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Nutraceuticals & Development Services (NDS) strengthens its management and accelerates the launch of its flagship product, a streamlined solution to reduce the salt content of foods

Paris, 11 December 2009.

Created in 2003, this dynamic young company completed in 2008 the development of its first product: an innovative salt substitute that perfectly meets the expectations from both the food industry and public health policies in the aim to reduce the cardiovascular risk.

In June 2009, **Seventure Partners**, one of the most specialized European venture capital investment firms, provided NDS with significant funding, and thus confirmed its leadership in financing innovation in the healthy food industry.

Today, **NDS** continues accelerating the launch of its first product, strengthening its team with three new experienced managers. **William Caly**, founder of the company, retains the direction of research and production, and surrounds himself with skills required for this new phase of the company development. **Mario Para**, previously CFO with several industrial and consumer services companies, was appointed CEO. He will be assisted by a senior director, **Pierre Rimbaud**, MD, who has accumulated over twenty years of consulting experience in marketing and communication in healthcare products and service. **Jean-Luc Treillou**, PharmD is appointed as business development officer; he has accumulated a significant international experience in industrial operations management in several pharmaceutical and food supplements companies.

A team with complementary skills is now assembled to attract and convince new industrial partners to implement the NDS solution in their production processes, in the aim of reducing the amount of sodium in processed foods. This salt substitute provides a blend of minerals that embeds easily into manufacturing processes, while preserving the organoleptic qualities of foods. It is already present in a variety of ready-made dishes under the Monoprix brand, in Valansot cured meats and has already been adopted by a great number of local bakeries, and will soon be used by leading industrial bakers.

NDS ambitions to promote the widespread usage of sodium reduction best practices in food, to meet the requirements of health authorities in all countries and for the sake of offering the highest benefits to end users



Entrepreneurs
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About Nutraceutics D&S

Nutraceutics D&S is a young company based in Vichy (France) and dedicated to the development, production and marketing of innovative ingredients for healthy nutrition. Its first product is an optimised substitute for salt, dedicated to industrial and artisanal food processors, that allows them, without compromising their production processes, to obtain products with preserved organoleptic characteristics, eligible to the claim "Reduced salt content" and conform to the expectations from both consumers and public health authorities. The first markets targeted are industrial and artisanal bread bakery, cured meats and ready-made dishes and soups.

Contact : contact@nutraceutics-ds.com

About Seventure

Being one of the leading venture capital firms in Europe, Seventure manages €500m and invests since 1997 in innovative businesses with high growth potential in Information & Communication Technologies and in Life Sciences. The Life Sciences team invests all over Europe. Its 4 preferred sectors are Biotech & Pharmaceuticals, Medtech, Industrial Biotech & Cleantech, and Lifestyle Healthcare & nutrition. A typical investment ranges from €500k to €10 m per round, up to €20 m per company, from early to later stage. Seventure is a subsidiary of Natixis Private Equity, the asset management company of Natixis, with over €4.2 bn in private equity investments.

www.seventure.fr

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