

Clean-up your labels with natural & innovative ingredients



CLEAN LABEL CONFERENCE

March 26-27, Itasca, Illinois, USA





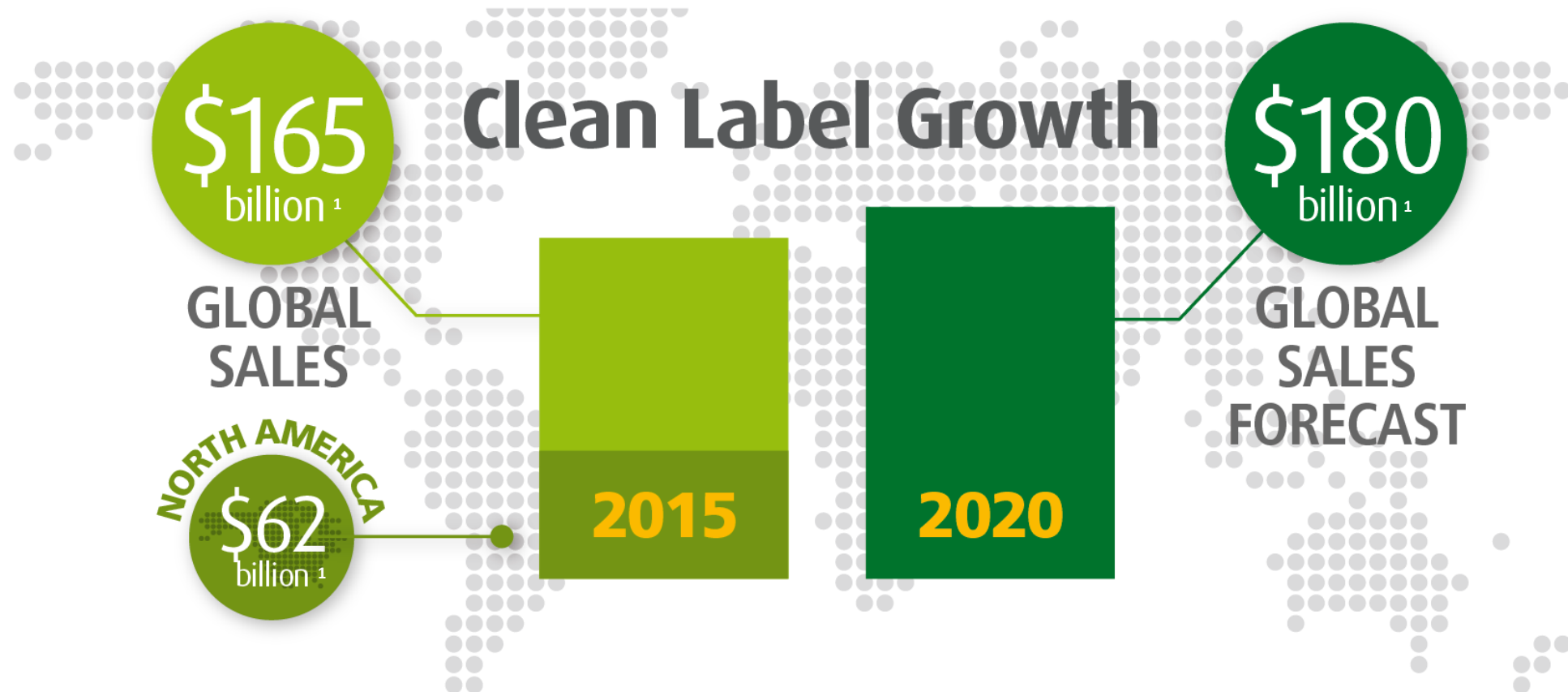
More than 120 years of experience in Africa
(acacia gum, cactus, hibiscus, green coffee, harpagophytum...)

World leader in acacia gum
(40% market share)

Specialist of botanical extracts and functional ingredients

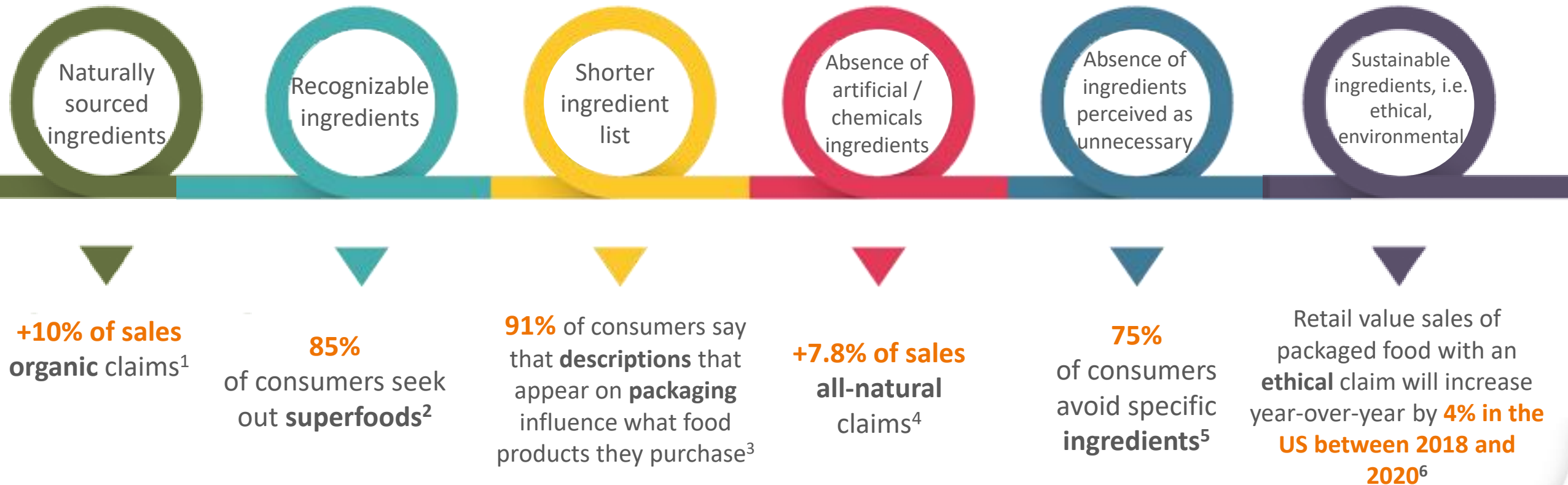
Committed to a sustainable approach





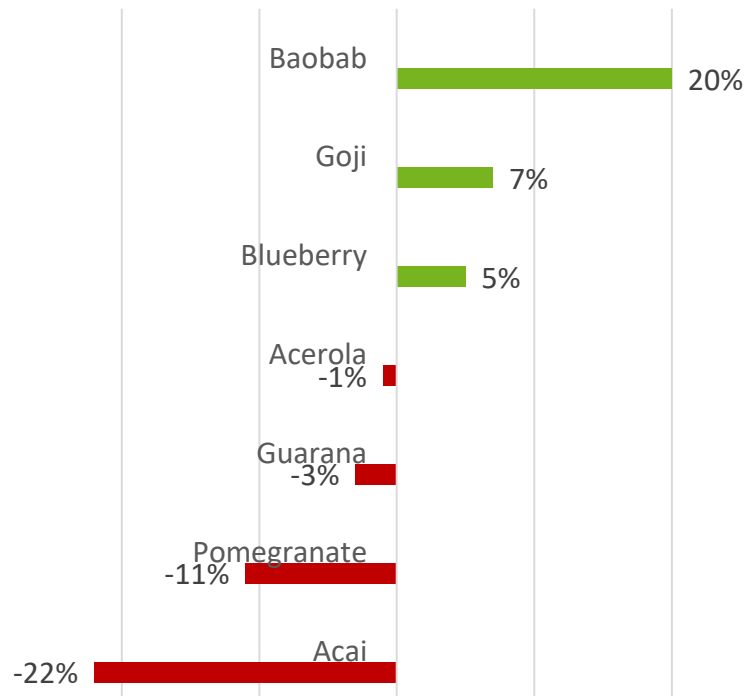
In 2016, **+35%** of NPL included Clean Label claims²

In focus: what is clean label?

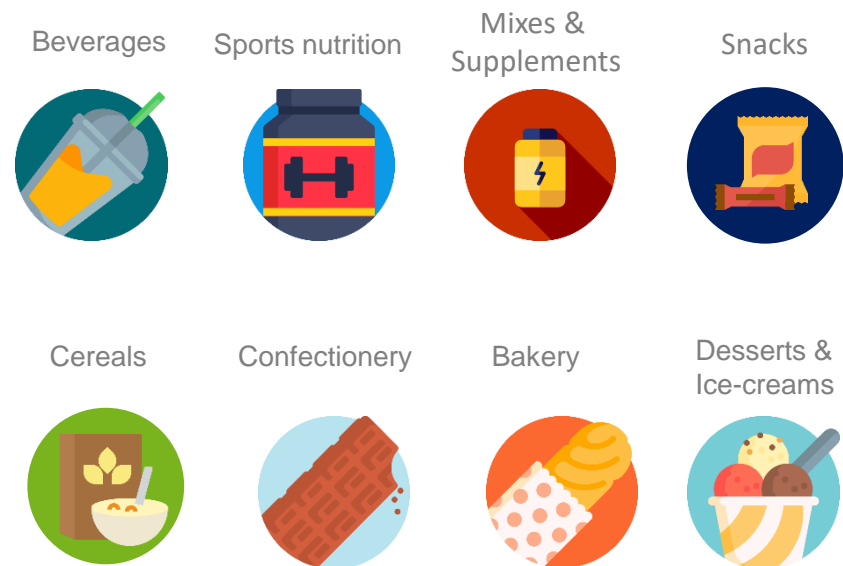


NEW

✧ The rising Superfruit!*



✧ Many applications



Baobab can be used alone or combined with other Superfruits!

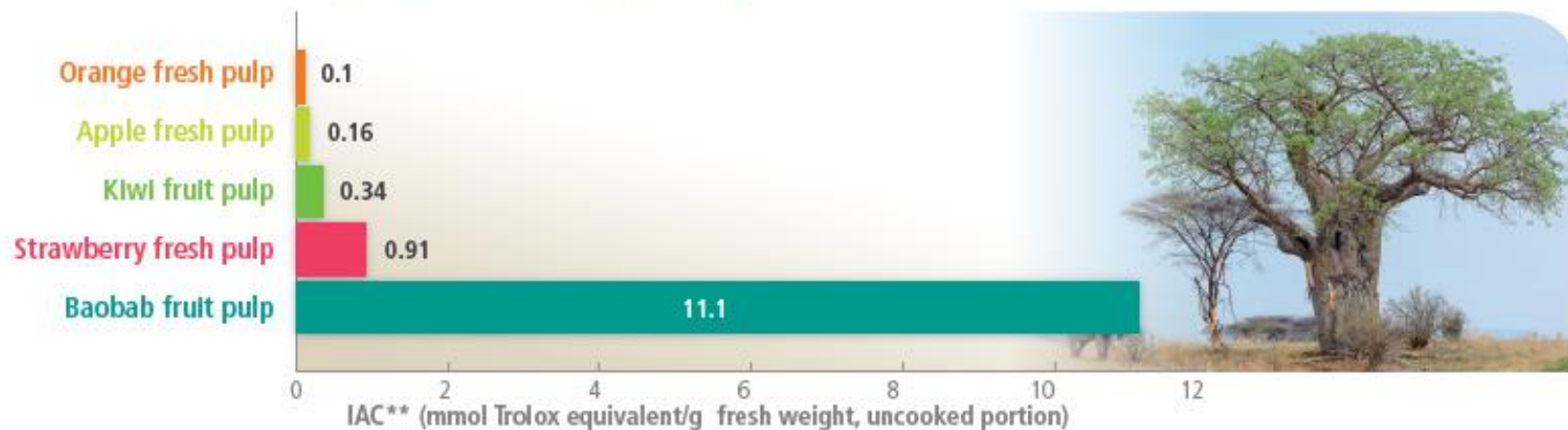
- Majestic & impressive tree, also called **Africa's Tree of Life**
- Traditionnaly **consumed for centuries in Africa** for its wide range of nutritional and medicinal properties
- Baobab fruit pulp has been referred to as a **new valuable « Superfruit »** based on its **unique nutritional profile**¹
- Great Baobab fruit pulp **taste**



Scientific studies have highlighted the high nutritional content of baobab. Baobab fruit pulp provides:

- **Greater antioxidant activity than other superfruits** such as mango, orange, pomegranate, kiwi, bilberry, etc^{2,3,4}
- An **important natural source of Vitamin C**, which is **up to 10 times higher than oranges**¹
- A **significant content of nutrients**: minerals such as **potassium, calcium, magnesium & zinc**^{5,6}

Table 1: Antioxidant capacity of baobab pulp compared to other fruits²



NEW

Distinctive Advantages of Nexira's

Baobab
Organic Superfruit Powder

- 100% all-natural, organic superfruit powder and carrier-free
- High nutrient content
- Easy to incorporate in a large array of applications thanks to its **slightly tangy taste and its beige color**



- Subtle flavor with fruity and acidic notes
- Sustainably sourced in Africa
- Compliant with authorized Novel Food ingredient and meets FDA GRAS status
- **Suitable for clean label:** Baobab dried pulp powder, Baobab fruit pulp



SOURCING: AFRICA



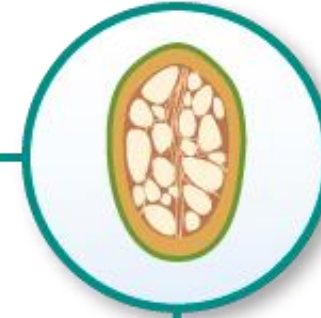
**NATURAL SUN DRYING
& PICKING**



**SELECTION
& CLEANING**



**FRUIT OPENING &
SHELL ELIMINATION**



**FUNICLE
ELIMINATION**



**SEED
ELIMINATION**



**GRINDING & SIEVING
OF THE PULP**

Available at the buffet!

Baobab

Organic Superfruit Powder

- Antioxidant properties
- High nutrient content
- Unique slightly tangy taste
- Sustainably sourced in Africa



ORGANIC

Fibregum™ Bio

HIGH IN FIBER

CLEAN LABEL

The perfect solution for fiber enrichment:

- Guaranteed minimum 90% of soluble dietary fiber*
- All-natural & Organic

Well-being:

- High digestive tolerance, no discomfort
- FODMAP Friendly certified
- Prebiotic effect

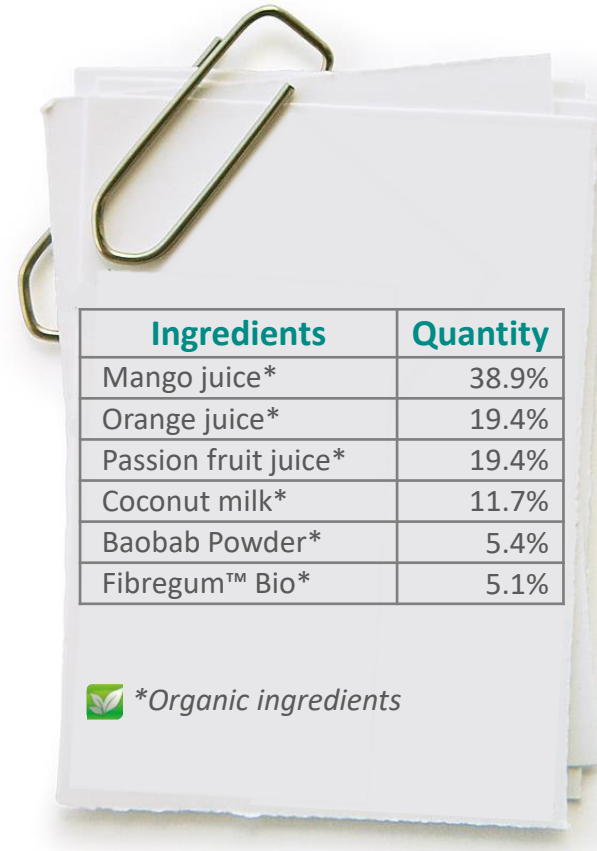
Easy-to-use ingredient:

- Dust free powder instantly soluble in cold water
- Odorless, colorless and tasteless
- Mouthfeel and flavor release enhanced
- Great stability




Try our tasty & nutritional Baobab Smoothies!

High in nutrients with our Organic Baobab Powder
and rich in fibers with Fibregum™ Bio



Ingredients	Quantity
Mango juice*	38.9%
Orange juice*	19.4%
Passion fruit juice*	19.4%
Coconut milk*	11.7%
Baobab Powder*	5.4%
Fibregum™ Bio*	5.1%

 *Organic ingredients





Join us to enjoy our Super Cereal Bar

Ingredients list: cereals* 40% (oatmeal*, puffed rice* (rice*, rice syrup*), rice flakes*, rice flour*), honey*, **Baobab Pulp Powder* 7%**, apple powder* 6,5%, rapeseed oil*, **Fibregum™ (acacia fiber)* 4%**

*From organic farming

Our Super Cereal Bar is:

- Clean Label
- Without preservatives, artificial flavors or color additive
- Made in Normandie, France
- Slightly tangy taste with fruity notes!

Baobab

Fibregum™



Nexira's range of nutritional ingredients



Guarana

Superfruits



Acerola



Green Tea



Grape Extracts

Need high quality
healthy extracts?



Prickly pear

Plant-based

Fibregum™



Acacia Gum

Exocyan™



Cranberry

Clean label

Get our expert support!
www.nexira.com



Cranberry



Green coffee



Blueberry



Acacia gum



Olive



Desert date



Grape



Hibiscus



Artichoke



Lemon balm



Guarana



Devil's claw



Acerola



Prickly pear



Ginseng



Green Tea