

iEat; Foods for recovering eating function

**-“iEat” brings “the pleasure of eating”
to the Elderly for “Active Aging”-**

EN Otsuka Pharmaceutical Co., Ltd.

October 23, 2014

Tokyo

Corporate Philosophy at Otsuka

Otsuka—people creating new products
for better health worldwide

These words embody our commitment to:

- Creating unique innovative products
- Improving health and well-being
- Contributing to the lives of people worldwide

Nutraceuticals



Pocari Sweat



CalorieMate



Oronamin C



SOYJOY

Consumer products



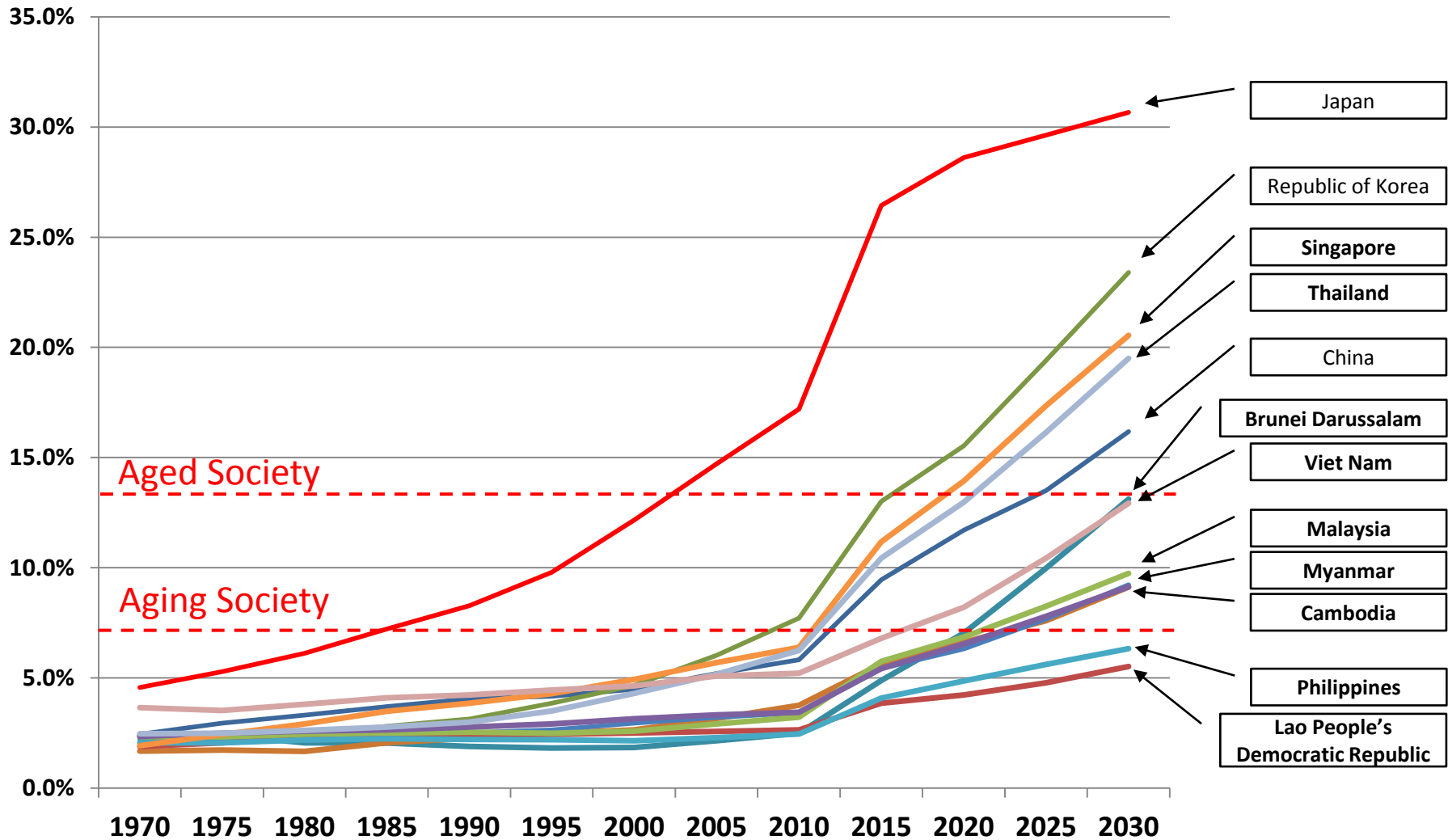
Crystal Geyser



Bon Curry

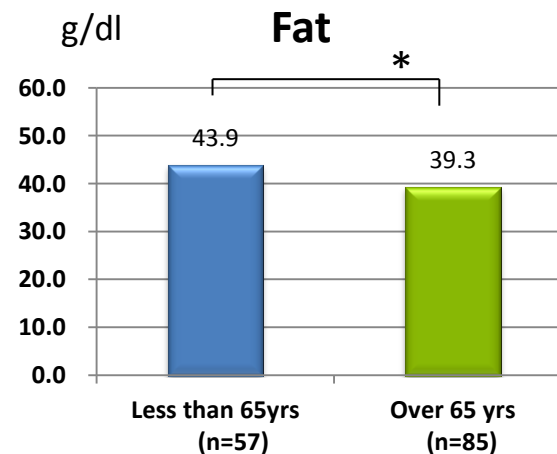
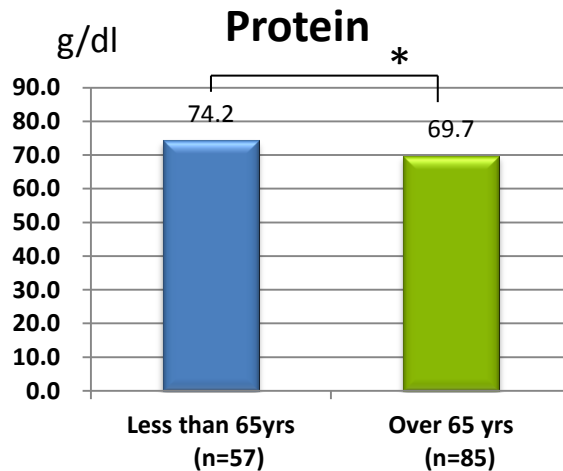
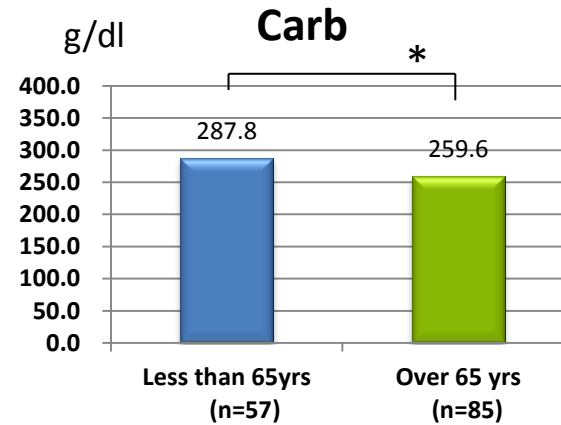
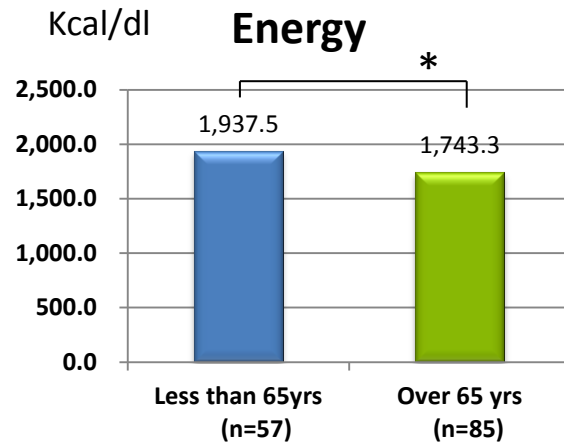
Population aging rate in ASEAN

ASEAN countries also come close to “Aging or Aged Society”



Food intake and the Elderly

The Elderly take lower amount of energy in compared with non-Elderly.

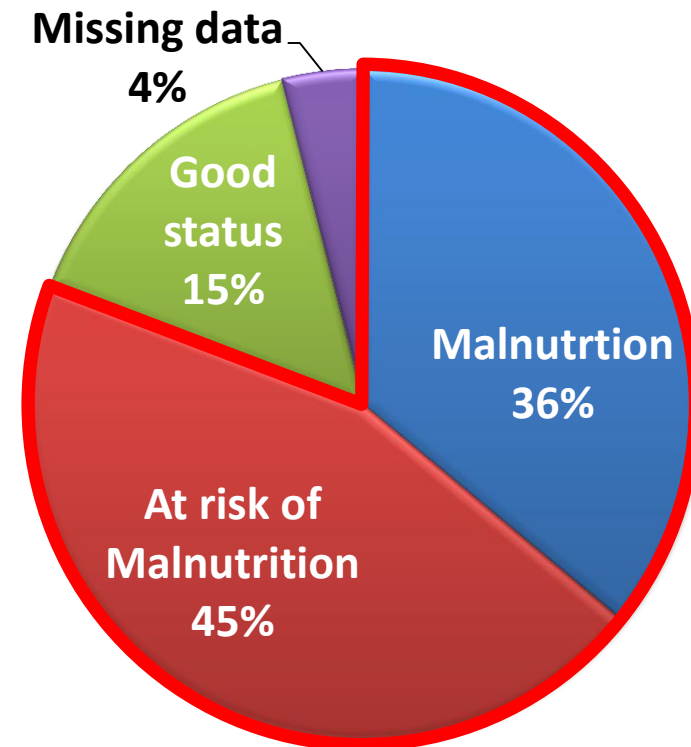


The bar charts are made from Dr H. Tanaka's data at "Digestion and Absorption 2006; 29(1) : 97-101"

Nutritional Status of the Elderly at Home care setting

a) About 80 % of patients are at Malnutrition or risk of Malnutrition

- ❑ Subjects: 990 of patients at home care setting in Oct 2012
- ❑ Assessment method:
Mini Nutrition Assessment Short Form (MNA-SF)

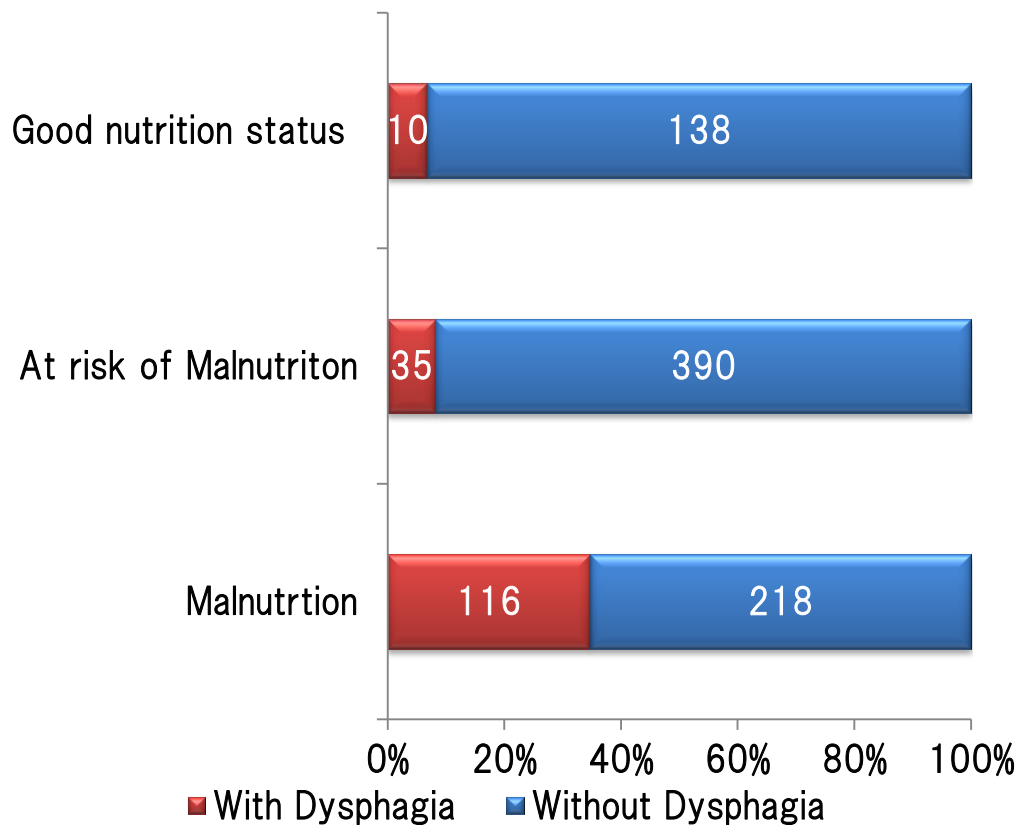


Reference: Rika Ohtsuka et al; Association between nutritional status and feeding condition on Japanese elderly receiving home care, Journal of Nutrition, Health & Aging, Vol. 17, Supplement 1, S824, 2013
Research Organization: National Center for Geriatrics and Gerontology, Japan
This survey was conducted under the Health and Welfare Bureau for the Elderly in Ministry of Health, Labors and Welfares

Nutritional Status of the Elderly at Home care setting

b) Malnutrition may lead to Dysphagia

MNA-SF



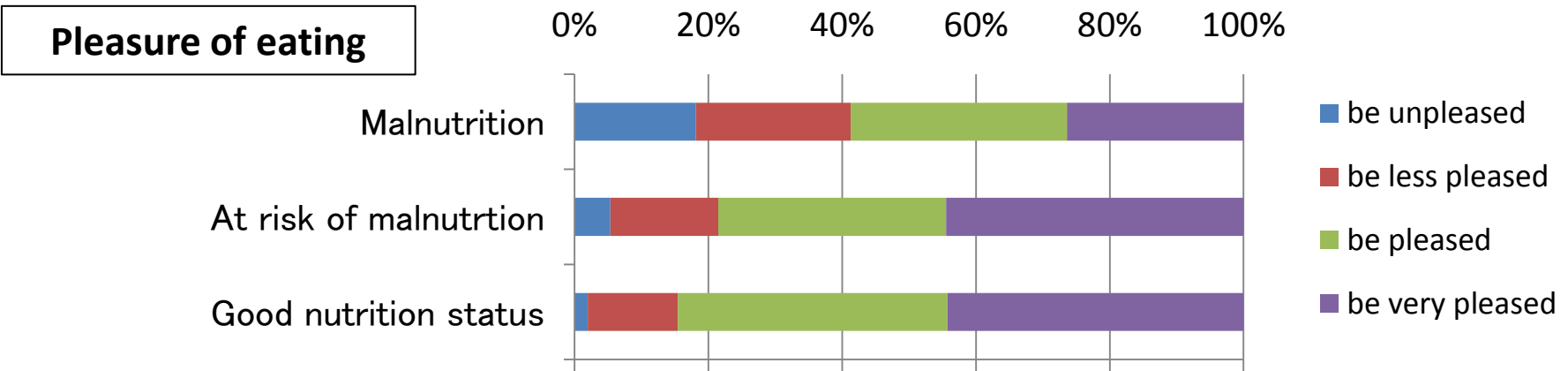
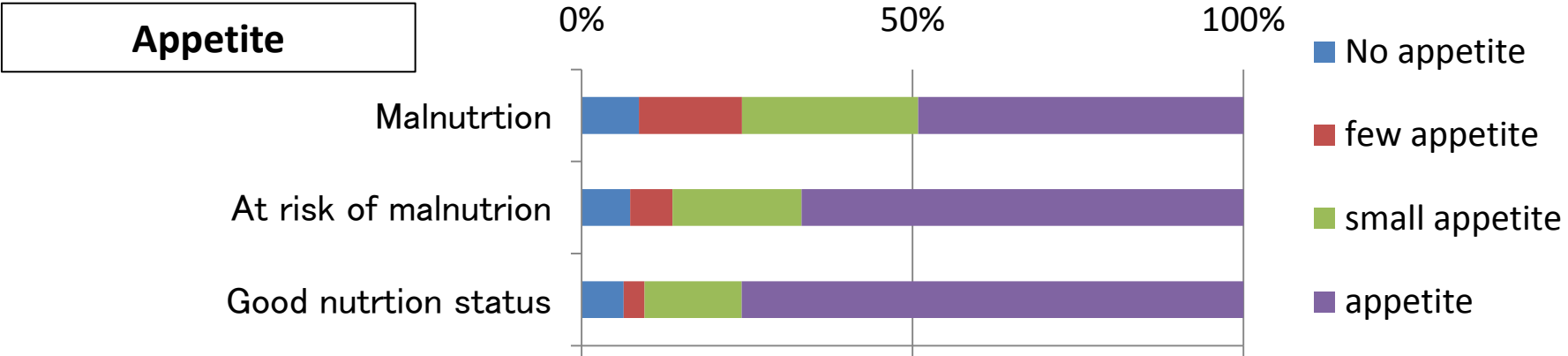
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Nutritional Status of the Elderly at Home care setting

c) The elderly who have “appetite” or “pleasure of eating” may have better nutritional status

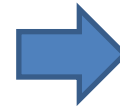


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For having the pleasure to eat

Blender diets

Simmered
yellowtails
with radishes



あいーと “iEat”



Braised
Chicken and
vegetables



Simmered
potatoes and pork



Product Concept and Word Origin

Foods designed especially for recovering eating function

For support of a) eating function and b) nutrition intake at people with difficulties in having regular foods



iEat®

Word origin: “I eat”

Providing with “pleasure to eat”, as well as “active aging”



Menu of iEat ①



Salt-grilled salmon



Salt-grilled mackerel



Yellowtail
in Teriyaki sauce



Salmon in Teriyaki
with Yuzu citron



Red-fleshed fish
unsalted grilled with
vinegar



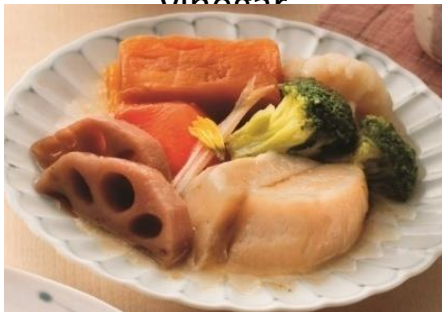
Simmered yellowtail
with radish



Simmered mackerel
in miso



Grilled Spanish
mackerel in Yuan style



Simmered Scallop and
vegetable with thick



Grilled Scallop
with garlic butter



Shrimp gratin



Simmered shrimp
with chili source

Menu of iEat ②



Simmered vegetables
with consommé



Braised vegetable



Simmered seaweed
with vegetable



Braised potato with
Yuzu



Simmered chicken and potatoes
with Butter soy source



Braised chicken and
vegetables



Grilled chicken
with soy and flavor



Braised Breast chicken
with soy and sweet



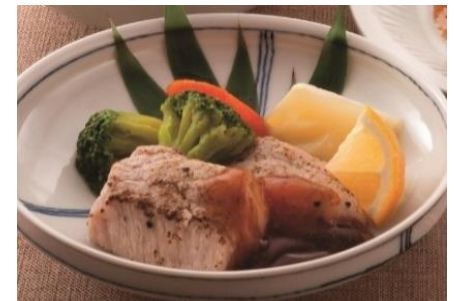
Steamed Pork
with sweet and sour



Sweet and spicy
pan-simmered pork



Braised pork



Salt-grilled pork
with Ponzu source

Menu of iEat ③



Grilled beef
with oyster source



Grilled beef



Steamed Potato and
pork



Ginger pork



Sukiyaki



Cream stew



Hamburger



Simmered beef
with red wine



Beef curry



Bamboo shot rice



Chestnuts rice

Menu of iEat ④



Chicken Curry



Steamed rice



Vegetable and seafood
sushi



Pork Ball in pork belly soup



Codfish stew



Spanish mackerel
with bean chili source

Food tasting



Ginger pork



Salt-grilled salmon



Braised vegetable



Sukiyaki



Grilled Scallop with
garlic butter



Steamed rice