

BEYOND HYDRATION

dsm-firmenich 



Elevating Functional Beverages with Vitamins and High-Value Nutrients

Presented by:

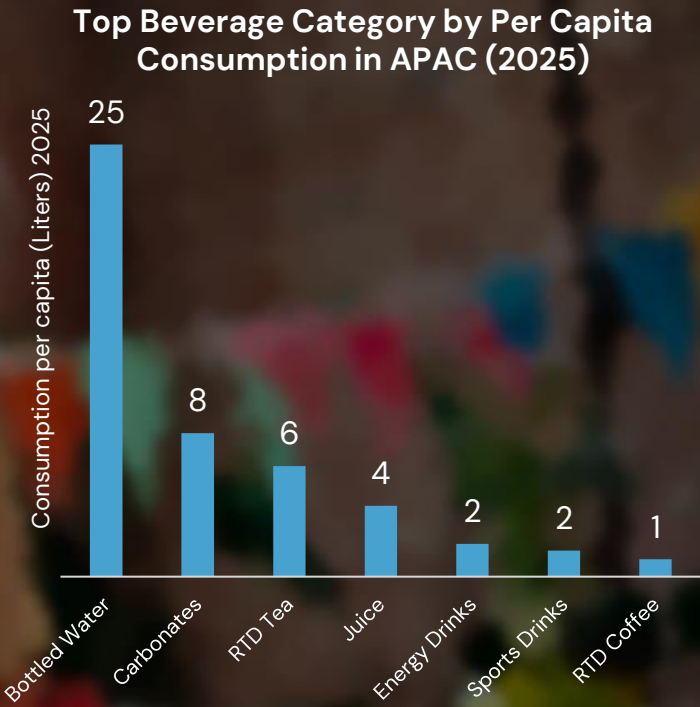
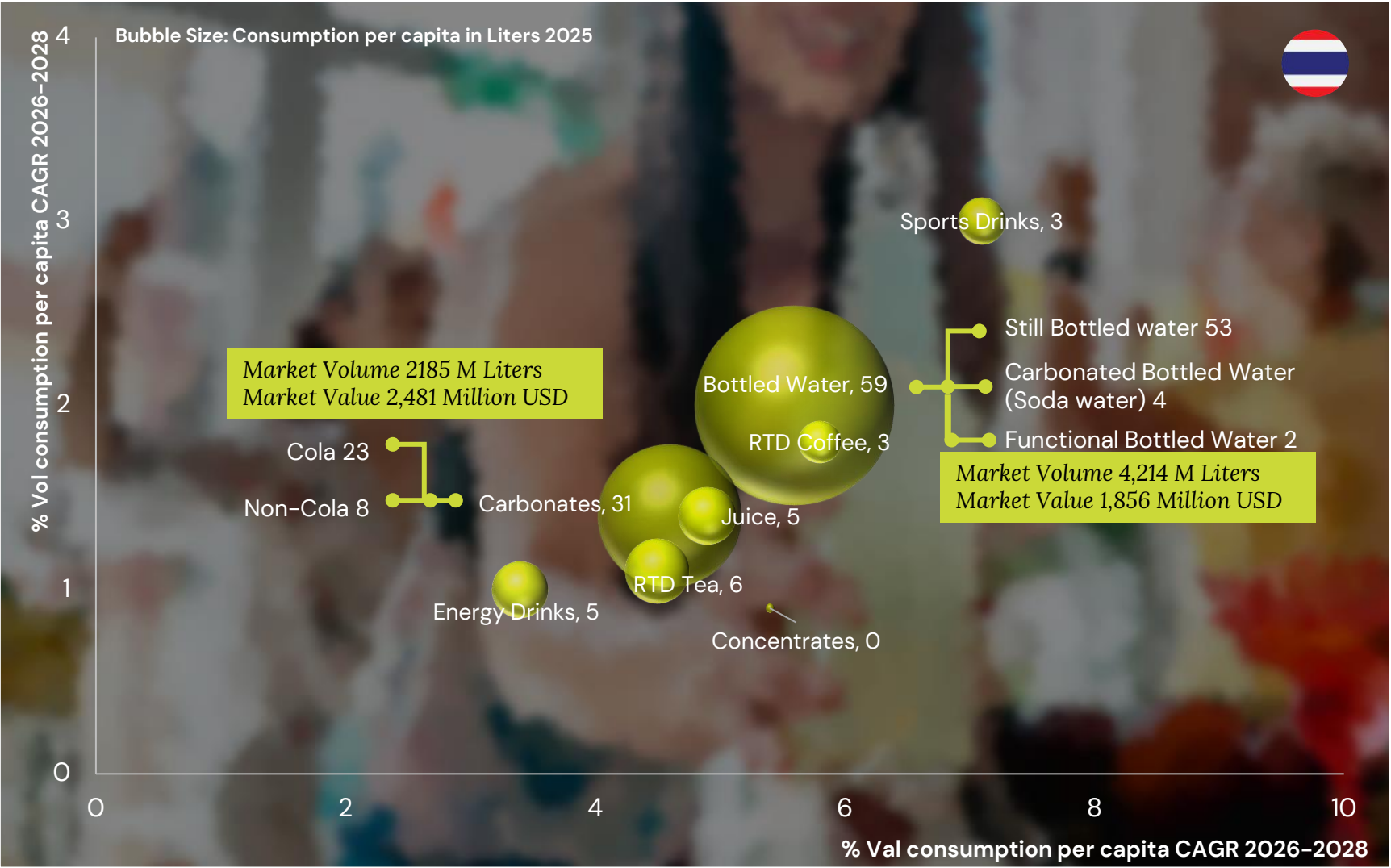
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PROJECTED PER CAPITA SOFT DRINK CONSUMPTION

Thailand is one of the higher-consuming in CSD markets in APAC, with per capita consumption exceeding the regional average.



💡 Thailand remains an attractive market for **CSD** and **functional bottled water** growth through innovation, premiumization, and healthier product offerings.

Focus on balancing functionality and permissibility to trigger new beverage trials

Thailand: factors that will influence trial of a new non-alcoholic beverage, 2024

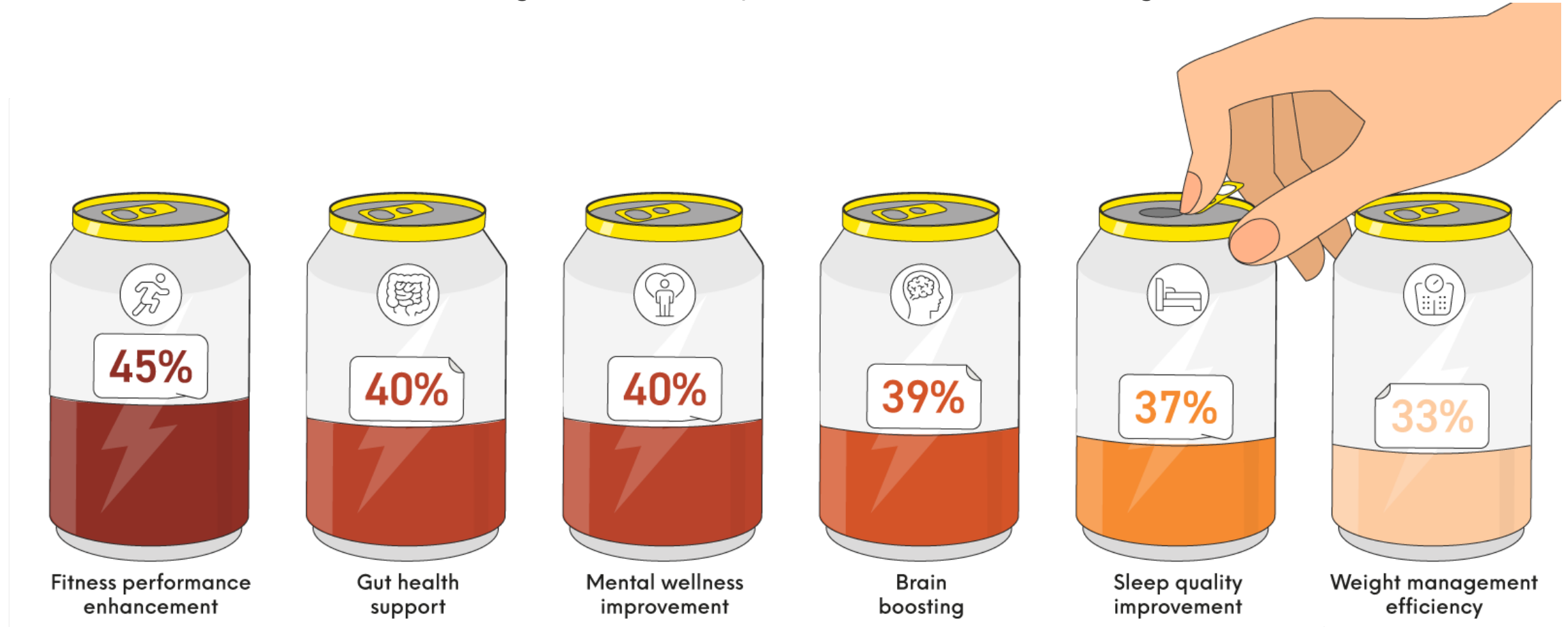


Base: 1,500 internet users aged 18+

Source: Mintel, December 2024

Increase consumption frequency by tapping into new functional priorities

Thailand: features that would encourage more consumption of non-alcoholic beverages, 2024

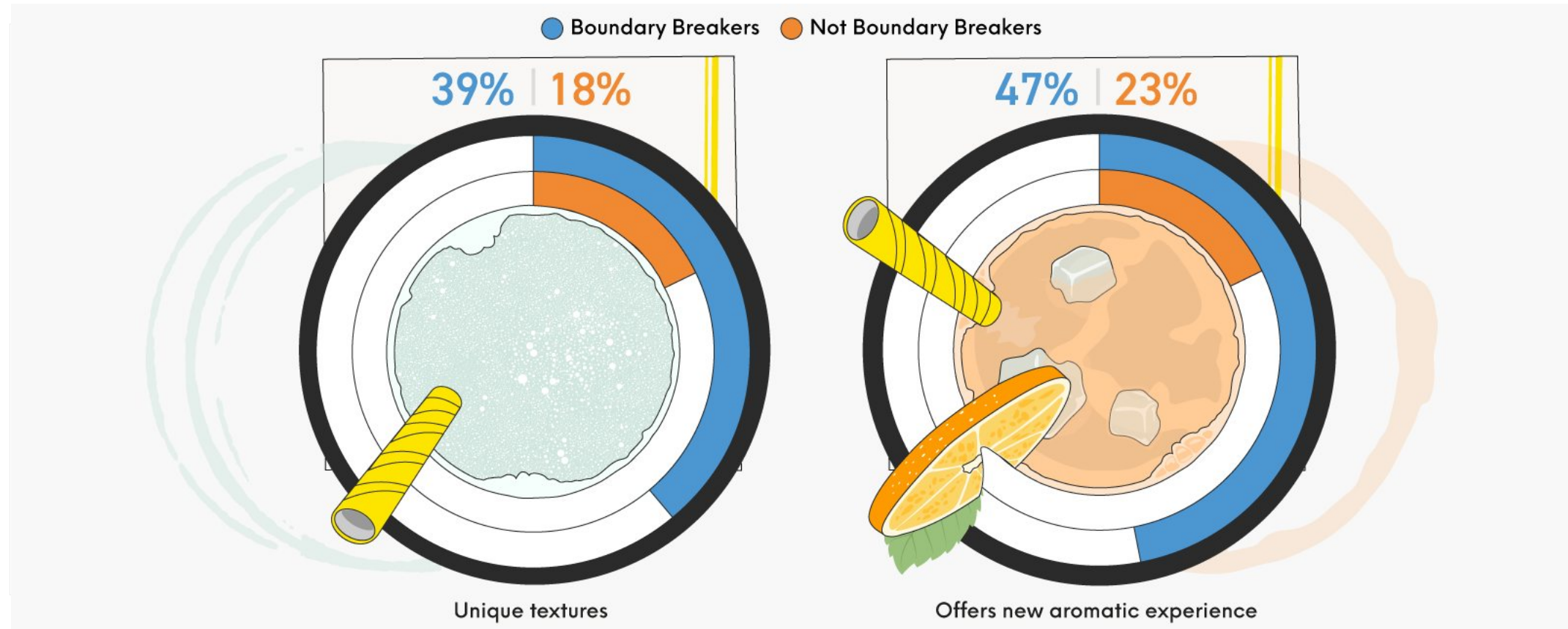


Base: 1,492 internet users aged 18+ who have consumed any non-alcoholic beverages in the past six months

Source: Mintel, December 2024

Beyond flavour: texture and scent now matter more than ever

Thailand: select factors that will influence trial of a new non-alcoholic beverage, by Boundary Breakers vs Not Boundary Breakers, 2024



Base: 1,500 internet users aged 18+

Source: Mintel, December 2024



NutriBeads

Multi-sensory
Wellness Hydration

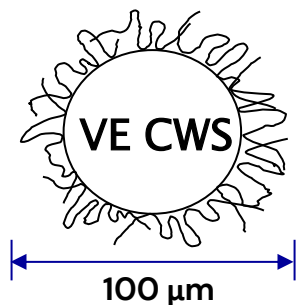
- Next-generation functional beverage featuring **vitamin-locked inclusion beads** suspended in **clean antioxidant water**.
- Turns standard daily hydration into an incredibly engaging, **multi-sensory wellness** experience.
- Attractive for health-conscious **Gen Z** and **Millennial** consumers who demand **clean, premium wellness** ingredients without compromising on visual aesthetic, taste, or texture.

Pink beads
High Vitamin A
for eye & skin
health

Orange beads
High Vitamin D
for immunity &
bone health



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Dry Vitamin E 50% CWS/S

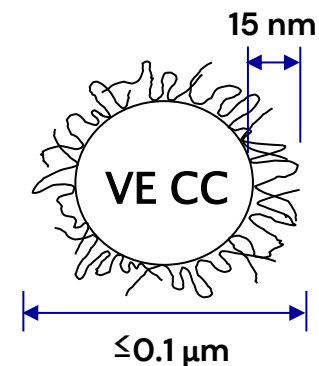
- Fat-soluble vitamin
- Emulsion form creates cloudy appearance
- Cold water dispersible

Dry Vitamin E 50% CWS/S
20% DV (Excellent Source)



Dry Vitamin E 15% CC
20% DV (Excellent Source)

Crystal Clear



Dry Vitamin E 15% CC

- Manufactured using a patented technology (US Pat. 6, 162, 474)
- Emulsion with a tiny oil droplet size
- Cold water dispersible
- Animal-, allergen- and GMO-free formulation

pure
evident
lucid
apparent
clear
crystal
transparent
sharp
plain
distinct
well-defined
opentranslucent
visible
obvious
understood
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internal

THE EMERGING BENEFITS OF VITAMIN E

Vitamin E: The next Vitamin C?

AIR POLLUTION

Increased intake of antioxidants such as vitamin E may reduce the damage induced by air pollution.

FERTILITY

Vitamin E is essential to healthy fertility. Studies have shown that vitamin E increases sperm health and reduces the risk of miscarriage.

PROSTATE CANCER

Epidemiological studies have consistently associated good vitamin E status with a reduced risk of prostate cancer.

Vitamin E

Is an antioxidant that occurs naturally in foods such as nuts, seeds, and leafy green vegetables.

Vitamin E is a fat-soluble vitamin important for many processes in the body. It is used to treat or prevent vitamin E deficiency.

People with certain diseases may need extra vitamin E

ASTHMA

Increased dietary intake is associated with a reduced incidence of asthma

AGE-RELATED MACULAR DEGENERATION

Studies suggest that vitamin E helps reduce the risk of cataracts and macular degeneration.

FATTY LIVER DISEASE

New research suggests that vitamin E plays a role in treating a fatty liver.

ALZHEIMER'S DISEASE

A daily dose of vitamin E may help to slow functional decline for patients with mild to moderate Alzheimer's disease.

DIABETES/CARDIOVASCULAR DISEASE

Vitamin E helps reduce cardiovascular disease in individuals with diabetes type 2.

บัญชีหมายเลข ๑

ท้ายประกาศกระทรวงสาธารณสุข (ฉบับที่ ๔๔๗) พ.ศ. ๒๕๖๖

ออกตามความในพระราชบัญญัติอาหาร พ.ศ. ๒๕๒๒

เรื่อง การกล่าวอ้างทางสุขภาพของอาหารบนฉลาก

Annex 1

Attachment to Notification of the Ministry of Public Health (No. 447) B.E. 2566 issued in accordance with the Food Act B.E. 2522 Re: Health claims of foods on labels.

๓	วิตามินเอ (Vitamin A)	๓.๑ วิตามินเอมีส่วนช่วยในการเจริญเติบโตของร่างกาย ๓.๒ วิตามินเอมีส่วนช่วยคงสภาพปกติของการมองเห็น ๓.๓ วิตามินเอมีส่วนช่วยคงสภาพปกติของเยื่อบุต่าง ๆ ๓.๔ วิตามินเอมีส่วนช่วยในเมตาบอลิซึมปกติของเหล็ก ๓.๕ วิตามินเอมีส่วนช่วยในการทำหน้าที่ตามปกติของระบบภูมิคุ้มกัน ๓.๖ วิตามินเอมีส่วนช่วยคงสภาพปกติของผิวหนัง หมายเหตุ: เบต้า-แคโรทีน ให้ระบุได้เพียงว่า “เบต้า-แคโรทีน เป็นสารตั้งต้นของ วิตามินเอ” เท่านั้น	3.1 Vitamin A has a role in body growth 3.2 Vitamin A contributes to the maintenance of normal vision. 3.3 Vitamin A contributes to the maintenance of normal mucous membranes. 3.4 Vitamin A contributes to normal iron metabolism. 3.5 Vitamin A contributes to the normal function of the immune system. 3.6 Vitamin A contributes to the maintenance of normal skin. Remark: Beta-carotene can only specify as “Beta-carotene is a precursor of Vitamin A”
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Omega 3 are Important Throughout all Stages of Life

pregnancy



Supports a healthy pregnancy

- Supports maternal DHA status and increases DHA content of breast milk
- Supports fetal brain, eye and neurological system development
- Emerging science of supporting mood during post-partum period

Infants & children



Brain & eye development & function

- Supports visual acuity
- Supports cognitive health
- DHA intake contributes to the normal visual development of infants up to 12 months of age.

kids & adults



Heart health

- Maintains healthy triglycerides
- Supports blood vessel function
- Helps maintain normal cardiac rhythm

Brain health

- Supports brain health

adults



Brain & eye health

- Supports normal cognitive function
- DHA is a major component of brain tissue
- DHA is a key structural component of eyes
- DHA helps to support visual function
- Emerging evidence linking Omega-3 fatty acids to measures of high quality sleep

athletes



Cardiovascular Health

- Heart rate and blood pressure at rest and during exercise
- Cardiac efficiency

Muscle Health

- Reduce muscle soreness and improves range of motion



Contains
6.6mg DHA in
330ml



OmegaFizzz

Effortlessly Refreshing

- OmegaFizzz is an **omega-3 infused functional sparkling water** that fits seamlessly into **everyday wellness routines**.
- Its **sip-and-go format** offers gentle functional benefits with a **modern twist** on sparkling hydration.
- Crisp, carbonated refreshment makes it especially **appealing for hot summer consumption**.



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Marketing focused energy through brain health

internal

Chikara Mizu (Power/Strong Water) by Kirin



Chikara Mizu (Power/Strong Water) – Kirin (JP)

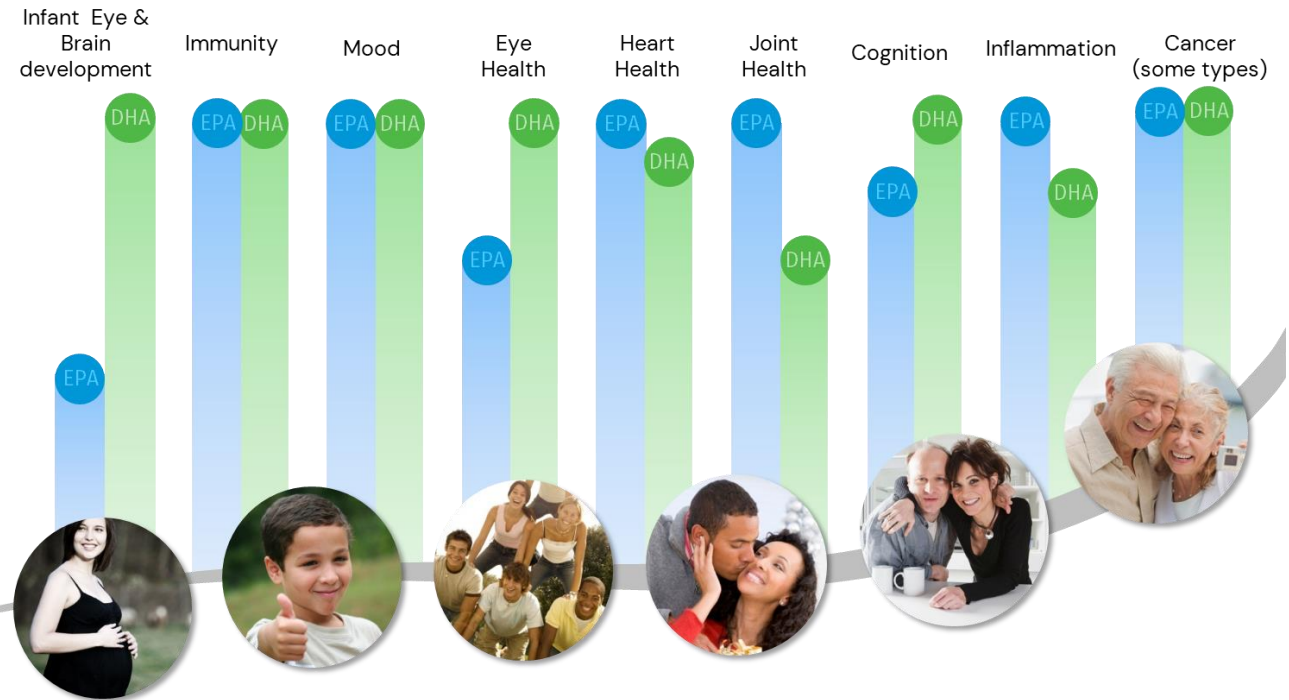
- Contains 10mg DHA (in 300ml)

“Take a break from studying or working and refresh yourself with “Chikara Mizu”

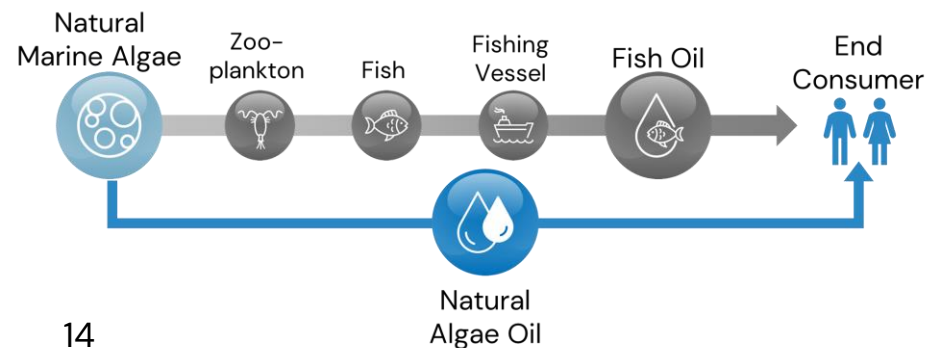
“The sweetness of the fruit and the refreshing fizz of the carbonation”

“it will give you a little push to keep going”

Essential fatty acids (Omega-3 & Omega-6): Lifelong Benefits



Market-leading omega-3s from ocean fish or marine algae; tailored to every need

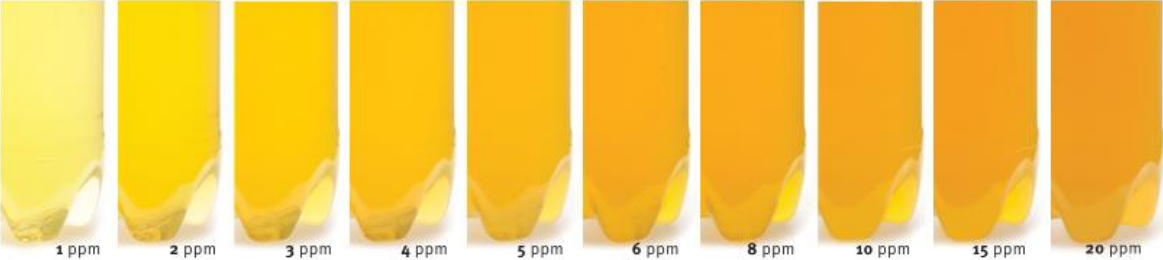
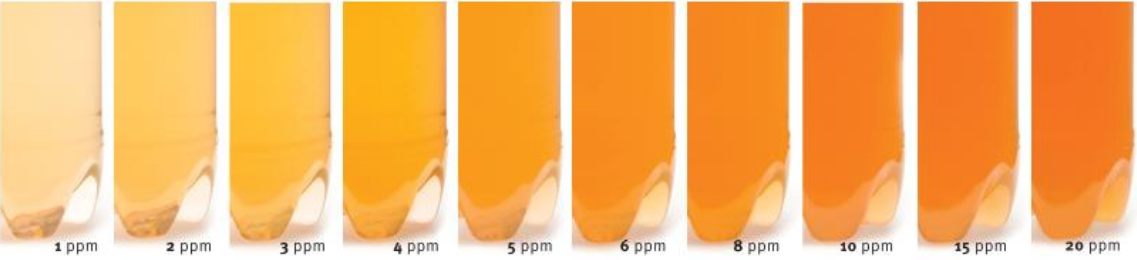


- dsm-firmenich's extensive product portfolio includes **life'sDHA – vegetarian DHA**, direct from algal sources, **life'sOMEGA EPA and DHA**, the unique and innovative vegetarian equivalent to fish oil, and **MEG-3**, the most trusted source of EPA and DHA from **fish oil**.

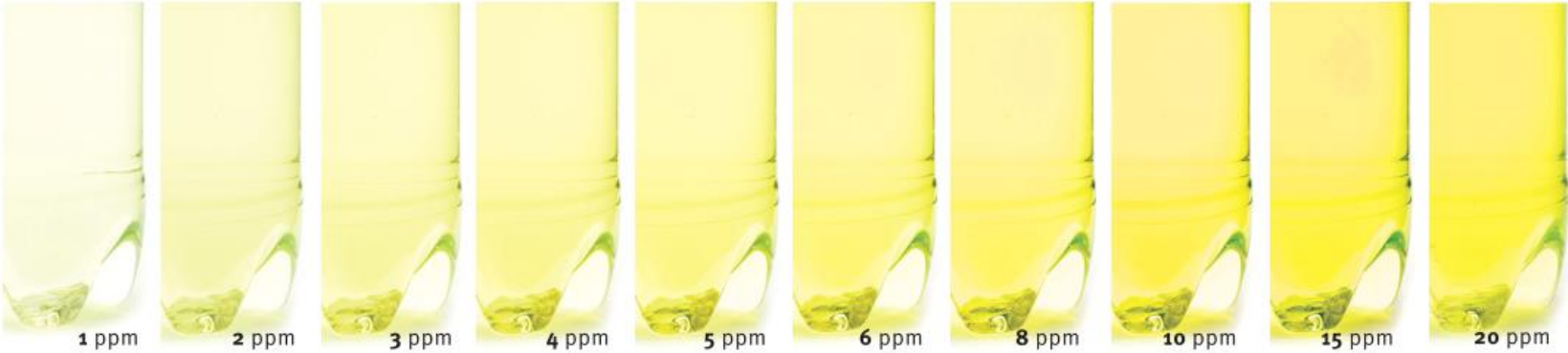
Coloration solutions by dsm-firmenich

Carotenoid	Color	Function	Source & ins number
Beta-Carotene (Carocare®)	Yellow - Orange	Color Provitamin A	Natural source (Fermentation) – INS 160a (iii) Nature identical – INS 160a (i)
Riboflavin	Yellow	Color Vitamin B2	Natural Identical – INS 101 (i)
Apocarotenal	Orange	Color	Nature identical – INS 160e
Lutein (FloraGLO®)	Yellow	Color Eye & skin health	Natural source (marigold flower) – INS 161b (i)
Lycopene	Red	Color Skin health	Nature identical – INS 160d (i)

Coloration solutions by dsm-firmenich

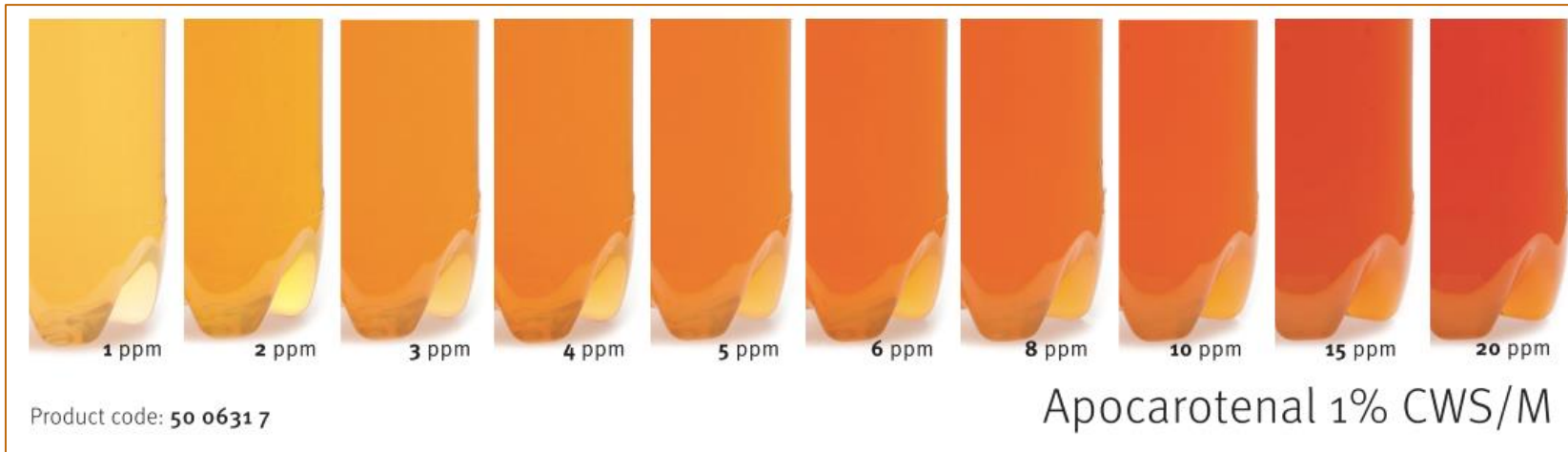
Carotenoid	Color	Function	Source & ins number
Beta-Carotene (Carocare®)	Yellow - Orange	Color Provitamin A	Natural source (Fermentation) – INS 160a (iii) Nature identical – INS 160a (i)
 1 ppm 2 ppm 3 ppm 4 ppm 5 ppm 6 ppm 8 ppm 10 ppm 15 ppm 20 ppm Product code: 50 1212 0 CaroCare® Nat. β-Carotene 1% CWS/M  1 ppm 2 ppm 3 ppm 4 ppm 5 ppm 6 ppm 8 ppm 10 ppm 15 ppm 20 ppm Product code: 50 1484 2 CaroCare® Nat. β-Carotene 10% CWS/S			

Coloration solutions by dsm-firmenich

Carotenoid	Color	Function	Source & ins number
Riboflavin	Yellow	Color Vitamin B2	Natural Identical – INS 101 (i)
 1 ppm 2 ppm 3 ppm 4 ppm 5 ppm 6 ppm 8 ppm 10 ppm 15 ppm 20 ppm Product code: 04 7040 6 Riboflavin Universal			

Coloration solutions by dsm-firmenich

Carotenoid	Color	Function	Source & ins number
Apocarotenal	Orange	Color	Nature identical – INS 160e



Coloration solutions by dsm-firmenich

Carotenoid	Color	Function	Source & ins number
Lutein (FloraGLO®)	Yellow	Color Eye & skin health	Natural source (marigold flower) – INS 161b (i)

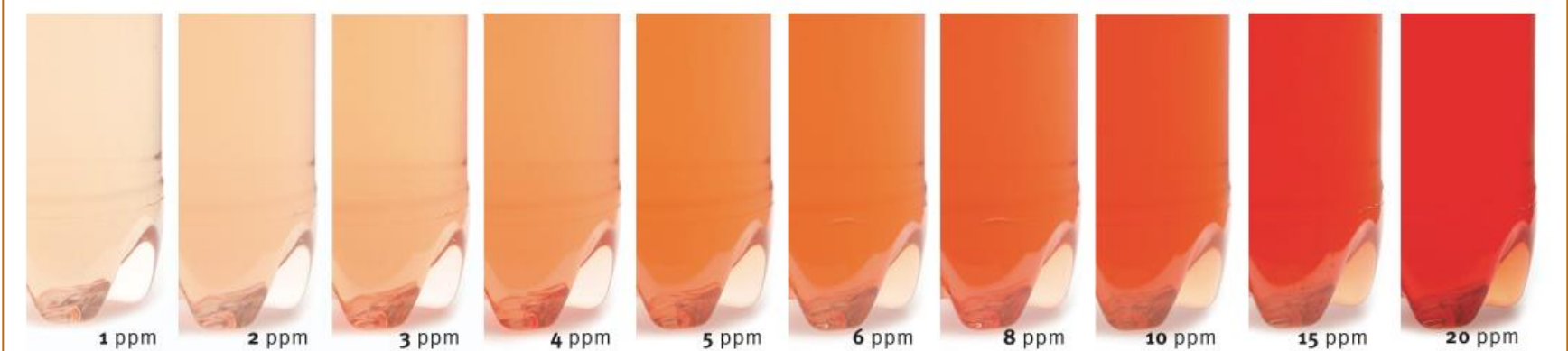
1 ppm 2 ppm 3 ppm 4 ppm 5 ppm 6 ppm 8 ppm 10 ppm 15 ppm 20 ppm

Product code: 50 1186 8

FloraGLO® Lutein 10% CWS/S-TG

FloraFLO® is a trademark of Kemira Industries, Inc.

Coloration solutions by dsm-firmenich

Carotenoid	Color	Function	Source & ins number
Lycopene	Red	Color Skin health	Nature identical – INS 160d (i)
 1 ppm 2 ppm 3 ppm 4 ppm 5 ppm 6 ppm 8 ppm 10 ppm 15 ppm 20 ppm Product code: 50 0379 2 redivivo® (lycopene) 10% CWS/S-TG			

Please come
to visit our
booth



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We bring progress to life