

# News Release

September 26, 2018

## **BASF to present nutritional health solutions for Japan's future "100-Year Life" society**

- **Wide range of innovative, high-efficacy prototypes to support health needs of rapidly-aging population**
- **Visitors to the BASF booth will receive personalized health assessment, including macular pigment optical density eye test**
- **BASF at Health Ingredients Japan: October 3-5, 2018, Tokyo Big Sight Exhibition Center, West Halls 1.2 & Atrium, Booth 1-151**

Tokyo, Japan – September 26, 2018 – Under the Newtrition® brand, BASF will showcase nutritional health solutions for Japan's rapidly-aging population, at the 29th edition of Health Ingredients Japan (HiJ) in Tokyo, October 3-5, 2018.

According to Japan's Ministry of Internal Affairs and Communications, more than 30% of the population will be above the age of 65 by 2025<sup>(1)</sup>. As the body ages, cell function and system efficiency start to deteriorate, health challenges facing seniors include the development of cardiovascular disease (CVDs) and age-related macular degeneration (AMDs). CVD and AMD affect 172,900<sup>(2)</sup> and 700,000<sup>(3)</sup> seniors in Japan respectively.

"The aging population continues to grow at a fast rate in developed countries such as Japan," said Yoshitaka Katsuno, Senior Manager, Human Nutrition, BASF Japan. "Japan continues to be at the forefront of innovation in the health space, making it an ideal market for BASF to collaborate with customers to develop innovative health

solutions to address the needs of the aging population in Japan and even beyond,” he added.

Tapping into BASF’s insight-generation capability and application know-how, two of the new product prototypes on show at HiJ 2018 include:

- Easy-to-swallow “Heartcare jelly” with plant sterols from Newtrition. Plant sterols have been proven to reduce LDL-cholesterol, a major risk factor in cardiovascular disease and the easy-to-swallow format can help increase compliance among seniors.
- “Bright-eye” effervescent tablet with lutein ester from Newtrition. Lutein has been shown to increase macular pigment optical density (MPOD). Macula pigment acts as a blue light and UV light filter protecting the retina against oxidative damage. Increasing MPOD improves visual acuity and helps to prevent AMD.

“With Newtrition, we are committed to providing the right nutrients to the right people at the right time. We offer ingredients with proven health benefits for all life stages, and that is how we contribute to better health and disease prevention in societies worldwide. BASF’s capabilities in scientific expertise as well as technical, marketing and application know-how add value to all our customers in creating tailor-made solutions for consumers.” said Katsuno.

Visitors to the BASF booth can get a complimentary on-site macular pigment optical density (MPOD) eye test. This quick test takes only a few minutes and will provide a measurement of macular pigment. A lack of macular pigment increases the risk of macular degeneration. Visitors can also assess their heart health by measuring their aortic pulse wave velocity (AoPWV) using a simple, non-invasive device. This device will provide a read-out on their internal age versus actual age based on vascular stiffness.

The BASF booth is located at 1-151 at the Health Ingredients Japan (HiJ) 2018.

1) Population Estimates (2017), Ministry of Internal Affairs and Communications

2) Patient Survey (2014), Ministry of Health, Labour and Welfare

3) Yasuda M, et al. Ophthalmology. 2009; 116 (11) : 2135-2140

### **About the BASF Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavor & fragrance industries. With innovative solutions and modern technologies, we help our customers improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids. Vitamins and carotenoids also form an important part of our animal nutrition portfolio, as do other feed additives such as trace elements, enzymes and organic acids. We provide the pharmaceutical industry with a broad range of excipients and selected large-volume active pharmaceutical ingredients such as ibuprofen and omega-3 fatty acids. Furthermore, we offer aroma ingredients such as citral, geraniol and L-menthol. BASF Nutrition & Health operates sites in Europe, North America, South America and in Asia-Pacific. For more information, go to [www.nutrition.basf.com](http://www.nutrition.basf.com).

### **About BASF in Japan**

BASF has been a committed partner to Japan since 1888. Activities cover four business segments including Chemicals, Performance Products, Functional Materials & Solutions and Agricultural Solutions. BASF has 24 production sites, including 16 admixture plants of the Construction Chemicals division. In addition, BASF maintains a strong research and development presence in Japan with its facilities in Amagasaki, Yokohama, Chigasaki, and Naruto. As of the end of 2017, BASF employed 1,087 employees in Japan, and achieved sales of about €1.7 billion to customers in Japan. For further information, please visit: [www.basf.com/jp](http://www.basf.com/jp).

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).