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## Health claim available: Orafti® Inulin improves bowel function.

A good digestion is vital for a healthy life. It helps our body to absorb all the nutrients it needs to run smoothly. A key element to achieve a healthy digestive system is sufficient intake of the right dietary fibre.

Generally, consumers don't eat enough fibres, but reaching the recommended doses with basics such as fruit, vegetables and wholegrain alone is an almost impossible task. By adding fibres from the chicory root into consumer end products, fibre intake can easily be increased and on top, consumers gain the feel-good factor from the Orafti® Inulin benefits.

**beneo**  
connecting nutrition and health

### Did you know that...?\*

- Food health authorities recommend a daily intake of 25g fibre, an amount that most consumers struggle to achieve.
- **7 out of 10 consumers** rate digestive health as an important issue; more than 1 out of 10 consumers state they suffer from constipation.
- Nearly every 1 out of 3 consumers is not happy with his/her digestive health.
- And those that have a good digestive health find it an important topic too, indicating it is essential for their **feeling of overall well-being**.
- The main driver for consumers to eat products for digestive health is to improve their overall health.
- People look most for food that can beneficially influence their **digestive health at breakfast**.
- **Women and people aged 45 and over** are most interested in foods positioned towards improving digestive health.

*\*Consumer research in UK and Spain (2015).*

### BENEO offers the prebiotic dietary fibres, Orafti® Inulin and Oligofructose, that support a healthy intestinal environment.

Not only do these fibres have a positive influence on our gut micro flora by supporting selectively those bacteria regarded as "good bacteria"; they also contribute to a better regulated transit and a higher stool frequency.

### How do they do this?

- Chicory root fibres arrive in the colon intact and are selectively fermented.
- Stool volume and softness are increased by fermentation systems (bacterial biomass and break down products of prebiotic fermentation including short-chain fatty acids).
- Bowel contraction is stimulated mechanically (by stool volume) and chemically (by short-chain fatty acids).
- These processes happen in a mild and gradual manner.

### Claim available now!

**"Chicory inulin contributes to normal bowel function by increasing stool frequency".**

In January 2015, EFSA published a positive evaluation on Orafti® Inulin's improving effect on bowel function by increasing stool frequency. Their decision was based on BENEО's dossier including proprietary scientific research. Significant results were demonstrated with a total intake of 12g chicory inulin per day. The positive evaluation shows that adding inulin to a formulation **increases weekly stool frequency** to support normal bowel habits and also helps to **achieve the dietary goal of adequate fibre intake by the general population**.

**Digestive health, including regularity, is an important element of feeling good**, especially due to the fact we often have a "lazy" gut. Improved regularity per week, in a natural way, is a growing health target of consumers. The clinical research shows that BENEО's chicory root fibres function and contribute to digestive health, offering new diet related opportunities for the industry to respond to this consumer need.

**The EU Commission has published the Regulation for the claim to go into force as of 1<sup>st</sup> of January 2016**, with a proprietary use for BENEО's Orafti® inulin. It is now up to the industry to start preparing for innovative product launches – take advantage now!



## Putting it into practice.

In addition to the official proprietary claim (art 13.5) “Chicory inulin contributes to normal bowel function by increasing stool frequency”, also general wellbeing claims under Art 10.3 will be possible. BENE0 consumer research has checked the appeal of the following

### eye-catching statements on pack:

- Promotes digestive health.
- Promotes digestive wellbeing naturally.
- Supports a healthy and balanced digestive system.

The proprietary health claim can be used in all categories of the food supply, without limitations. The conditions of use to achieve the claimed effect suggest that an amount of 12g native chicory inulin should be consumed daily. This 12g can be split up into several servings per day.

## Inspiring your creative developments.



Start your day in a delighted way

**Digest Delight**

- Promotes digestive health
- Source of feel-good fibre
- Low in fat - deliciously creamy

“Suggestion of claim wording by the Commission: Chicory inulin contributes to normal bowel function by increasing stool frequency. Product concept developed by BENE0. No responsibility/warranties as to the completeness or accuracy of this information can be taken.”

## Recipe idea: Digest Delight.

The below recipe has been specially designed for the provided Digest Delight concept. Emphasis is shown to the nutritional details of a tasty fibre enrichment in the fruit preparation. Details about the yoghurt base and cereal flakes are available upon request. Contact your BENE0 specialist for more information.

Ingredients (%)	Concept recipe
Yoghurt base	85.00
Fruit Preparation	15.00
Water	12.86
Strawberry	50.00
<b>Orafti® HSI</b>	<b>23.34</b>
Fructose	13.50
Flavour	0.65
Citric acid	0.90
Starch	3.00
Sodium citrate	0.75

### Nutritional Information for recipe with yoghurt on fruit:

Fibre content (%) 3.0

### Process for the fruit preparation

- Add ingredients to strawberries
- Heat the fruit prep to 100%
- Check pH (=3.6)
- Cool to 15°C

Blend the fruit prep into the yoghurt in the right ratio. Fill and keep refrigerated.

## Orafti® Inulin: a fibre that consumers are really looking for:

<b>Natural origin</b>	Orafti® Inulin is extracted from the chicory root by a gentle hot water extraction; i.e. they are natural plant-based dietary fibres.
<b>Extensive research</b>	20 years of quality nutrition research on fibres, with an impressive number of scientific studies on bowel function.
<b>Digestive support</b>	EFSA approved claim, based on published and proprietary human intervention studies that consistently have proven that consumption of inulin increases stool frequency, and thus supports digestive health.
<b>Consumer preference</b>	International quantitative research shows that chicory root fibres have a healthy, natural appeal to consumers.
<b>Important health benefits</b>	Health benefits related to chicory fibre intake are: prebiotic, fermentation, bowel function, digestive health, calcium absorption & bone health, blood glucose management, weight management, energy intake and satiety. Strong basis for nutrient content claims and structure-function claims.

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