

Supporting diabetic consumers with dairy protein solutions

What is diabetes?

Diabetes is a serious condition that occurs when there are **raised levels of sugar (glucose)** in a person's blood. This happens because the body either can't respond to, or produce enough, insulin to **convert glucose to energy**.

A growing global issue

3X

Globally, the number of adults living with the condition has **more than tripled** in 20 years

60%

of cases are based in **Asia**

51%

diabetes cases are expected to **grow by 51%** globally

74%

diabetes cases are expected to **grow by 51%** in Southeast Asia

153M

people living with diabetes in this **subregion alone**

But there are ways to manage diabetes...



90% of cases worldwide are type 2 diabetes.



Type 2 diabetes is often caused by lifestyle factors. But it can also be managed with positive lifestyles change, such as **diet and exercise**.



Dairy proteins can play a role in helping manage the condition day-to-day.



Studies show that dairy protein can...

- Lower the body's glycemic response to a meal.⁴
- Increase the body's post-meal insulin response, lowering rises in postprandial blood glucose.^{5,6}
- Build muscle mass, improving body composition, and glucose-insulin metabolism.⁷
- Increase satiety⁸, which can support weight loss.
- And help reduce the risk of developing type 2 diabetes.^{9,10}

Supporting diabetic consumers with the right products

Many consumers with diabetes find it hard to change their diets. They want tasty and convenient products to help them manage their health. In fact...

57% of consumers with diabetes prefer the idea of **everyday food products** to support their blood glucose levels, over meal replacements and medicines.¹¹ To help manufacturers respond to this need, we have developed four product concepts, built on our innovative dairy proteins, that are **delicious... can be consumed on the go... and have a low GI (glycemic index)**.



Convenient breakfast beverage

...using Excellion™ Magnesium Caseinate S



Optimal support shake

...based on Nutri Whey™ Isolate Instant, Vana Sana® EPA/DHA, and Biotis™ GOS prebiotic

Low GI yogurt drink

...leveraging Textrion™ Progel 800



Low GI protein cookies

...using Excellion™ EM9 and Nutri Whey™ 800F



Discover how FrieslandCampina Ingredients can help you unlock opportunities to support diabetes management at www.frieslandcampinaingredients.com

References

1. International Diabetes Federation, IDF Diabetes Atlas. 9th edition. 2019.
2. Ibid
3. Ibid
- 4.

5. Riazzi et al, 2015.
6. Frid AH, et al, 2017.
7. Jäger R, et al, 2017.
8. Mignone et al, 2015.
9. Alvarez-Bueno C, et al, 2019
10. Kaleris M, et al, 2013.
11. FMCG Gurus, 2019

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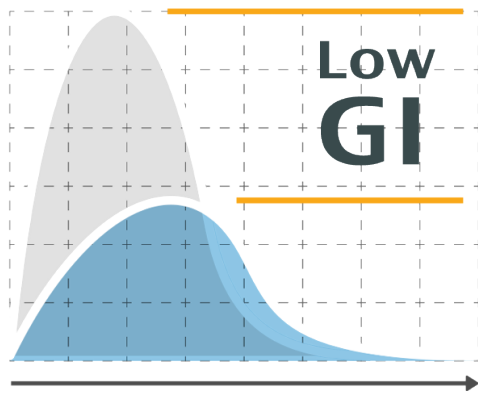


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