

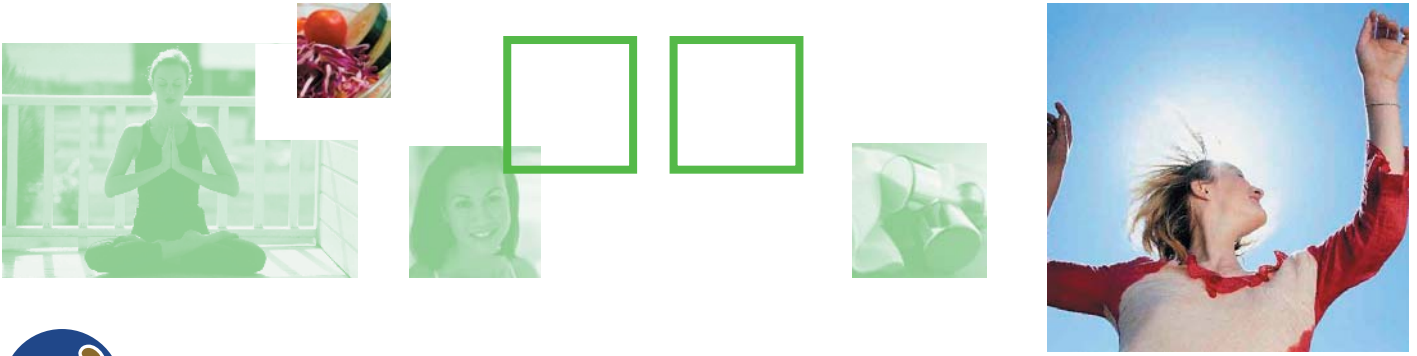


Whole soya bean **goodness**...without the "beany" taste!

Women's health **wonders!**

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.



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Women's health **wonders!**

Many women are interested in healthy eating; food products developed and marketed to highlight health benefits have always performed well with this discerning market segment.

Soy deserves its healthy image, not only is it low carb, low GI and good for the heart, research also suggests that it can provide positive health benefits for menopausal women and contribute to reduced risk of breast cancer and osteoporosis^(1,2,3,4).

- Soy isoflavones are one of the most widely studied natural products targeting menopausal women. Research has also revealed that isoflavones have a potential to protect against heart disease and osteoporosis^(1,2,3).
- Soy protein is also likely to favorably affect bone health. Women consuming more soy protein and less animal protein have been shown to have reduced bone loss⁽⁴⁾.

- Breast cancer is a growing and very real threat to women. It is the most common form of cancer in women followed by colon cancer⁽⁷⁾. Population studies and research on mechanisms of action indicate a positive role for soy in reducing the risk of some cancers, particularly colon cancer and those that are hormone-dependant such as breast cancer⁽⁸⁾.

There are benefits of soy in early life too. A lower risk of breast cancer has been associated with women who consume soy foods on a regular basis in adolescence and continue into adulthood⁽⁹⁾.

- Many women are now searching for 'natural' alternatives to medications in menopause. Soy based foods are one category of natural, wholesome foods which have real scientific evidence to support their use⁶.

Nu-Soya[®] presents a range of minimally processed, whole bean, low GI soy flour, grits and flakes ideally suited to food manufacturers interested in developing a range of products targeted at this health conscious market.

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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