CLINICAL RESEARCH: In a 3-year clinical study, erythritol was superior to sorbitol and xylitol at:

- Reducing the risk of dental caries
- Reducing dental plaque
- Reducing Streptococcus mutans in saliva and plaque

ERYTHRITOL ENABLES PRODUCT INNOVATION WITH COMPELLING CONSUMER BENEFITS

Zerose® erythritol
Better Tooth Protection™

- Natural* bulk sweetener
- Zero calories
- Looks and tastes like sugar
- Highest digestive tolerance of all polyols
- Non-cariogenic, helps prevent tooth decay

CONSUMERS EXPRESS STRONG INTEREST IN PRODUCTS OFFERING BETTER TOOTH PROTECTION™

In a proprietary research study conducted by Cargill, consumers showed strong appeal, purchase intent and switching potential for oral care and confectionery products made with the benefits of Zerose® erythritol.

PRODUCT CONCEPTS RESULTED IN POSITIVE CONSUMER COMMENTS*

"I would give me peace of mind."
"I want to be able to protect my teeth."
"I wouldn't worry about taking my kids to the dentist for dental problems as often."
"It would benefit my children's teeth and help provide for a better smile."
"I think it will help keep her teeth more healthy and help avoid cavities."
"I want it to help keep my teeth healthy."

To learn more about our clinical and consumer research studies, contact pam_stauffer@cargill.com

*Actual verbatim responses from research respondents during open-ended conversation.