

# CLARINOL® CLA

CLA CONCENTRATES FOR FOOD AND  
DIETARY SUPPLEMENT APPLICATIONS



## REDUCE BODY FAT, IMPROVE BODY COMPOSITION AND INCREASE LEAN MUSCLE MASS

For many people, Clarinol® CLA is an important part of their daily health and well-being regime. As part of a balanced diet and exercise program, Clarinol® CLA has been proven to play a role unequalled by any other ingredient on the market today in helping to reduce body fat, improve body composition and increase lean body mass, which includes muscle. Clarinol® CLA is available in both liquid and powder form, offering even more ways to integrate the weight-management benefits of CLA into dietary supplements and food products, providing manufacturers with great new market opportunities.

### MAKING GOOD FOOD EVEN BETTER

Clarinol® CLA can easily be included in a wide variety of food products. It offers food producers the perfect means to differentiate their products from the competition, offers a healthy alternative that consumers are looking for and can help command higher margins. Clarinol® CLA can provide added value to almost any food application—and because it's a 100% vegetable ingredient, it's also ideal for vegetarian products. A general overview of potential applications includes:

- Beverages: milk, fruit juices, yogurt drinks, etc.
- Bakery: bread, biscuits, cakes, etc.
- Others: coffee-cream substitutes, salad dressings, chocolates, snack bars, nutrition bars, breakfast cereals, etc.

### HOW DOES IT WORK?

Research into how Clarinol® CLA improves body composition has shown that it influences many of the enzymes involved in fat metabolism, modifying the metabolic process. It also appears to interact with cell receptors, activating responses that lead to a reduction in the amount of fat that the body stores. In addition, CLA increases the activity of an enzyme that stimulates the body's breakdown of fats. This means that CLA both reduces the storage of fat and, at the same time, causes what fat there is to be burned at a higher rate. The result is an overall reduction in the body's fat mass and an increase in lean body mass.



### THE HIGHEST-QUALITY CLA AVAILABLE

Stepan Lipid Nutrition's Clarinol® CLA is the highest-quality CLA product on the market today. It's produced in the world's largest CLA factory, dedicated solely to its production. Clarinol® CLA was the first to be self-affirmed as Generally Recognized as Safe (GRAS) by independent experts. This GRAS determination has been approved by the FDA. Clarinol® CLA products have three important advantages:

- **Highest concentration, greatest benefits**

Gram for gram, of all CLA products on the market today, Clarinol® CLA oils and powders offer the highest concentration of the beneficial active isomers (c9,t11 and t10,c12). This means that less is required to achieve the same effects, saving on both cost and storage space.

- **Appealing appearance**

Clarinol® CLA oil has an appealing translucent golden color. When used in dietary supplements, there's no need to "conceal" it in a darkened capsule.

- **Powder form**

Dispersible Clarinol® CLA powder can be used in a wide variety of applications for which oil would be less suitable. It is 100% vegetable in origin and has no taste-impact on formulations.

### PATENTED AND APPROVED

The high concentration of active isomers in Clarinol® CLA—the result of a unique patented process—is unequalled. Licenses have also been obtained under a number of WARF (Wisconsin Alumni Research Foundation) patents. The U.S. Food & Drug Administration has issued GRAS certification for Clarinol® CLA. We have obtained scientific evidence for the following claims:

- Clarinol® CLA reduces body fat.
- Clarinol® CLA increases lean body mass.
- Clarinol® CLA helps to shape your body.

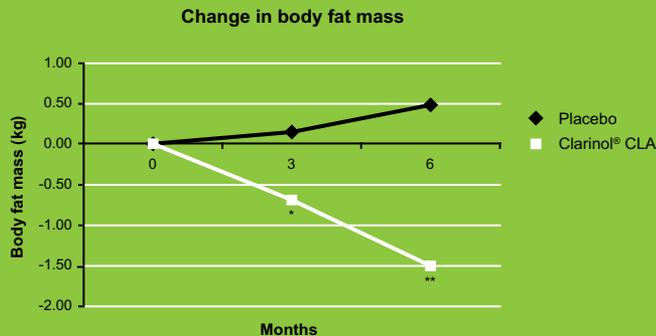
# CLARINOL®

FREEDOM TO SHAPE YOUR FIGURE™



# PROVEN

## RESULTS THAT OFFER NEW MARKET POSSIBILITIES



Body fat mass was significantly reduced 5.6% (-2.0 kg, 4.4 lbs.) after 6 months

\*  $p=0.034$

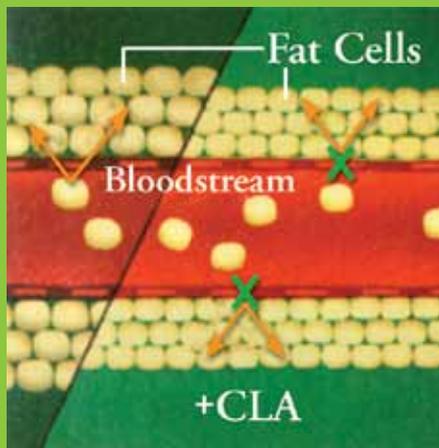
\*\*  $p=0.004$

Gaullier et al, Br J Nutr. 2007, 97: 550-60

Of all weight-management ingredients designed to optimize body composition, CLA is one of the best researched. Studies by several institutes confirm that CLA helps reduce body fat and increase lean body mass. While a recent meta-analysis of 18 peer-reviewed studies has confirmed the body fat-reducing effects of CLA, a new study with Clarinol® CLA actually pinpoints the regions in the body where this fat loss occurs. The volunteers in this study lost an average of 2kg of fat (4.4 lbs) largely from the legs and waist area. Significant fat loss was observed in as few as three months and occurred independent of physical exercise or dieting. In addition to the region-specific fat loss, the volunteers also gained lean body mass. Further research indicates that CLA can also minimize the side effects of a low-calorie diet.

The International Society of Antioxidants in Nutrition and Health, as well as Société Française des Antioxydants, awarded Clarinol® CLA their Slimming Ingredient of the Year Award 2004/2005. Even more importantly, a consumer study conducted by Lightspeed Research on women who diet, exercise and/or take health supplements found that Clarinol® CLA had the highest percentage of women satisfied with its results (92%) than with other CLA brands (78%).

Such a high level of satisfaction indicates that additional CLA applications would be warmly welcomed by health- and body-conscious consumers. Stepan Lipid Nutrition is the leader in the world market for CLA. We were the first to launch the highest concentrated CLA product—Clarinol® CLA A-95. This is the highest and purest concentration of CLA available today, with a full 95% made up of the beneficial CLA active isomers. Even more importantly, we were the first to introduce a CLA powder, which has no impact on taste in the end-product. This makes it even easier to get the benefits of Clarinol® CLA through one's daily diet, rather than from pills or capsules.



*Clarinol® CLA can prevent absorption of fats from the bloodstream and enhance fat breakdown in muscle cells—leading to a reduction in body fat and an increase in lean muscle mass.*

## GIVING YOU ALL THE SUPPORT YOU NEED

Creating and introducing new healthy functional food products to the market is never a simple process and there are many factors that need to be considered: regulatory requirements, processing parameters, consumer trends, promotion, marketing and more. The experts at Stepan Lipid Nutrition provide sound advice on all fronts—from formulas to technical assistance and legal matters. We make it easy for you to create the best product possible, helping to ensure its market success.

### Turnkey solutions and application support:

Your processes, other ingredients in the product and even product packaging can all play a role in determining the best way to incorporate Clarinol® CLA into your product.

With decades of experience in applications and processes, we can provide advice for you every step of the way, helping you to maximize your product's visual and sensory appeal. Our turnkey solutions give you the quickest time to market possible, keeping you ahead of the competition.

**Higher sales through consumer insights:** The way people approach dieting and weight management can vary widely between different regions of the same country, as well as between different countries and cultures. If someone in France wants to lose weight, are they more likely to skip certain meals, or substitute their usual fare with lower-calorie food? What would an American be likely to eat less—or more—of? Stepan Lipid Nutrition can provide valuable insight into consumer needs and behavior, and advice on which products may work best and where.

**Expert regulatory advice:** When you sell customers a product designed to improve their health and fitness, you're making promises. It's extremely important that they be clearly and appropriately made. Clarinol® CLA has claims to numerous important benefits, but how these may be communicated differs from market to market. Stepan Lipid Nutrition provides expert advice on how to get your message across most effectively. There's no need to call in external consultants—we're completely capable of providing you with the expert advice you need.

**Scientific and nutritional backup:** The many ways Clarinol® CLA works in the body are well documented. We can back up our claims with sound scientific information and research results—which means you will be able to do so, too. Stepan Lipid Nutrition has the best team of dedicated PhD-level nutritionists and R&D personnel in the world to help support



our customers for incorporating CLA into dietary supplements and functional food applications.

**Marketing tools and assistance:** Stepan Lipid Nutrition offers various valuable tools, including proactive partnerships, in order to communicate with and inform consumers about how Clarinol® CLA products make it easier to achieve the physical goals they set for themselves. Among other things, Stepan Lipid Nutrition engages in the following marketing activities:

- Co-branding and co-advertising campaigns—not only can our customers use the respected and increasingly recognized Clarinol® CLA branding on their packaging, but we're also willing to work together on co-advertising campaigns.
- Creating market-pull through our own ongoing public relations campaign (since 2003) encompassing radio, television, the Internet, consumer magazines and publicity tours.
- Increasing consumer awareness through the number one consumer website dedicated to educating the consumer on the benefits of CLA—[www.Clarinol.com](http://www.Clarinol.com).

## CONTACT US

Would you like to know more about Clarinol® CLA? We would be happy to provide you with any additional information you need, as well as personal consultation on how our products can improve and enhance *your* products—and your business. For additional information, you can also visit [www.lipidnutrition.com](http://www.lipidnutrition.com) and [www.clarinol.com](http://www.clarinol.com).



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