Vitafoods International Conference 2009

Key speakers include:

- Dr Louise Dye, University of Leeds
- Dr Denise Kelly, Rowett Institute of Nutrition & Health
- Mr Luc van der Heyden, DSM Food Specialities
- Dr Ed O’Kello, University of Newcastle
- Mr Julian Stowell, Danisco Sweeteners Ltd
- Dr Sybille Buchwald-Werner, Cognis
- Mr Jeff Hilton, Integrated Marketing Group
- Dr Sharon Ling, Carotech
- Mr Peter Leighton, Advana Science
- Dr Paul Berryman, Leatherhead Food International

Topics include:

- Mental Health
- Gut Health
- Heart Health
- Weight Management & Satiety
- Healthy Ageing
- Beauty Foods
- Nano Technologies
- Marketing
- Natural Foods

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Vitafoods International 2009 is more than just a conference; it is a chance to learn, review the latest industry innovations and share experiences with experts and key decision makers from the nutraceuticals world.

As well as learning from a high quality conference programme chaired by the leading experts in their fields each delegate has access to a range of benefits including:
- Networking opportunities with other delegates all of whom are senior level personnel from a range of sectors
- Delegate Information Packs - Upon arrival each attendee receives a specially prepared delegate pack containing all conference information
- Free access to the Vitafoods International Exhibition
- Free entry into the Vitafoods Discussion Forum

Day 1 - Tuesday 5 May 2009

09.30 – 10.05
Conference Introduction and Key Trends in the Functional Foods Market, - Market Drivers and Product Innovation
Fiona Angus, Head of Nutrition, Leatherhead Food International, UK
- Market trends and drivers for Functional Food
- New product innovation
- Future scenario

MENTAL HEALTH
Chair: Dr Louise Dye, University of Leeds, UK
10.05 – 10.40
Diet and Cognitive Function
Dr Louise Dye, University of Leeds, UK
- Effects of nutrition on behavior/mood/wellbeing/cognitive function
- Long and short term effects
- Scientific basis for product claims

10.40 – 11.15
A Low Glycaemic Index Breakfast Cereal Preferentially Prevents Children's Cognitive Performance from Declining Throughout the Morning, Dr Greta Defeyter, University of Northumbria, UK
- Significantly less decline on Episodic Memory and Sustained Attention across the morning after consumption of Low GI (All Bran) compared to high GI (Coco Pops)
- Effect of GI may be different for different cognitive processes

11.15 – 11.35 Morning Coffee

11.35 – 12.10
The Role of Omega-3s in Brain Health and Their Socio-Economic Impact on an Ageing Global Population
Dr Rob Winwood & Mr Phillip Fass, Martek Biosciences, USA
This presentation will discuss:
- How omega-3 fatty acids nourish the brain
- Latest clinical studies showing DHA omega-3's positive effects on brain health
- The global potential for DHA omega-3 supplements and fortified food and beverage products

GUT HEALTH
Chair: Dr Denise Kelly, Rowett Institute of Nutrition & Health, University of Aberdeen, UK
12.10 – 12.45
Gut Microbiota and Mucosal Immunity-Opportunities for modulation
Dr Denise Kelly, Rowett Institute of Nutrition & Health, University of Aberdeen, UK
- Microbes and immune education/regulation
- Microbial diversity and hygiene hypothesis
- IBD and IBS
- Strategies for improving gut health

12.45 – 14.00 Lunch

14.00 – 14.35
What Really Happens to Nutraceuticals On Their Way to the Target: Mixing and Processing in the Intestinal Lumen
Professor Roger Lentle, Massey University, New Zealand
- The process of digestion transforms foods into a pseudoplastic, viscoelastic suspension of particles in a watery fluid phase
- The properties of digesta influence flow and mixing within the lumen and may therefore impede or assist the absorption of nutraceutical agents
- In vivo evaluation of digesta behaviour suggests that manufacturers may be able to design foods that promote the favourable disposition of nutraceuticals and the absorption of pharmaceutical agents

14.35 – 15.10
Probiotics in the Management of Irritable Bowel Syndrome
Dr Kevin Whelan, King’s College, UK
- Pathogenesis of IBS - including a gastrointestinal dysbiosis, post-infectious IBS, antibiotic prescription, upregulated immunity
- Clinical trials - a summary of the best quality RCT, together with an overview of some of the other studies in the area
- Guidelines - what recommendations are there for their use in IBS

15.10 – 15.45
Probiotics and Colon Cancer Prevention
Professor Joseph Rafter, Karolinska University, Sweden
- No direct experimental evidence for colon cancer prevention in humans by lactic culture consumption
- Indirect laboratory studies on the suppression of cancer by probiotic cultures will be summarized
- Results from a recent intervention study ‘Symbiotics and Cancer Prevention in Humans’ will be presented

15.45 – 16.05 Afternoon Tea

HEART HEALTH
Chair: Luc van der Heyden, DSM Food Specialities, The Netherlands
16.05 – 16.40
Dairy peptides - the next generation of clinically proven heart health ingredients. Luc van der Heyden, DSM Food Specialities, The Netherlands
- How tripeptides led to the discovery of the first pharmaceutical drugs in hypertension
- A review of 10 years of clinical studies of dairy peptides and their potential as natural ingredients for controlling blood pressure

16.40 – 17.15
Role of Flavonoids and Cardiovascular Disease Risk
Dr Colin Kay, University of East Anglia, UK
- Dietary occurrence and effects on cardiovascular disease incidence
- Proposed mechanisms of action
- Implications for product development

17.15 – 18.00
Marine Omega-3 Fatty Acids and Heart Health. From discovery to the present, Professor Jorn Dyerberg, Cognis GmbH, Germany
During this presentation the following topics will be discussed
- Cardiovascular diseases
- Thrombosis
- Hyperlipidemia
- Atherosclerosis
18.00 Close
Day 2 - Wednesday 6 May 2009

HEALTHY AGEING
Chair: Dr Ed O’Kello, University of Newcastle, UK

09.15 – 09.50 Medicinal Plants and Dementia, Dr Ed O’Kello, University of Newcastle, UK
• Plant based approaches to the treatment of dementia
• Plant components used to slow cognitive decline in the elderly

09.50 – 10.25 B-vitamins and risk of heart disease, stroke and dementia, Dr Robert Clarke, University of Oxford, UK
• Elevated homocysteine is a risk factor for heart disease, stroke and dementia.
• Supplementation with B-vitamins is safe but does not reduce the risk of heart disease or stroke.
• Supplementation with B-vitamins has no beneficial effects on cognitive function.

10.25 – 11.00 Gut health and Immune Function in Older People - Role of Pro- and Pre-biotics Professor Ian Rowland, University of Reading, UK
• Disorders of the gastrointestinal tract are common in older people.
• There is evidence that probiotics and to a lesser extent prebiotics can ameliorate both constipation and diarrhoea including antibiotic associated diarrhoea.
• Immune function declines with age resulting in increased susceptibility to infections.
• Certain probiotics stimulate immune function in older people and reduce the severity of respiratory infections.

11.00 – 11.20 Morning Coffee

WEIGHT MANAGEMENT AND SATIETY
Chair: Julian Stowell, Science Director, Danisco Sweeteners Ltd, UK

11.20 – 11.55 Nutritional Strategies for Weight Management - An Overview Julian Stowell, Science Director, Danisco Sweeteners Ltd, UK
This presentation will:
• Provide an overview of the motivation for weight management
• Introduce the concepts of satiety and satiation, explaining the essentials of products making a ‘weight management’ claim.
• Focus on carbohydrates, explaining how manipulation of the carbohydrate content of the diet can be beneficial.

11.55 – 12.30 Green Tea, Energy Metabolism and Body Weight Regulation Professor Klaas R Westerterp, Department of Human Biology, Maastricht University, The Netherlands
• Consumption of green tea is associated with beneficial effects including an increased thermogenesis, an increased fat oxidation and improved weight maintenance.
• The active substances in green tea are catechins, where epigallocatechin gallate (EGCG) is the main component which increases energy expenditure and lipid oxidation.
• Green tea contributes to body weight regulation through thermogenesis and fat oxidation, promoting weight loss and weight maintenance.

12.30 – 13.05 Substantiation of Weight Management Claims Through Clinical Trials Dr Joerg Gruenwald, President, Analyze & Realize, Germany
• How to substantiate your satiety or weight loss claim.
• The planning, conduction, costs of a weight management study.
• How to get a protected proprietary claim for your product/ingredient.

13.05 – 14.15 Lunch

14.15 – 14.50 What is ‘Expected Satiety’ and Why is it Relevant to Weight Management? Dr Jeff Brunstrom, Department of Experimental Psychology, University of Bristol, UK
• Calorie for calorie, foods differ considerably in the extent to which they are expected to deliver satiation (fullness) and satiety (longer term satisfaction).
• ‘Expected satiety’ and ‘expected satiation’ are excellent predictors of the amount of food (in kcal) that we put on our plate.
• To understand meal-size selection we need to appreciate the basis on which judgements about expected satiety and satiation are made. Recent advances in this area are reviewed.

BEAUTY FOODS
Chair: Dr Sybille Buchwald-Werner, Senior Manager Business Development Nutrition and Health, Cognis, Germany

14.50 – 15.25 Skin Effects of Lutein - More Than Just an Antioxidant Dr Sigrid Kramer, Research Platform Manager Nutrition & Health, Cognis, Germany
• Scientific studies have shown that lutein has proven skin protective benefits, including all-important protection against UV damage from sunlight.

• As a powerful antioxidant and free radical scavenger, lutein neutralizes the effects of oxidative stress in skin cells.
• Lutein is also believed to have effects beyond antioxidant action.

15.25 – 15.45 Afternoon Tea

15.45 – 16.20 Tocomin® SuprabioTM- A Patented Hair Growth Formula, Dr Sharon Ling, Regional Sales Manager (Europe), Carotech, Malaysia
• A new human study showed oral supplementation of Tocomin® SuprabioTM (bio-enhanced natural full spectrum palm tocochromanols) promotes hair growth in men & women suffering from androgenetic alopecia (male pattern baldness).
• An average of 41.8% increase in the number of hairs was observed after 8-month oral supplementation.
• A new US patent has been granted for Tocomin® SuprabioTM as a hair growth formulation that increases the number of hairs and prevents hair loss.

16.20 – 16.55 Tomato Lycopene Extract Reduces UV Radiation Induced Cellular Damage to Human Skin Zohar Nir, Vice President New Product Development & Scientific Affairs, LycoRed Ltd, Israel
• Lyc-O-Mato® tomato extract protects skin against photo damage from UVA/UVB radiation.
• Synergy between natural tomato phytonutrients in Lyc-O-Mato® heightens skin health benefits.

16.55 – 17.30 Oriflame – Completing the Beauty Offer Marcus Jacobsson, Global Category Manager Wellness, Oriflame, Sweden
• Company background.
• Why moving into dietary supplements?
• Product selection criteria.
• Positioning and product portfolio.

17.30 Close

Additional Requirements
Please notify IIR Exhibitions Ltd at least one month before the conference opens if you have any additional requirements eg: Wheelchair access…

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Day 2 - Wednesday 6 May 2009 (Satellite Sessions)

**NANO TECHNOLOGIES**

**Chair:** Dr Alan Smith, Consultant, UK

09.15 – 09.50

Nanotechnology has Arrived – The Food Sector Should be Aware!
Dr Alan Smith, Consultant, UK
- Appreciation of the size that is meant by nanotechnology
- Present and potential markets
- Products currently on the market and what additional properties they bring
- Consideration of the hype and concerns that the technology has brought

09.50 – 10.25

Controlling Food Structure & Functionality through Micro and Nanotechnologies – What are the potential benefits?
Kathy Groves, Project Manager-Microscopy, Leatherhead Food International, UK
- Natural micro and nano structures in foods and functionality
- Overview of methods for producing nano particles or emulsions
- Potential benefits of nanotechnology for the food industry
- Concerns and the LFI-NanoKTN Food Focus Group

10.25 – 11.00

The Outlook for Nanotechnology in Food and Healthfood Sectors
Qasim Chaudry, Principal Research Scientist, Central Science Laboratory, UK
- New technological prospects for food and healthfood sectors
- Available products, R&D opportunities, and market drivers
- Current knowledge gaps, concerns, and industry trends

11.00 – 11.20

Morning Coffee

**MARKETING**

**Chair:** Mr Jeff Hilton, Integrated Marketing Group, USA

11.20 – 12.30

Reaching the LOHAS Consumer
Mr Jeff Hilton, Integrated Marketing Group, USA
- Understand the dominant attitudes and behaviors of this group and how they interact with and respond to traditional and non-traditional marketing outreach.
- Explore seven ways to connect with and influence this market segment.

12.30 – 13.05

Naturally Healthy Marketing: Downunder View from New Zealand
Mr Ian Newton Ceres Consulting, New Zealand
- New Zealand, a small country but with big ideas, is developing a thriving natural foods, supplements and functional foods market
- Dedication from government, universities, and industry is leading to good collaborations in this “naturally” orientated country, with strongly supported “green” policies
- Adding value to agricultural production and commodity products is the driving force for the development of functional food and ingredients developments for local and export markets
- Significant government funding in basic research such as nutrigenomics is a long range view to potentially innovative healthy products

13.05 – 14.15

Lunch

14.15 – 14.50

Superfruits. Foods and Ingredients of the Future
Helen Conn, Helen Conn Works, UK
- Super Fruits and Super foods
- Potential new products in this category in Europe

14.50 – 15.25

Marketing a Satiety Ingredient
Mrs Isabel Farinha, Kemin Health, Europe, Portugal
- Why is Satiety important?
- What do consumers want/expect from a weight management product?
- How can the industry address consumer’s expectations?
- Slendesta, the natural answer

15.25 – 15.45

Afternoon Tea

15.45 – 16.20

Ubiquinol/Kaneka QH TM, The Story Behind the New Active Antioxidant Form of CoQ10
Dr Robert J Barry, Kaneka Pharma, Belgium
- Kaneka, manufacturing high quality, safe and reliable ingredients, will be introduced
- A detailed introduction of Kaneka QH TM, the latest scientific research, and the marketing of Kaneka QH TM versus Kaneka Q10 TM will be reviewed

16.20 – 16.55

The Heart Health Market: Capturing New Opportunities by Tapping Into Consumer Demand
Mrs Jacqueline deWitte, DSM, The Netherlands
- Heart health: current market trends
- Expanding the market and offering new solutions
- Consumer perception and positioning

16.55 – 17.30

The Future of Functional Foods: Biotechnology, Genomics and the Application of Science
Mr Peter Leighton Advana Science, USA
- Issues covered include:
  - The role and effective use of science & technology
  - New approaches for a new paradigm
  - Cognitive health as an example of leveraging scientific advances

17.30

Close

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**Exhibition Information**

FREE exhibition entry and event guide for all delegates!

**Exhibition Opening Times**

- Tuesday 5 May 10:00 - 17:30
- Wednesday 6 May 10:00 - 17:30
- Thursday 7 May 10:00 - 16:00

**Travel**

Vitafoods International takes place at GENEVA PALEXPO. The exhibition and conference are located in Hall 1 within walking distance of Geneva International Airport and railway station. For more information please visit [www.vitafoods.eu.com/travel](http://www.vitafoods.eu.com/travel)

**Accommodation**

Kuoni Destination Management are the official accommodation booking agent for Vitafoods International. To make a hotel booking please contact Kuoni on:

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See back page for early bird discount prices
[www.vitafoods.eu.com/travel](http://www.vitafoods.eu.com/travel)
09.00 – 10.30 Vitafoods Discussion Forum Free to attend!

Simon Pettman, Director of European Advisory Services will once again host our chat show style debate forum on the Thursday morning. This year we are delighted to be joined by Basil Mathioudakis, Head of Unit on Food Law, Nutrition and Labelling of the Directorate General for Health and Consumer Protection in the European Commission, and Peter van Doorn, Director of MCO Health BV.

As ever you can be assured a lively and interesting debate on the hottest topics in the industry right now! Visit www.vitafoods.eu.com/discussion for further information on speakers and topics.

WORKSHOP SESSION - NATURAL FOODS

11.00 – 11.30 Chairman’s Introduction and Market Overview of Natural Foods
Dr Paul Berryman, Chief Executive, Leatherhead Food International, UK

- Market overview and key areas of natural claims
- ‘Natural’ - the most popular claim made on food products in 2008
- A discussion around natural foods and natural ingredients will be carried out

11.30 – 12.00 Consumer Perceptions of Natural Foods, Neil Hendry, Global Director of Consulting, Datamonitor

12.00 – 12.40 European and International Insight of Legislative Controls for Natural Food
Annie-Laure Robin, EC Team Leader, Regulatory Services, Leatherhead Food International

- Controls when claiming natural on food and beverages
- National interpretations and provisions around the world
- Natural ingredients vs natural food
- Limitations of labelling for natural products

12.40 – 14.00 Lunch

14.00 – 14.30 Natural Preservatives - The Use of Protective Cultures as a Natural Means of Food Preservation
Joss Delves-Broughton, Senior Application Specialist, Danisco Innovation

- Use of bacterial protective cultures as a means of food preservation
- Data will be presented on their use in milk, feta cheese, yoghurt and ham

14.30 – 15.00 The Implications of the New EU Flavouring Regulations for the Food Industry
Joy Hardinge, AJH Consulting, UK

- A comparison between the existing Directive and the new regulations
- A detailed examination of the requirements for natural flavourings, both in terms of their definitions and their labelling
- A discussion on the sections that are open to interpretation and an update on what Industry is doing to try and harmonise interpretations

15.00 – 15.30 The Challenge of Natural Colours for Foods
Vince Martin, Business Development Manager, Sensient Colours, UK

- What are the critical points for application of natural materials?
- Why does one colour not work in all applications?
- Why does the colour change when other materials are changed?
- All of these points will be considered and addressed in this presentation to try to shed some light on the complex nature of natural colour use in food products

15.30 – 16.00 Q & A and Chairman’s Concluding Remarks
16.00 Close

Who Attends?

The Vitafoods International Conference attracts senior management, research and development and marketing personnel from the nutraceuticals industry as well as independent research establishments, consultancies, government agencies and universities.

Past attendees include senior representatives from:

- Aarhus Carls Hamm
- Abbott Nutrition
- Adelphi Group
- Allied Bakeries
- Alpro
- Analytica Discovery GmbH
- Baxter Sas
- Bayer Healthcare
- Berlin-Chemie
- Bio2锆
- Biocentury
- Biotics Malaysia
- Bioh
- Blackmores
- Carprosso Products
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- Chew Tech
- ChiQuita International Service
- Cobento
- Danisco
- Danone Research
- Fayrefield Foods
- Ferrero
- Food Beverage Canada
- Gemma Functional Foods Inc
- Givaudan
- Glaxosmith Kline
- Huntington Life Sciences
- Indena Spa
- Inpharm
- Institute Of Oligotherapy
- Kerry Bio-Science
- Kraft Foods R&D Inc
- LactoGAL
- Lepicol
- Loughborough University
- Mannatech Swiss International
- Marigot Ireland
- Marine Bioproducts
- Mornell Sweden
- Mird Healthcare
- Merck Medication
- Nestle Nutrition
- Nizo Food Research
- Oakland Innovation
- Olafy Ab
- Ovos Natural Health Inc
- Pacific Resources Int'l
- Pepsico International
- Phytolab GmbH & Co
- Proligne
- Procter & Gamble
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<td>1 Day Pass</td>
<td>€595 (€640.22)</td>
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<td>2 Day Pass (day 3)</td>
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*Platinum passes includes a 2 day conference pass and Business Insights industry report.

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Registration Profile

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What role do you play in the decision-making process?

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What is your main business activity?

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Workshop

- Day 1 (Monday)
- Day 2 (Tuesday)
- Day 3 (Wednesday)

Other (please specify)

- Household Ingredients
- Pet Care
- Food & Beverages
- Other (please specify)

Other (please specify)

- Manufacture
- Import/Export
- Retailer
- Distributor
- Research/Scientific
- Not Applicable
- Other (please specify)

Other (please specify)

- Manufacture
- Import/Export
- Retailer
- Distributor
- Research/Scientific
- Not Applicable
- Other (please specify)

Other (please specify)

- Manufacture
- Import/Export
- Retailer
- Distributor
- Research/Scientific
- Not Applicable
- Other (please specify)

Other (please specify)

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- Distributor
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- Not Applicable
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