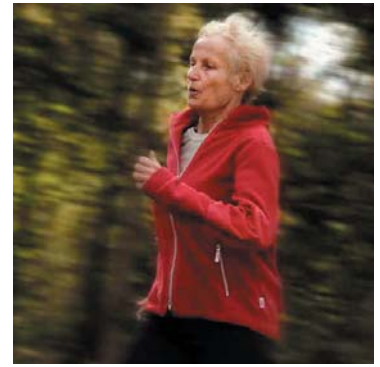
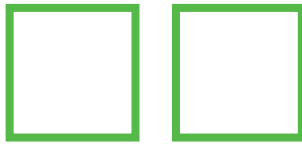


Whole soya bean **goodness**...without the “beany” taste!

Aged care **creations!**

Nu-Soya® is a product developer and marketer’s dream.

The absence of the characteristic “beany” soy flavour enables this whole soy product to be used in a wide range of applications at higher addition rates than previously thought possible.



Whole soya bean **goodness**...without the "beany" taste!

Aged care **creations!**

The over 55s may have helped build the country, fought in world wars and raised us with love and affection, but they are loosing the marketing 'war of the ages'. The ever-increasing prevalence of older citizens is being largely ignored by marketers⁽¹⁾. This is despite the fact that in Australia they control 39% of the nations wealth⁽²⁾.

Convenient foods formulated and marketed to address medical issues linked to ageing, such as osteoporosis, cancer, nutritional deficiencies, diabetes and heart disease will continue to enjoy increased demand.

Products manufactured using Nu-Soya[®] grits, flakes and flour can be targeted at this fast growing, health conscious market.

- Soy products are universally known to be good for the heart and cardiovascular system. In the US, the evidence was enough for the FDA to approve a health claim in 1999 stating, "25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of coronary heart disease"⁽³⁾. The UK's Joint Health Claims Initiative approved a similar health claim in 2002⁽⁴⁾.

- Nu-Soya[®] provides the opportunity to develop specific bone health products targeted at osteoporosis. Consumption of the protein and isoflavones naturally occurring in soya beans has been shown to increase and/or maintain bone mineral content and bone mineral density^(5,6,7).
- Research on soy and breast cancer prevention is one of the most active research areas today. Soy isoflavones are chemically similar to naturally occurring and synthetic forms of estrogen. Research suggests that soy isoflavones are able to mimic some of estrogen's functions and play a part in reducing the unfavourable responses in breast tissue that may increase the risk of cancer⁽⁸⁾.
- Nu-Soya[®] is naturally low GI (Glycemic Index) maintaining a low GI diet may be the most important dietary factor in preventing type 2 diabetes⁽⁹⁾.
- To maintain strength in older age it appears that an increase in protein can assist^(10,11). Nu-Soya is a good source of high quality protein and contains a wide range of other nutrients such as B-group vitamins, iron, calcium and potassium to help sustain nutritional fitness.

Nu-Soya[®] is ideally placed as a highly nutritious, all natural, whole soy bean product which can easily assist in blending the right functionality with a winning message.

Why **develop** products using Nu-Soya[®]?

Why develop products using Nu-Soya[®]? Nu-Soya[®] is a product developer and marketer's dream. The absence of the characteristic "beany" soy flavour enables this whole soy product to be used in a wide range of applications at higher addition rates than previously thought possible.

What's new about Nu-Soya[®]? It's all about the taste. Everyone knows that soy products are good for you, but who wants all their food to taste like tofu? Many of us simply expect more and won't trade off taste for health. Now you and your customers can look after your health with whole soy goodness and still keep your taste buds tantalised.

Nu-Soya[®] is all about taste! Nu Soya[®] whole soy flour is free of the strong 'beany' flavour usually associated with traditional soy flour, thus allowing increased dosage/addition levels with reduced costs.

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