

### **Ingredient Branding: A Successful Strategy to Grow Your Brands, Sales and Profits**

Computers, soft drinks and frying pans: what do these have in common? More than you might think. You have probably used or seen PC computers with Intel Inside<sup>®</sup>, diet soft drinks sweetened with Splenda<sup>®</sup> and cookware made with Teflon<sup>®</sup>. These key ingredients - Intel, Splenda and Teflon - are also their own brands and provide meaningful and proprietary benefits to the overall product, strengthen its image and increase differentiation by offering a distinct characteristic that competitors cannot offer.

The companies behind these products promote the ingredients to provide added value and enhance the image and quality of the host brand. This marketing strategy is called "ingredient branding."

Vystar<sup>®</sup> Corporation has created a robust ingredient branding program designed to support you in growing your brands and selling products made with Vytex<sup>®</sup> Natural Rubber Latex (NRL). A key component of our program is **Vystar Professional Support<sup>SM</sup> (VPS)**, which enhances your brand by providing a broad menu of technical, regulatory and marketing support options tailored to your specific needs. Vystar is the only supplier of natural rubber latex offering this higher level of support for our customers.

Vytex NRL is well positioned to be the value-added ingredient for many latex-based products. Its ultra low protein, reduced non-rubber formulation provides numerous end-user benefits as well as production enhancements and cost savings potential for the manufacturer.



Created by Nature. Recreated by Science.<sup>®</sup>

#### **Technical**

Our global team of scientists, technical advisors and manufacturing specialists can provide technical expertise to address diverse customer needs, ranging from initial evaluation and trials to full integration and commercialization. We continually invest in the future of Vytex NRL as the industry standard for natural rubber latex through ongoing research and development and rigorous testing.

#### **Regulatory and intellectual property (IP)**

Navigating the complex regulatory environment for medical device clearances can be challenging. Our experienced team offers regulatory and IP support to manufacturers branding with Vytex NRL, making the regulatory path easier and creating asset value through sound IP licensing practices. With more than 20 years of regulatory experience in the healthcare and technology sectors, we can assist with testing, claims, filings and reporting for new medical device clearances and approvals, including U.S. Food

and Drug Administration's 510(k) and Europe's Medical Device Directive (MDD).

In 2009, Vystar's regulatory team netted two 510(k) approvals for our participating manufacturers, including the first and only antigenic protein claim of less than  $2 \mu\text{g}/\text{dm}^2$  on the market today for a latex condom.



### Marketing

A key hallmark of a successful ingredient branding program is the ingredient itself - it must meet the important needs of the end-user and make the ingredient brand highly recognizable. Vystar has implemented an active public relations campaign to build Vytex NRL brand awareness among consumers, clinicians, manufacturers and influencers. By building end-user familiarity with the Vytex NRL brand and its unique benefits, we can create and drive demand for your products made with Vytex NRL.



Our ongoing PR effort secures articles in key global business, consumer and trade publications and websites including *BusinessWeek*, *Healthcare Purchasing News*, *Rubber Asia* and *Medical Design Technology*.

In addition, we continue to develop strong strategic partnerships with key advocacy groups such as American Latex Allergy Association (ALAA) and AID Atlanta to further advance consumer awareness of Vytex NRL.

We stay in front of the public through our frequent presentations at leading industry conferences and associations around the globe, including Smither's RAPRA Latex 2010 conference in Amsterdam this March.

Through extensive digital marketing activities including website content management, search engine optimization (SEO) and coverage on external Web sites such as [Wikipedia](#) and [ALAA's Web site](#), we continue to cultivate and educate new end-users every day.

Are you interested in learning more about Ingredient Branding or Vystar's VPS program? [Click here](#) to contact your Vystar representative to learn how Made with Vytex and Vystar's cutting-edge customer support can boost your brand's image and drive more sales and profits for your company.