

Immune Health

Micronutrient premix
concepts to support
the immune system

NEW



Immune Health

Micronutrient premixes
for products targeting
immune health



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STERNVITAMIN
Micronutrients for a Healthy Life

Flyer

Find out why micronutrients
are key players in the
immune system.

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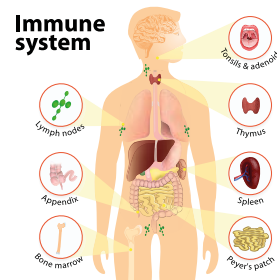
A healthy immune system depends on good nutrition



How the immune system works

The immune system consists of two parts, the innate, general and the adaptive, specialised immune system. Both work closely together and perform different functions.

The innate immune system is the body's first line of defence when pathogens enter the body. It can react very quickly to destroy pathogens within a few hours. However, it is not specialised for specific pathogens. Therefore, it has only a limited ability to stop pathogens from entering and spreading in the body.



If the innate immune system is unsuccessful, the adaptive immune response sets in after about four to seven days. It targets the pathogen very specifically. The adaptive immune system has another advantage: a memory function. If a pathogen has already been encountered previously, the adaptive defence response can be very quick, even quicker than the innate immune system.

The role of micronutrients - Vitamin D

Micronutrients are major players in a well-functioning immune system. A deficiency in any of these micronutrients results in increased risk and severity of infection.

Vitamin D - the immunomodulator

Vitamin D, the «sunshine vitamin» and hormone, is a key micronutrient that plays an important role in both the innate and adaptive immune systems and the maintenance of immune homeostasis. Research has shown that vitamin D binding receptors can be found in almost all immune cells. This enables the hormone to interact with these cells. For instance, vitamin D helps to support the growth, maturation and activity of immune cells that fight against invading bacteria, viruses, and fungi. In addition, it upregulates the expression of antimicrobial peptides in immune cells. At the same time, it helps moderate the overactivation of the immune response, preventing possible damaging effects.

Multiple human studies have reported a correlation between vitamin D deficiency and susceptibility to certain infections, such as respiratory tract infections. The global increasing incidence of insufficient vitamin D supply is obviously a worrying trend. It is estimated that 88% of individuals worldwide have insufficient vitamin D status. Therefore, vitamin D supplementation represents a possible strategy to ensure sufficient vitamin D supply and support immune function.

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Flyer

Premix concepts
with vitamin D.

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SternDefence Kids

A SternVitamin premix concept for ice cream to support immune defence in kids

Your customers' needs

- Parents are looking for products other than food supplements that support kids' immune systems and reduce the risk of infections
- Sweet treats such as ice creams are an integral part of kids' diets. Hence, parents are looking for healthier sweet treat options

SternDefence Kids meets the needs of a vulnerable target group:



Product highlights

- Strengthens the immune system with essential micronutrients and contributes to a happy gut through prebiotics
- Protects the cells from oxidative stress
- Supports the maintenance of mucous membranes - important for immune defence



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SternGummies

A SternVitamin premix concept for gummy supplements to support immune health

Your customers' needs

- Support the immune system with essential micronutrients
- Parents are looking for new dosage forms of food supplements that are more convenient for their children
- Try new dosage forms of food supplements

SternGummies meets the needs of different target groups:



Product highlights

- Strengthens the immune system and maintains immune homeostasis with essential micronutrients
- Protects the cells from oxidative stress
- Supports the maintenance of mucous membranes - important for immune defence



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SternDefence Seniors

A SternVitamin food supplement concept to support immune defence in the elderly

Your customers' needs

- Products that are tailored to their special nutritional needs, to attain a healthy old age
- Products rich in micronutrients and botanicals, to support the immune system and reduce the risk of infections
- Food supplements that are easy to swallow, no big capsules

SternDefence Seniors meets the needs of a vulnerable target group:



Product highlights

- Supports the immune system with essential micronutrients, to counteract age-related immune system decline and micronutrient deficiencies
- Sea buckthorn and lycopene to protect cells from oxidative stress
- Enhances immune cell function and has anti-inflammatory effects through green tea extract



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SternGut

A SternVitamin food supplement concept for boosting the gut immune system

Your customers' needs

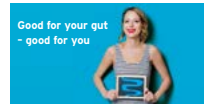
- Stay healthy and maintain performance in stressful situations
- Consume immune-supporting products with functional ingredients
- Increase fibre consumption to maintain gut health

SternGut meets the needs of many target groups:



Concept highlights

- Provides the most desired benefit of a health supporting product: strengthening the immune system
- Directly supports the gut immune system through vitamins, trace elements and beta-glucans from yeast
- Boosts the growth of beneficial gut bacteria through short chain fructo-oligosaccharides
- Vitamin D and beta-glucans from yeast have been proven to prevent upper respiratory tract infections in stressful situations



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SternGutV

An oat drink for boosting the gut immune system

Your customers' needs

- Stay healthy and maintain performance in stressful situations
- Consume tasty plant-based products with functional ingredients
- Increase fibre consumption to maintain gut health

SternGutV meets the needs of many target groups:



Product highlights

- Combines immune- with gut-supporting ingredients in a plant-based product
- Directly supports the gut immune system through vitamins, trace elements and fibres
- EU authorised health claim possible: Source of fibre
- Pleasant mouth feeling and taste through FilidDairy NEB 951001*



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Concept Cards

Take a look at our product concept ideas for different target groups.

Immune Health

PRESS RELEASE

The growth market of immune health

SternVitamin: Micronutrient premixes for different product concepts

Ahrensburg, April 2021 – According to Innova Market Insights, “In Tune with Immune” is one of the Top Ten Trends 2021. As this market research institute reports, six out of ten consumers worldwide are looking for foods and beverages that support the immune system. SternVitamin has developed various concepts specifically for immune health. With the help of these micronutrient premixes, manufacturers can address the growing demand.

Vitamins A, C, D, E, B₁, B₆, B₁₂ and folic acid play a central role in this, as do the minerals zinc, iron, copper and selenium. These micronutrients perform many functions that help the immune system, including antioxidative and antimicrobial functions, and they help to neutralise viruses and bacteria. An inadequate supply of them increases the risk and severity of infection. This is especially the case for older people, who often suffer from malnutrition. A good third of people over 50 years old in Europe, the US and Canada have demonstrable deficiencies in one or more micronutrients.

From individual supplements to fortified milk products and beverages

It's no wonder that nutritional supplements and fortified products are gaining importance. According to Innova Market Insights, since early 2015 there have been some 8500 new product launches in the immune health space worldwide. Vitamin and mineral supplements are by far the largest category, followed by dairy products and beverages with immune-boosting micronutrients. Sports nutrition is another important category. SternVitamin assists manufacturers with tailor-made concepts for all the various categories.

One example is the micronutrient premix SternGut, a nutritional supplement that dissolves easily in water. This premix supports the gut-associated immune system, with a combination of micronutrients for strengthened immunity and fibre with prebiotic and immune-modulating properties, including beta-glucanes from yeast and vitamin D3, which protect the upper respiratory tract. The SternGutV premix is a version of this. It gives manufacturers of oat drinks and other plant-based milk alternatives additional value add potential. Whether for stress-plagued people, or athletes or “weekend warriors”, plant-

**Press
Release**

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More information



**How can
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