



A Natural Choice for Comfortable Days & Nights during Menopause

ADM's Novasoy® soy isoflavone concentrates deliver the highest level of extracted genistein, an ingredient important for maximum relief of hot flashes. As 6,000 women reach menopause every day, many will prefer more natural treatment alternatives. Adding Novasoy® to products that are part of a daily wellness plan can provide women with more comfortable days and nights during menopause. ADM powers you with a solution to provide functional benefits combined with effective formulation, taste and texture.

COMPLEMENTING MOTHER NATURE

ADM's proprietary isoflavone extraction process provides a result similar to how it's done in nature. The ratio of isoflavones that ADM can extract reflects those of soy foods, and is differentiated from other concentrations on the market, resulting in a more effective product. Our product development team helps in formulating health-forward, consumer-focused solutions across food, beverage and dietary supplements. When our solution is added to your nutritional bars, beverages or meal replacement products, it could help you eclipse your competition and capture more market share.

125
supplement brands are already using Novasoy® as a natural alternative to hormone therapy

27
million women experience menopause each year¹

Soy isoflavones greatly reduce estrogen depletion that may lead to better calcium retention in postmenopausal women²

¹American Congress of Obstetricians and Gynecologists

²American Journal of Clinical Nutrition, "Impact of equol-producing capacity and soy-isoflavone profiles of supplements on bone calcium retention in postmenopausal women: a randomized crossover trial," September 2015



More than Skin Deep

Soy isoflavones selectively bind to estrogen receptors. Novasoy® helps regulate women’s perceived temperature during menopause. Additional science for isoflavones has shown that plant-based Novasoy® can also provide benefits such as improved skin health. Peel back the layers and you’ll see studies that show soy isoflavones improve arterial health by keeping arteries flexible.



ISOFLAVONE’S FUNCTIONAL BODY BENEFITS ARE BACKED BY NUMEROUS SCIENTIFIC STUDIES THAT PROVE IT CAN:

REDUCE HOT FLASH SEVERITY AND FREQUENCY³

SHOWN TO PROMOTE SKIN HEALTH, IN PRELIMINARY STUDIES⁴

SHOWN TO HELP BONES RETAIN CALCIUM, IN PRELIMINARY STUDIES⁵

KEEP ARTERIES FLEXIBLE⁶

³Menopause, “Extracted or synthesized soybean isoflavones reduce menopausal hot flash frequency and severity: systematic review and meta-analysis of randomized controlled trials,” July 2012

⁴Dermatoendocrinology, “Estrogens and aging skin,” April 2013

⁵The American Journal of Clinical Nutrition, “Impact of equol-producing capacity and soy-isoflavone profiles of supplements on bone calcium retention in postmenopausal women: a randomized crossover trial,” September 2015

⁶Arteriosclerosis, Thrombosis, and Vascular Biology, “Isoflavones reduce arterial stiffness: a placebo-controlled study in men and postmenopausal women,” June 2003

STICKS AND STONES AND STRONG FOR BONES

Did you know? A quarter million women are affected by osteoporosis in America. Novasoy® aids in maintaining post-menopausal bone health. In fact, research in nutrition science shows women who take a daily oral supplement of 50mg of soy isoflavones benefit from maximum genistein intake which improves bone calcium retention.

More Applications, More Benefits

ADM's high-quality, reliable supply chain, dependable customer service, and expertise in taste, nutrition and functionality makes Novasoy® a great additive for use in these on-trend applications:



CLAIMS AND CERTIFICATIONS:

GRAS

NON-GMO

CLEAN LABEL

GLUTEN-FREE

KOSHER CERTIFIED

NOVASOY® 400	NOVASOY® 650
#152-400	#152-650
40% Min Isoflavone content Good for nutritional bars, nutritional beverages, and adult meal replacements	65% Min Isoflavone content Good for nutritional bars, nutritional beverages, and functional foods

*Non-GMO: Products manufactured from crops that are traditionally non-GMO.

ADM DELIVERS FOR YOU

With the broadest portfolio of health & wellness products and solutions and the expertise to craft them into delicious foods, ADM helps our customers meet the evolving functional nutrition needs of the most discerning consumers. With our vertically integrated supply chain to ensure the reliability and availability of high-quality products and our dependable customer service, you get what you need, from start to finish.

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