

# 2024: New Product Competition

## Developing Innovative, Dairy-Based Products for Health & Wellness Consumers

The statements made and information provided in the current and subsequent slides are based on consumer insights and cannot be used to make product claims. Claims must be truthful and not misleading, supported by scientific data and aligned with regulations in the current marketing environment.



## **DISCLAIMER**

***THE USE OF BRANDS AND IMAGES OF BRANDED PRODUCTS IS INTENDED ONLY TO PROVIDE EXAMPLES OF CONCEPTS BEING DISCUSSED, AND DOES NOT IMPLY ENDORSEMENT OF ANY BRAND OR PRODUCT***

# 2024 New Product Competition

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Develop a modern, dairy-forward product for the “Systems Supercharge” consumer focused on:

- Digestion
- Immunity
- Joint Health/Mobility
- General Health

Your innovation may target any or all of the health and wellness conditions above.

For more details, see competition rules and guidelines here: <https://www.usdairy.com/research-resources/new-product-competition>



# Target Consumer:

Who are you designing an innovative, dairy-based product for?

## The “Systems Supercharge” Consumer:

“With all the health challenges my body encounters in the world, I need to make sure that I am prepared to stay healthy and ready to face each day. Using food and beverage to proactively manage my gut health and immune system saves me from experiencing sickness or other ailments in the future.”



Source: DMI Strategic Intelligence

Note: This information provides consumer insights and cannot be used to make product claims. See disclaimer on first slide.

# Target Consumer:

## What are they looking for?

The “Systems Supercharge” consumer’s primary benefits to deliver:

Digestive Issues	Immunity (Preventative)	Joint Health/Mobility	General Health
<ul style="list-style-type: none"><li>Improve gut health</li><li>Keep bowel movements regular</li><li>Prevent indigestion</li><li>Prevent bloating</li></ul>	<ul style="list-style-type: none"><li>Help keep immune system strong</li><li>Help body absorb nutrients</li></ul>	<ul style="list-style-type: none"><li>Keep joints healthy</li><li>Reduce joint pain</li><li>Help improve mobility</li></ul>	<ul style="list-style-type: none"><li>Help organs function properly</li><li>Reduce inflammation</li><li>Promote cellular health</li></ul>



### Dairy + the System Supercharged consumer?

Visit [usdairy.com/dairy-nutrition](https://usdairy.com/dairy-nutrition) to see how dairy plays a role in these health and wellness benefit areas consumers are looking to treat and/or prevent.

Source: DMI Strategic Intelligence

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# Target Consumer:

What are they looking for from food and beverages?

## Top Foods & Beverages Consumed :



**Top Product Attributes:** While taste is always key, nutritional value and quality of ingredients are even more important to the “Systems Supercharge” consumer.



Source: DMI Strategic Intelligence

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# In-Market Examples > Dairy-Based

See bottom of page for link to product websites.



Source: [Good Culture](#), [Actimel](#), [eo3](#), [Super Frau](#), [Biotiful Gut Health](#)

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# In-Market Examples > Outside of Dairy

See bottom of page for link to product websites.



**BLISSFULLY TASTY  
DAILY DIGESTIVE  
HEALTH SUPPORT**

A perfect way to start your day or enjoy as a mid-day refreshing treat that promotes a happy, healthy gut.

**4g** PLANT-BASED FIBER  
4g Plant-Based Fiber supports Digestive Health

Immunity and Digestion Support

No Added Sugar\*, Naturally Sweetened

Excellent Source of antioxidant Vitamin C



Source: [Olipop](#), [Dole](#), [Arnold](#), [Supergut](#)

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- Consumer perception of different product “benefits” may differ from the scientific and regulatory views.

For example:

- The regulatory definition of “energy” is calories (food energy).
- The regulatory definition of “healthy” is defined. Additionally, FDA is providing enforcement discretion here.
- “Natural”/“All Natural”/“Made With Natural Ingredients” is not defined, but is being reviewed by FDA. A cautious approach is recommended.

- Products in the marketplace convey “benefits” in a variety of ways including by product name, ingredients or images.

Therefore

- ✓ Substantiation of product benefits must include support for all express and implied claims
- ✓ The substantiation must be truthful and not misleading and include a review of the totality of the scientific evidence and reflect the strength of the science at the time the claim is made
- ✓ Substantiation may include proprietary (non-public) research results
- ✓ It is advisable to seek the advice of counsel before making claims
- ✓ For further considerations, please see this [link](#)

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