

PRESS RELEASE

Vitafoods 2023

SternVitamin presents innovative premix solutions for healthy ageing

Ahrensburg, May 2023 – At this year's Vitafoods, SternVitamin is focusing on Healthy Ageing. The company offers an extensive line of micronutrient premixes for an active and healthy life into old age. At booth I 191 fair visitors can sample two of them: SternWoman 45+ and SternJoints Collagen.

Health in old age is no coincidence. In addition to genetic factors, environment and lifestyle influence the ageing process. The supply of micronutrients plays an important role in this, starting from a surprisingly young age since the ageing process begins as soon as the body is fully grown, i.e. at the age of 20. Vitamins and minerals are involved in over 100,000 metabolic processes in the body, and are thus of great importance for healthy ageing and the prevention of age-related diseases. SternVitamin's micronutrient premixes are developed for different life situations and needs, and so address current consumer demands. According to Innova Market Insights, healthy ageing is "very important" or "extremely important" for 70 percent of women and 62 percent of men.

The SternWoman 45+ premix benefits women in the perimenopausal phase, which is known to bring about various physiological changes. These can lead to a higher risk of cardiovascular and neurodegenerative diseases. Prevention is therefore the top priority here. Accordingly, SternWoman 45+ contains vitamins B₁, K₂ and D, magnesium and calcium, which support heart health. Grapeseed, green tea, blueberry and blackcurrant extract contribute to a normal cholesterol level and blood pressure. Vitamin D, green tea extract and calcium promote a balanced gut microbiota, which is important for the health of heart and psyche. Cassis flavour by the sister company OlbrichtAroma gives the premix its pleasant taste.

The joints likewise play a central role for fitness in advanced age. SternVitamin developed SternJointsCollagen to help prevent joint issues. This premix is targeted at active people, best agers and seniors. It supports cartilage function and collagen synthesis with the aid of vitamin C, along with vitamin D, which stimulates the synthesis of proteoglycans. Like collagen, these are key components of joint cartilage. Collagen peptides contribute to maintaining joint functionality. The premix also contains ginger extract and hyaluronic acid, which studies show to have positive effects on joint pain. SternJointsCollagen with

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citrus flavour from OlbrichtArom is offered as an instant supplement powder, as is SternWoman 45+. These premixes can also be adapted to other applications. Vitafoods attendees can find out more about them and other Healthy Ageing products from SternVitamin at booth No. I 191.

About SternVitamin:

SternVitamin GmbH & Co. KG in Ahrensburg near Hamburg offers full service in micronutrient premixes. Working to customer requirements, the company develops individual vitamin and mineral mixes that also include functional ingredients like amino acids and plant extracts. These micronutrient mixes are suitable for enriching foods, beverages and nutritional supplements. As a subsidiary of the independent, owner-operated Stern-Wywiol Gruppe, SternVitamin has constant access to the concentrated expertise and modern applications technology of its sister companies. These are Planteneers for individual system solutions for plant-based alternatives, Hydrosol for stabilizing and texturing systems, Mühlenchemie for flour improvers, DeutscheBack for baking ingredients, HERZA Schokolade for functional chocolate pieces and bar production, OlbrichtArom for flavourings, SternEnzym for enzymes (baked goods and confections, alcohol and beer production) and Sternchemie for food lipids (including lecithin, MCT oil, red palm oil and spray-dried coconut milk). Sister company SternMaid provides contract manufacture of powdered foods and nutritional supplements.

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