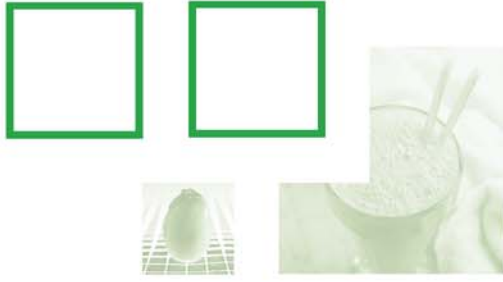


Whole soya bean **goodness**...without the “beany” taste!

Heart **healthy** foods!

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!

Heart **healthy** foods!

Soy products are universally known to be good for heart health and the cardiovascular system in general:

- Epidemiological studies have consistently shown that populations with traditionally high soy consumption (e.g. Japan & some other Asian countries) have a correspondingly lower incidence of cardiovascular disease ⁽¹⁾.
- In the US, the evidence was compelling 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.”
- The UK’s Joint Health Claims Initiative approved a similar health claim in 2002.

While similar health claims are not yet possible in Australia, New Zealand and Asian markets, soy has a high heart health awareness level with consumers. In addition, structure and function labelling statements are possible. **(e.g. as part of a balanced diet, low in saturated fat, foods high in soy protein help to maintain a healthy heart).**

Further, as reported in the New England Journal of Medicine ⁽²⁾, soy protein has been shown to reduce triglycerides and overall cholesterol levels, specifically increasing HDL “good” cholesterol and lowering LDL “bad cholesterol”. Such improvements in blood lipid profile are unanimously recommended by Heart Foundations the world over ⁽³⁾. To cap off the heart health benefits, Nu-Soya[®] is also rich in anti-oxidants, such as vitamin E.



“...as part of a balanced diet, low in saturated fat, foods high in soy protein help to maintain a healthy heart.”

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.

References

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- (3) Erdman, JW Jr. AHA Science Advisory: Soy protein and cardiovascular disease: A statement for healthcare professionals from the Nutrition Committee of the AHA. *Circulation.* 2000;102(20):2555-9.
- (4) USDA (United States Dept. of Agriculture), U.S. Soybean Inspection, January 2001, www.usda.gov/gipsa/reference-library/brochures/soyinspection.pdf

Definitions

- (1) “Whole soya beans / flour” terms are based on USDA definitions and are interchangeable with “full fat soya beans / flour”⁽⁴⁾.

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