

# News Release

September 29, 2021

## **BASF Human Nutrition presents holistic concepts at Health Ingredients Japan 2021 to support growth opportunities in immune health**

- **Visit BASF at Health Ingredients Japan 2021 from October 06 - 08.**
- **See the wide range of high-quality health ingredients, high efficacy prototypes comprising lutein, vitamins and carotenoids to complement the lifestyle needs of today's consumers.**
- **Learn more about BASF's efforts and commitment towards sustainability.**

Tokyo, Japan, September 29, 2021 – BASF will participate at Health Ingredients Japan (HIJ) 2021 held from October 06 to 08 at the Tokyo Big Sight Exhibition Center, West Hall 1, booth 148. HIJ is a leading platform in Japan for the showcase of functional foods, supplements, and nutraceuticals. At HIJ, BASF will present a comprehensive lineup of its health ingredients with a focus on vitamins, carotenoids, including lutein, and omega-3 oil that relate to post-pandemic consumer trends.

“As we emerge from the global pandemic with a renewed awareness about health resilience, BASF is excited to showcase innovation in health ingredient applications in response to consumer needs especially in the immune health segment,” said Yoshitaka Katsuno, Head of Sales, Nutrition and Health, Japan. “At HIJ, we also look forward to sharing with Japanese customers how BASF's sustainability efforts seek to address being future ready and enhance quality of life for the wider community.”

**Creating a better future in the new normal**

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With the COVID-19 global pandemic, the focus on health, safety and well-being is being brought to the fore. Consumers are responding to this health crisis with a greater interest in building a better future in the new normal for both themselves and society.

From the health perspective, this translates to seeking products and solutions to support immunity<sup>1</sup> along with measures to protect eye health, as people spend more time on digital devices, or working or learning from home.

### **Creating chemistry for a more sustainable future**

From a societal perspective, consumers are more aware and placing higher emphasis on protecting the vulnerability of our communities, society and planet to rebuild a better future<sup>2</sup>. BASF will take the opportunity at HIJ to share how our philosophy of creating chemistry translates into building a better world. This began with a commitment towards sustainability that has been in place at BASF since 1994. Our current sustainability model encompasses engagement in every part of BASF's value chain and operations: working with our suppliers to ensure responsible sourcing; producing safely and efficiently for people and the environment, with our goal to achieve net-zero CO<sub>2</sub> emissions by 2050; driving value for our customers via our accelerator solutions that contribute to sustainability in the value chain; and, embracing diversity, treating people with respect and contributing back to communities<sup>3</sup>. Visitors to HIJ are welcome to visit the BASF booth to learn how our sustainable solutions can complement and bring added value to their businesses.

### **Driving innovation in health**

Visitors to the BASF booth at HIJ can experience the following prototypes among our product showcase:

- **Immune Minty Tablet (NEW)** is a refreshing melt-on-tongue formula that contains **vitamin D3** **vitamin E** and **vitamin A**. The multivitamin formula targets active consumers looking to support their health and fitness.

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<sup>1</sup> Euromonitor International, Immune Support During Coronavirus

<sup>2</sup> Euromonitor International, Top 10 Global Consumer Trends, Jan 2021

<sup>3</sup> For a comprehensive overview of BASF's sustainability efforts, please refer to <https://www.basf.com/global/en/who-we-are/sustainability.html>

- **Eye-care Lutein Gummy (NEW)** is a gummy with a pleasant taste developed for consumers looking to maintain their eye health now that there is a heavier reliance on digital devices in both professional and personal lifestyle settings.
- **Heartcare Jelly** comprises BASF's Vegapure<sup>®</sup> plant sterols to maintain and support overall cardiovascular health for adults.
- **“Daily Defense Anti-Oxidant”** is an antioxidant capsule fortified with BASF's algal-sourced, natural carotenoids harvested from open-air lagoons in Australia. Antioxidants are known to support health by supporting the body's antioxidant defenses.

In addition to health ingredients, other ingredients on showcase will include colorants, flavors and fragrances for food and beverages.

#### **About BASF's Nutrition & Health division**

BASF Nutrition & Health provides a comprehensive product and service range for human and animal nutrition, pharmaceutical, bioenergy and flavor & fragrance industries. With our science-driven portfolio, we address customers in globally growing markets to meet the demands of an expanding world population. Together with our customers, we play an active role in enhancing the nutrition, health and wellbeing of consumers all over the world. Our products fulfill the highest safety, regulatory and sustainability standards. BASF Nutrition & Health operates sites in Europe, North America, South America and in Asia-Pacific. For more information, go to [www.basf.com](http://www.basf.com).

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at [www.basf.com](http://www.basf.com).