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HER PARENTS WANT TO  
KNOW WHAT MAKES IT SO  
APPEALING.

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de la percepción  
del consumidor.

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## BITING ISSUES

NattoPharma

### Vitamin K2 – Not K1 – Shown Again to Impact Cardiovascular Health

**C**linical Nutrition has published a new long-term study that explores if there is a relationship between intake of phylloquinone and menaquinones (vitamins K1 and K2, respectively) and all-cause and cause-specific mortality. The results showed that high intake of menaquinones (vitamin K2) was associated with a reduced risk of CHD (coronary heart disease) (at least in hypertensive participants), while high intake of phylloquinone (vitamin K1) was not associated with any reduced risks.

"Improving one's K2 status results in less calcification of the arteries and soft tissues, leading to improved long-term health outcomes. These benefits are recognised with Vitamin K2, but not K1, which is important because there is a misconception that daily recommended intake (RDI) of the vitamin K1 is sufficient to protect the arteries for developing arterial diseases. This is not the case, since vitamin K1 is only documented and recognised to meet our needs for coagulation. It is, however, vitamin K2, the menaquinones, that are responsible for the cardiovascular benefits, and not vitamin K1," says Mr. Hogne Vik, chief medical officer with NattoPharma, world leader in vitamin K2 R&D and exclusive global supplier of MenaQ7® Vitamin K2 as MK-7. ■

DSM

### Broad Health Appeal of Lactose-Free is Opportunity for Emerging Dairy Markets

**D**SM's latest Global Insight Series report reveals that an overwhelming number of consumers of lactose-free dairy in emerging markets such as Colombia and China, say that their main purchase driver is the health appeal of lactose-free products, not merely lactose-intolerance.

Based on an international consumer survey, comparing results in the mainstream low-lactose market in Finland to upcoming markets in Colombia and China, the report reveals that lactose-intolerance is not the main driver for consumers to choose lactose-free dairy over regular dairy in Colombia and China, despite these countries having much higher lactose-intolerant levels than in Finland. Instead, they prefer lactose-free dairy for its health benefits.

In China and Colombia, 82% and 73% (respectively) of the consumers agree that lactose-free dairy is healthier than regular dairy. They also indicated that they would increase their consumption if lactose-free dairy was reduced in fat and sugar. Thus, understanding the specific health benefits of lactose-free dairy over regular dairy in upcoming markets can further drive product innovation and consumer interest.

"This report gives valuable insights into how lactose-free dairy products can be further developed and positioned, making the most of the wide array of positively perceived health benefits by consumers." explains Mr. Marten Paasman, global business line manager of dairy enzymes. ■