

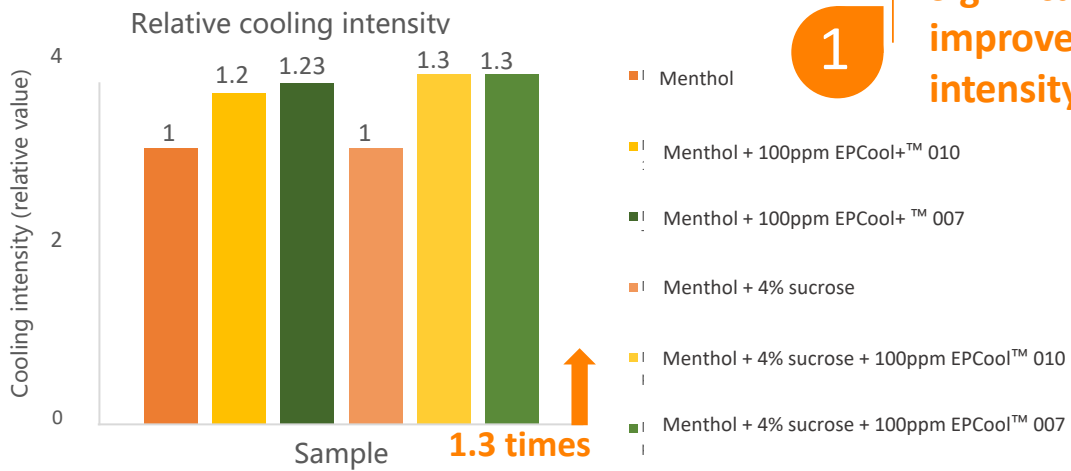
EPCool+™

--New generation menthol bitterness masking, coolness enhancing; sports drink de-salty taste natural modulator

- Solving strong volatility, short coolness persistency, unpleasant bitterness & spicy taste challenges of natural menthol.
- Enhances coolness and reduces salty taste in sports drinks.

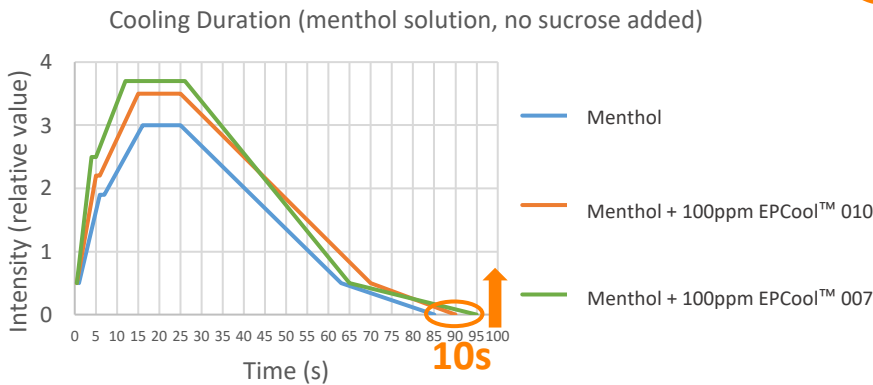


EPCool+™ performance

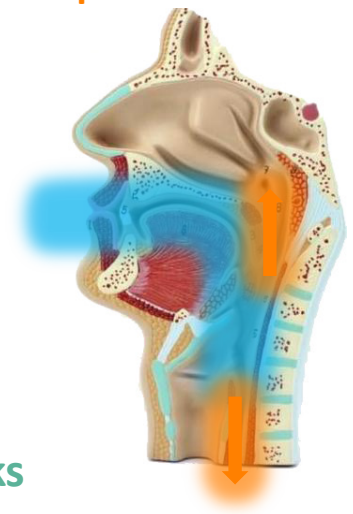


1 Significantly improves cooling intensity

2 Significantly prolong cooling duration



3 Expand the coolness perception area



4 Reduce salty taste in sports drinks

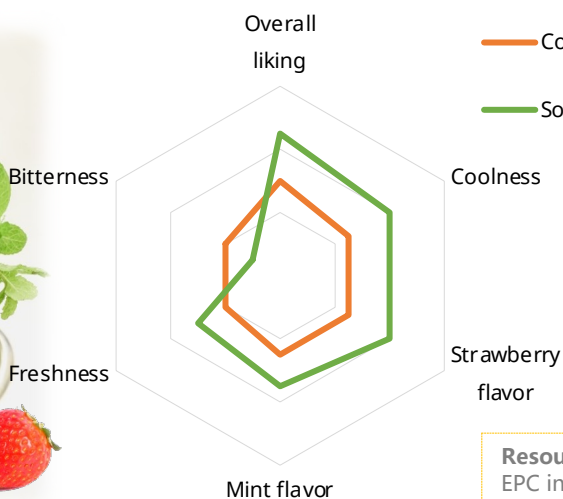
5 Enhances peppermint flavor and overall liking

6 Masks bitterness and unpleasant spicy of menthol



Application-Strawberry flavored sugar-free peppermint tablet candy

(Sweetener: sucralose, aspartame, Sorbitol)



Enhance menthol coolness, prolong coolness duration, expand coolness perception area (till trachea and lungs)

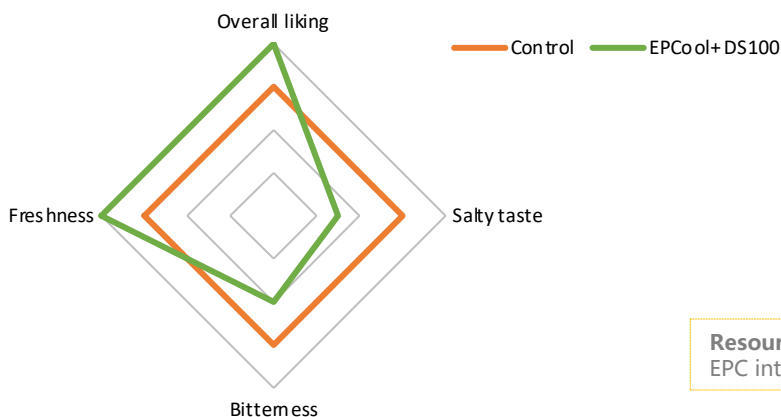
Improve peppermint flavor

Masks bitterness of peppermint

Enhance strawberry flavor

Resource: EPC internal sensory test	Panel number: 12	Method: Blind test
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Application-EPCool+™ DS100 De-salty taste to lemon flavored sports drink



De-salty taste

Mask bitterness

Improve mouth contracting

Increase overall liking

Resource: EPC internal sensory test	Panel number: 12	Method: Blind test
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EPCool+™ Product portfolio

Value	Product	Performance						Scenario	Rec. dosage	Remark
Menthol natural optimizing	EPCool+ 010	Coolness enhance ★★★★☆	Coolness prolong ★★★★☆	Coolness area expand ★★★★☆	Bitterness masking ★★★★☆	Mint flavor boosting ★★★★☆	Improve mouth coating ★★★★☆	<ul style="list-style-type: none"> Peppermint (fruity flavored) confectionary, Peppermint flavored beverage, Oral products, Cooling ointment 	100-150 ppm	Enhancing coolness perception, also boosting peppermint and other flavor (e.g. fruity flavor), harmonize the overall flavor and improving full-bodied mouthfeel in food and beverage.
	EPCool+ 007	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆			
Sports drink De-salty	EPCool+ DS100	Enhance coolness, working toward the ion channel of the olfactory bulb, to reduces the sensitivity of taste buds to salt; Significantly reduces the salty taste of sports beverages without decrease salt dosage						Sugar reduced/ Sugar-free sports drink	0.1%	/

