and its associated companies deliver annual net sales of about €10 billion with approximately 25,000 employees. The company is listed on Euronext Amsterdam. More information can be found at [www.dsm.com](http://www.dsm.com).

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### **References**

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2PubMed, 2015.

3Based on the results of the National Disease and Therapeutic Index syndicated report among physicians who recommend a dietary supplement with lutein for eye health – December 2014 – December 2015 (USA data).

4U.S. Patent 8,815,955 entitled Method of Treating Ocular Disorders (Issued August 26, 2014 to Kemin Industries); and U.S. Patent 9,226,940 B2 entitled Method of Treating Ocular Disorders (Issued January 5, 2016 to Kemin Industries).

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7Blue Light Hazard: New Knowledge, New Approaches to Maintaining Ocular Health [http://www.crizalusa.com/content/dam/crizal/us/en/pdf/blue-light/Blue-Light-Roundtable\\_White-Paper.pdf](http://www.crizalusa.com/content/dam/crizal/us/en/pdf/blue-light/Blue-Light-Roundtable_White-Paper.pdf).


8Pew Research Center July 2015 - <http://www.pewinternet.org/> data-trend/mobile/device-ownership.

9The Vision Council. (2016) Eyes Overexposed: The Digital Device Dilemma.[http://www.thevisioncouncil.org/sites/default/files/2416\\_VC\\_2016EyeStrain\\_Report\\_WEB.pdf](http://www.thevisioncouncil.org/sites/default/files/2416_VC_2016EyeStrain_Report_WEB.pdf).

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†Do not need to be present to win.

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Additional assets available online:  Photos (2)

[https://news.kemin.com/2016-10-04-FloraGLO-R-Luteins-20-Years-of-Excellence-Celebration-Continues-at-SupplySide-West?locale=ap\\_en](https://news.kemin.com/2016-10-04-FloraGLO-R-Luteins-20-Years-of-Excellence-Celebration-Continues-at-SupplySide-West?locale=ap_en)