

Zerose® erythritol

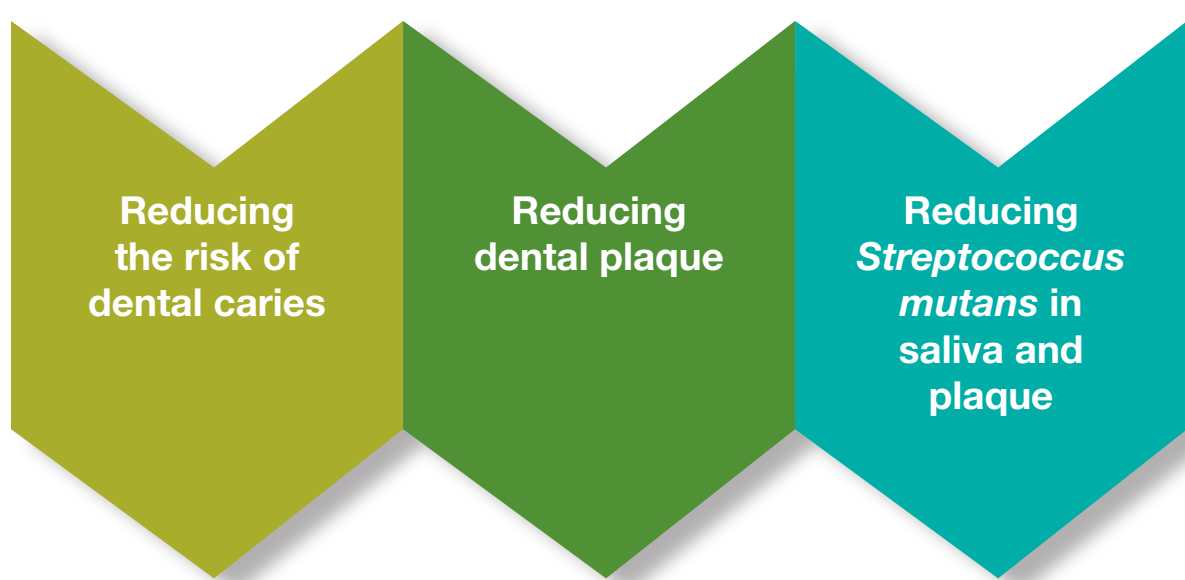
Better Tooth Protection™

ERYTHRITOL ENABLES PRODUCT INNOVATION WITH COMPELLING CONSUMER BENEFITS



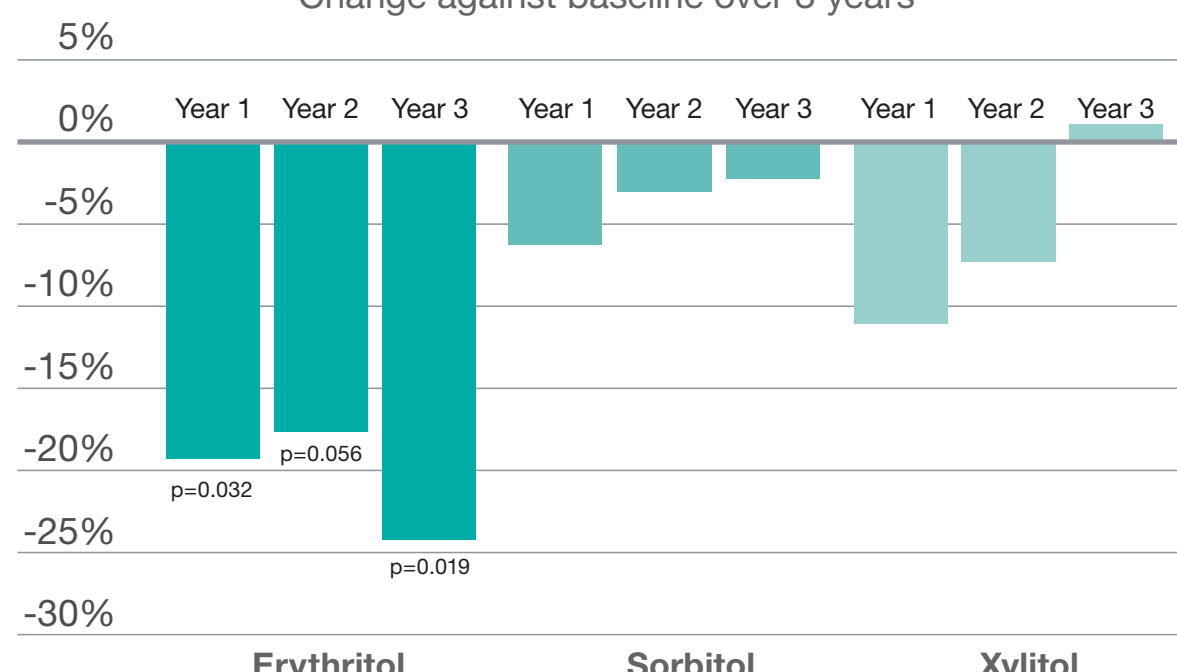
- Natural* bulk sweetener
- Zero calories
- Looks and tastes like sugar
- Highest digestive tolerance of all polyols
- Non-cariogenic, helps prevent tooth decay

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



DENTAL PLAQUE WEIGHT

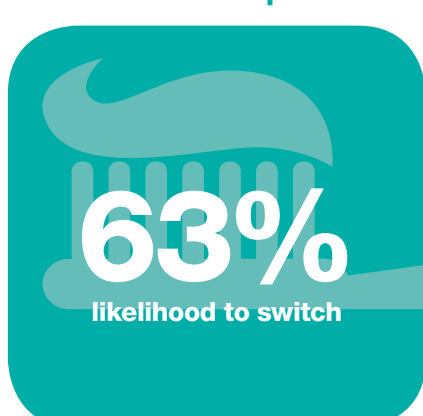
Change against baseline over 3 years



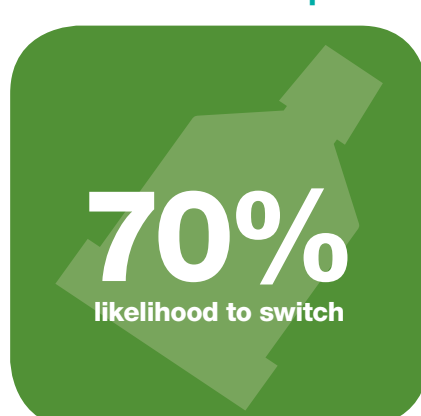
CONSUMERS EXPRESS STRONG INTEREST IN PRODUCTS OFFERING *BETTER TOOTH PROTECTION™*

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.

Adult Toothpaste



Children's Toothpaste



Gum



Fruit Chews



PRODUCT CONCEPTS RESULTED IN POSITIVE CONSUMER COMMENTS*



* Actual verbatim responses from research respondents during open-ended conversation regarding reaction to product concepts with the dental benefits of Zerose erythritol.

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

* FDA has not defined natural. Contact Cargill for source and processing information. The labeling, substantiation and decision making of all claims for your products is your responsibility. We recommend you consult regulatory and legal advisors familiar with all applicable laws, rules and regulations prior to making labeling and claims decisions, including decisions regarding natural claims.

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