

Elevate nutritional care from need to enjoyment

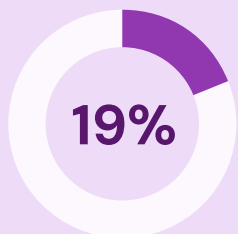
For the millions of people who depend on medical nutrition to manage health conditions or navigate age-related decline, acceptance is critical to achieving meaningful outcomes. Yet format, taste, palatability, and sensory experience remain major barriers to adherence.

When these factors fall short, intake of critical nutrients may be at risk, limiting the impact of even the most advanced formulations. And this can result in reduced health outcomes. Because nutritional care can only achieve its true potential if it is fully embraced.

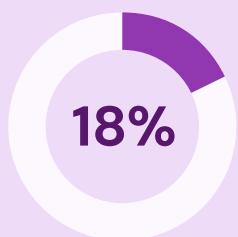
Taste is a leading barrier to adherence



of medical nutrition users who discontinue cite taste as the main reason.¹



of patients in one nutritional care study discontinued due to 'flavor fatigue'.²



higher compliance is seen in medical nutrition studies offering a variety of flavors.³

It's time to rethink flavors, taste, and sensory experiences

Great taste alone is just the starting point. Creating medical nutrition solutions that people enjoy every day requires a holistic sensory approach—one that considers format, taste, texture, and overall experience from the earliest stages of product development.

By integrating sensory design alongside nutritional and clinical performance goals, we help our customers create medical nutrition solutions that patients choose consistently, driving long-term adherence to deliver real-world impact.

Medical nutrition users want better sensory experiences²

47%

think products could be made tastier

42%

want a wider variety of flavor options



Make medical nutrition a more enjoyable experience, without compromise

As leaders in both taste innovation and medical nutrition, we combine market, category, and formulation expertise with cutting-edge sensory science and advanced taste modulation technologies to co-create solutions that balance enjoyment, performance, and patient needs simultaneously.

Enjoyment • Adherence • Impact



Design around real patient experiences

Our approach starts with understanding the people who rely on medical nutrition every day. We bring deep patient and consumer insights through research and collaboration with hospitals, healthcare workers, and patients themselves. This helps our customers develop solutions shaped by real lives, needs, and consumption preferences, empowering patients to engage with their nutritional care on their own terms.



Engineer palatability into the formulation

We combine medical nutrition expertise with world-leading taste capabilities to address sensory considerations at the formulation stage, not after. This lowers the risk of costly reformulations and helps reinforce brand reputation. With novel food-first formats, a flavor and taste modulation portfolio, advanced formulation expertise, and tailored premix solutions, we can help overcome barriers in medical nutrition—without sacrificing nutritional or clinical performance.



Leverage breakthrough science and technologies

Our receptor-based discovery platform enables the development of proprietary taste modulation technologies to address unpleasant off-notes and aftertastes at the source. This includes our breakthrough ModulaSENSE® maskers, blockers, and perception modulators—proven to deliver results even with high active-ingredient loads, so patients can benefit from full therapeutic doses without sensory compromise. Combined with our extensive range of category-leading flavors and tonalities, we can help tackle flavor fatigue to create more enjoyable products that support consistent consumption.

Your end-to-end medical nutrition partner

It takes more than ingredients to create successful medical nutrition solutions—it takes an end-to-end partner.

We go beyond the essential, working with you to apply an approach led by human needs, grounded in insights, and powered by science to co-create medical nutrition solutions that patients can enjoy every day, without compromise.

Your end-to-end partner

Products – Customized solutions – Expert services



Ready to elevate nutritional care from need to enjoyment?

Connect with an expert today.

References

1. FMCG Gurus: Medical Nutrition survey series 2023. "You state that you didn't complete the recommended course of your products. Why was this?"
2. Bolton, J., et al. "Comparison of three oral sip-feed supplements in patients with cancer." *Journal of human nutrition and dietetics* 5, no. 2 (1992): 79–84.
3. Hubbard, GP., et al. "A systematic review of compliance to oral nutritional supplements." *Clinical nutrition* 31, no. 3 (2012): 293–312.
4. FMCG Gurus: Medical Nutrition survey series 2023. "How do you think medical nutrition products, specifically designed to help with disease recovery and health, can be improved?"

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