

HEALTHIER *aging*

Better Fats & Oils
for Superior
Senior Nutrition

Why is today's need for senior nutrition so significant?

Adults aged 55+ are the **fastest growing segment** of the U.S. population¹—and healthy aging and vitality are on their minds.

OPPORTUNITY

Brands can benefit from this growth by developing targeted senior nutrition products to help this generation maintain their health and feel their best as they age.²

AAK's line of Akovita[®] lipids can help create high-value products to help seniors stay alert, active and well. Akovita blends are tailor-made with active ingredients derived from a wide range of nutritional oils.

The demand speaks for itself:

41%

of adults are drinking nutrition drinks at home more often²

43%

of adults drink nutrition drinks to improve their overall health²

OVER THE PAST YEAR:



Adult consumption of beverages with functional benefit claims has risen¹



Demand for drinks that offer more health benefits continues to grow¹



Number of benefits consumed through functional beverages is higher¹

The majority of adults say they are interested in *food and drink products that have added functional benefits and are drinking beverages to get multiple types of benefits.*¹

OPPORTUNITY

Though older adults are the fastest growing population—with a variety of emerging health problems to contend with—they remain the lowest users of nutrition drinks,² **creating the perfect opportunity for brands to expand their customer base.**

Emphasizing functional ingredients specific to healthy aging—and reminding seniors that adding these ingredients to their diet can support their wellbeing in specific ways—is important.²

Seniors want *personalized* nutrition:

51%

of adults aged 65+ say they use nutrition drinks to improve their overall health

61%

of current users aged 55+ would like to see more drinks personalized for their needs²

Consumers say they drink beverages with the following claims at least weekly:¹

ANTI-AGING	74%
COGNITIVE	72%
ANTI-INFLAMMATORY	71%
DIGESTIVE AID	71%

Adding ingredients that support issues such as joint health, cardiovascular health and cognitive function can help bridge the gap to older adults.²

AAK's Akovita line encompasses a wide range of active ingredient solutions that can be tailored to target a wide range of functionalities, including:



HEART HEALTH



MEMORY AND COGNITIVE PERFORMANCE



DIGESTIVE HEALTH

Fats and oils are *crucial* to meeting the nutritional and functional goals seniors expect.

THEY OFFER:

Fatty acid composition
Offering good fats and omega-3s

Satiety
Helping reduce hunger by eliciting satiety signals

Better taste
Carrying flavor and enhancing mouthfeel

Specific benefit claims
Targeting the concerns specific to healthy aging

Akovita Blends

Akovita blends—AAK's lipids for life—can be co-developed to meet the particular needs of senior adults. Akovita is the foundation of tailor-made solutions aimed at improving the health and overall vitality of the elderly, with active ingredients such as:

- Essential fatty acids 🌿
- Phytosterols ♥
- DHA 🌿
- Choline 🌿
- MCT 🌿
- Omega-3/6 ♥ 🌿

THESE INGREDIENTS SUPPORT:



BRAIN HEALTH BENEFITS
to help keep memory sharp



DIGESTIVE HEALTH BENEFITS
to help keep metabolism strong



HEART HEALTH BENEFITS
to help keep bad cholesterol at bay

A legacy of expertise

AAK brings 150+ years of experience in producing natural oils and fats and carefully blended solutions to the strictest contaminate standards.

Our co-development capabilities ensure that together with you, we create customized products using a tailor-made approach with the right functionalities to keep seniors healthy and active.



IN NUTRITIONAL AND FUNCTIONAL BEVERAGES, FATS AND OILS:

- Contribute fatty acids
- Offer satiety benefits
- Help create better taste and mouthfeel



IN NUTRITION BARS, FATS AND OILS:

- Provide a concentrated source of energy
- Contribute fatty acids
- Offer satiety benefits

Our wide range of solutions can all be tailored to precisely fit your product and production. Applications range from enriched instant powders, energy bars, and spreads to clinically proven functional drinks.

Let's get together to empower your senior nutrition products.