

Agenda

- 1) Intro & Background
- 2) Research and Development
- 3) Manufacturing
- 4) Commercial
- 5) Direct Patient or Consumer Services
- 6) Conclusion



Administration

**Research and
Development**

Manufacturing

Commerical

**Direct Patient
or
Consumer Services**

Splenda Product Value Stream

Product

What is Splenda?

- Johnson & Johnson consumer product
- no-calorie sugar alternative used in food and drinks

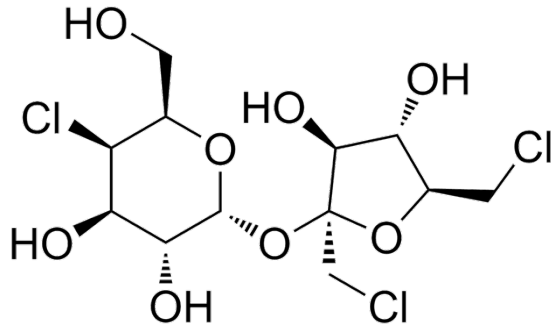
Product Value:

- Taste
- To satisfy thirst
- As part of a routine
- To reduce calories

Uses: Diabetics, low-calorie diets, special needs, preferred

Research & Development

Splenda.
Chemical formula



TATE & LYLE



- Super secret recipe
- Sucralose
 - uses granular sugar
- Priority:



Research & Development

Health and food safety authorities worldwide have concluded that [sucralose is safe for use](#) by everyone.

This means sucralose can be safely used during [pregnancy](#), by people with [diabetes](#), by [children](#), and [more](#).

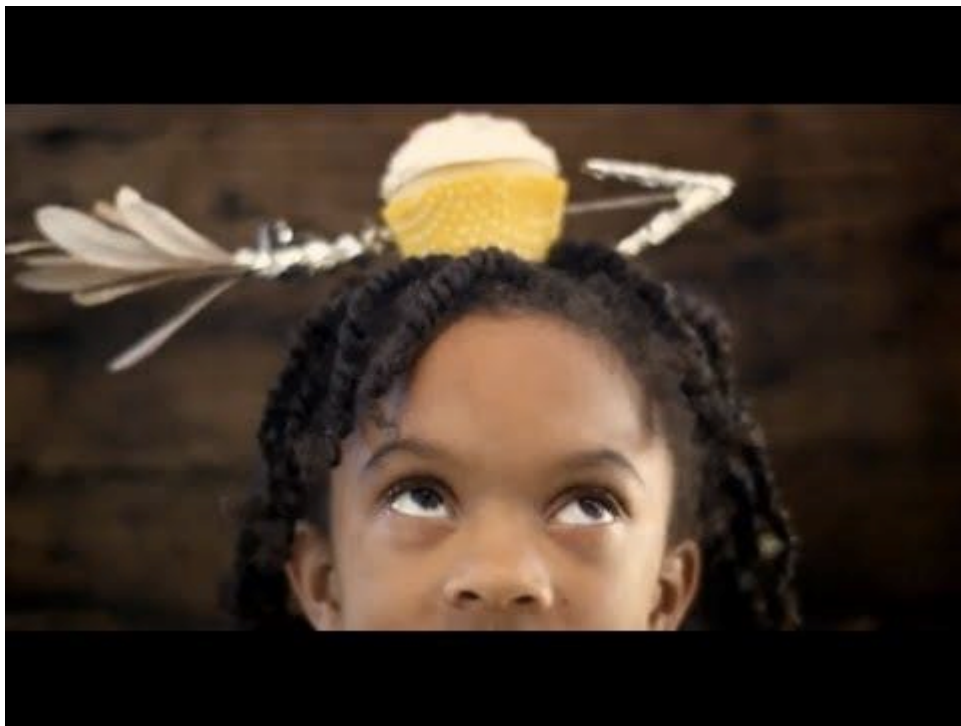
Sucralose is approved for use in more than [80 countries](#), all without the requirement for any warning label. Sucralose does not cause or promote cancer or pregnancy complications.

Manufacturing

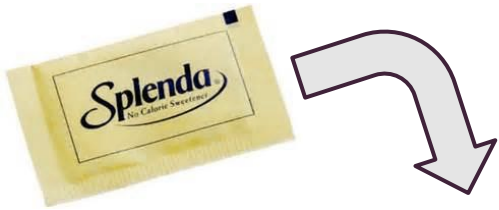
- McNeil Consumer Healthcare
 - splenda.com
- Tate & Lyle uses *ordinary granulated sugar*



Commercial



Marketing: Target Consumer

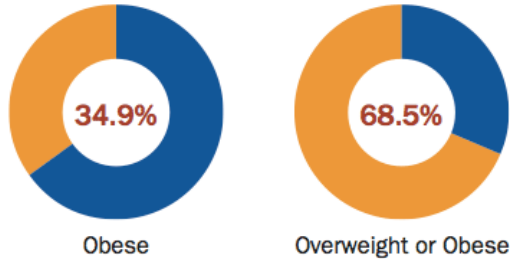


“Splenda Sue”

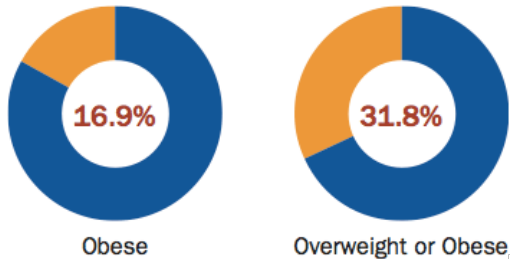
- Traditional woman leading the family
- middle aged, loyal users
- family life oriented, health of family

Health: Obesity & Diabetes

Adult Obesity in America 2011-12



Childhood Obesity in America 2011-12



Statistics

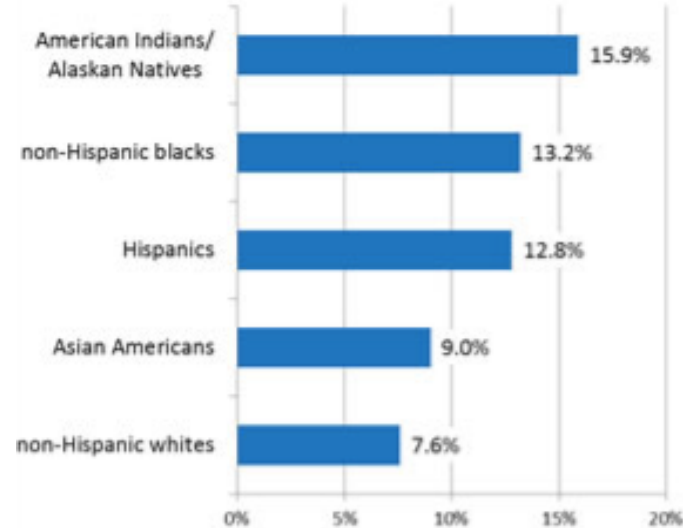
Obesity:

-Over $\frac{1}{3}$ of U.S. adults are obese
-17% of children in the U.S. ages 2-19 are obese

Diabetes:

-360 mil. people with diabetes today
-550 mil. people will have diabetes by 2020

Rates of Diagnosed Diabetes



Trends: Demographic

- Increasing obesity rates may encourage dieting and no calorie substitute usage
- Increasing diabetes rates encourage no calorie
- Better health care means more families, who will tend to be aware of healthy alternatives

Trends: Social

- Social media spreads fashionable ideas
 - health
 - dieting
 - popularity of product
- Trend in target audience
 - families concerned with health
 - long-term users
 - dietary needs to supplement sugar

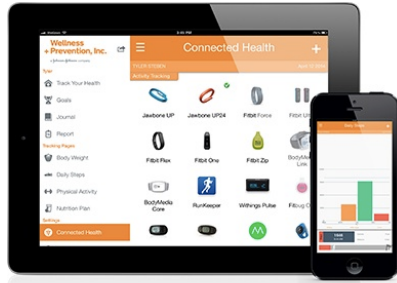


Trends: Economic

- Better jobs in economy booms means luxuries like drinks, including the use of Splenda.
- Splenda may be a cheaper alternative to sugar in tough times as well.



Trends: Technological



- Improvements in health apps, self-diagnostics
 - J&J Wellness & Prevention
- More awareness of health and problems like obesity and diabetes
 - encourages healthy lifestyle changes

Predictions

Splenda in 20+ Years

- More colorful
- More nutritional
- Possibly Splenda cubes
- More natural
- More helpful for diabetics