



# VITAMIN E & TOCOPHEROLS



## See Health in a New Light... Natural-E

The sky's the limit with ADM's Novatol® naturally sourced Decanox® mixed tocopherols and vitamin E. These powerful antioxidants are great plant-based micronutrients that support skin health, eye health and heart health. Vitamin E is the top underconsumed nutrient in the U.S. on a daily basis. Nearly twice as effective as synthetic vitamin E, ADM's Novatol® family of plant-sourced vitamin E oils and powders also helps you gain consumer trust, with ADM as a dependable partner. We provide effective solutions for addressing important consumer needs that can be used in a wide variety of applications from a reliable source.

### SHED NEW LIGHT ON A FAVORITE VITAMIN

Fifty years ago, vitamin E was celebrated for its ability to soften skin. In addition, consumers are looking to increase their intake of vitamin E because it's found to be an important immune-boosting nutrient. Information available from the National Institute of Health shows that there could be a role for vitamin E in other health-related conditions important to today's consumer, including heart disease, eye disorders, and cognitive decline. The benefits of a healthy diet high in vitamin E is opening new opportunities in the supplement, food, beverage, pharma and personal care markets.

**43%**  
of U.S. consumers  
are currently  
treating and/  
or preventing a  
dermatological/  
skin problem<sup>1</sup>

**#1**  
heart health was  
the most desired  
health benefit in  
2018<sup>2</sup>

**78%**  
of consumers are  
looking for food  
and beverages that  
are good for the  
heart<sup>3</sup>

<sup>1</sup>Mayo Clinic Proceeding, "Why Patients Visit Their Doctors: Assessing the Most Prevalent Conditions in a Defined American Population," January 2013

<sup>2</sup>International Food Information Council (IFIC) Foundation, "13th Annual Food and Health Survey," March 2018

<sup>3</sup>International Food Information Council Foundation, 2018 Food & Health Survey



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## A Whole Lot of Holistic Benefits

Vitamin E balances free radical production. Research shows free radicals may be a factor associated with areas of health that are of a concern today, including cancer, diabetes, and age-related macular degeneration.<sup>5</sup> Add ADM's naturally sourced vitamin E to your healthy product lines to improve your holistic plant-based formulations. We are the largest producer of naturally sourced vitamin E and mixed tocopherols. Our Novatol and Decanox solutions are supported by ADM's high-quality and reliable supply, dependable customer service and expertise in taste, nutrition, and functionality.

ADM may give you an edge in the Health & Wellness marketplace by delivering solutions to fuel product innovation. When we partner with you, we deliver more than just reliable ingredients. We pair those with our formulation expertise and technical know-how to deliver holistic product solutions that delight consumers.

### FACTS ABOUT NOVATOL® NATURAL SOURCE VITAMIN E AND MIXED TOCOPHEROLS AND DECANOX® MIXED TOCOPHEROLS:

STUDIES SHOW ADM'S NOVATOL® PLANT-BASED VITAMIN E FORMULATIONS ARE APPROXIMATELY TWICE AS EFFECTIVE AT BEING RETAINED BY THE BODY THAN SYNTHETIC VITAMIN E

THEY ARE ALL PLANT-SOURCED  
AND CLEAN LABEL

THEY ARE GRAS COMPLIANT, NON-GMO\*,  
GLUTEN-FREE, AND KOSHER

THE FDA REQUIRES PRODUCERS DISTINGUISH BETWEEN SYNTHETIC AND NATURAL ITEMS ON PACKAGING

<sup>5</sup>International Journal of Molecular Science, "Tocopherols and Tocotrienols in Common and Emerging Dietary Sources: Occurrence, Applications, and Health Benefits," October 2016

\*Non-GMO: Only applies to products manufactured from crops that are traditionally non-GMO.



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## Delivering More Vitamin Benefits

ADM's natural form of vitamin E, d-alpha-tocopherol, delivers a synthetic-free solution to product developers. This clean label product is better retained by the body compared to the synthetic form (dl-alpha-tocopherol). The bioavailability (available for use by the body) is 2:1 for natural-source vitamin E over synthetic vitamin E. Adding this super nutrient can provide the type of nutrient content claims your sales team dreams about.

## More Applications, More Benefits

For consumer products that can be used from head to toe, adding Novatol® or Decanox® vitamin E solutions won't hurt the shelf life of your products and may enhance your market share. With good stability, ADM's Novatol® and Decanox® solutions have a solid two-year shelf life.



supplements



bars & snacks



dairy/plant-based milk beverages



baking/cereal



enhanced waters



lip balm/sunscreen/lotions

# Twice the Punch

Consumers demand healthy-living products that deliver honest results. When outcomes meet or exceed label claims, you've got reason to celebrate. ADMs Novatol® and Decanox® vitamin E oils and powders allow you to claim double bioavailability, which can greatly impact quality of life by increasing the antioxidant threshold and reducing free radicals that may contribute to many chronic diseases. At ADM, we take pride in helping customers with health-forward solutions, while delivering stepped up, positive nutrition across a variety of categories.

## VITAMIN E PRODUCT LINEUP

ADM OFFERS A VERY COMPREHENSIVE PRODUCT PORTFOLIO.

### MIXED TOCOPHEROLS

Novatol® 4-80 (oil)  
Novatol® 3-50 SD  
(powder)  
Decanox® MTS-30 P  
(powder)  
Decanox® MTS-50 (oil)  
Decanox® MTS-70 (oil)  
Decanox® MTS-90 (oil)

### D-ALPHA TOCOPHEROL

Novatol® 5-67 (oil)  
Novatol® 5-87(oil)  
Novatol® 1490 (oil)

### D-ALPHA TOCOPHERYL ACETATE

Novatol® 6-81 (oil)  
Novatol® 6-92 (oil)  
Novatol® E700D (oil)  
Novatol® E700S (powder)  
Novatol® 1360 (oil)

### D-ALPHA TOCOPHERYL ACID SUCCINATE

Novatol® Regular Grade  
(powder)  
Novatol® HPMC (powder)  
Sunflower Succinate  
(powder)

## ADM DELIVERS FOR YOU

With the broadest portfolio of health & wellness products and solutions and the expertise to craft them into delicious foods, ADM helps our customers meet the evolving functional nutrition needs of the most discerning consumers. With our vertically integrated supply chain to ensure the reliability and availability of high-quality products and our dependable customer service, you get what you need, from start to finish.

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844-441-FOOD | [food@adm.com](mailto:food@adm.com) | [adm.com/food](http://adm.com/food)