

## PRESS RELEASE

### **Premix solutions for holistic Beauty From Within Micronutrients as Beauty Boosters**

**Ahrensburg, December 2023** – Men or women, Gen Z, Millennials or Baby Boomers, everybody wants to look good, regardless of gender and age. According to a worldwide survey by Euromonitor International, more than half of respondents see beauty primarily in a healthy appearance. And this comes mostly from within. More and more consumers are becoming aware of how important nutrition is for healthy skin, hair, and nails. They understand that a healthy, balanced lifestyle has an effect on their appearance, and so they look for foods, beverages, and nutritional supplements that support holistic beauty. To meet this demand, SternVitamin has developed the new “Beauty From Within” premix line.

#### **Holistic beauty combines wellness, health, and beauty**

For many years wellness, health, and beauty were separate categories, but now they are increasingly merging into one another. Holistic beauty has established itself as a long-term trend. Consumers are looking for beauty products that alleviate stress, boost wellbeing, help with sleep issues and thus support a healthy appearance. With SternHolisticBeauty, SternVitamin has developed a unique premix that follows this holistic approach.

This premix for instant drink powders is specially tailored for holistic beauty. Its micronutrients and other functional ingredients support the gut immune system and the microbiota that work through the gut-skin-brain axis to strengthen the skin barrier and improve skin health. The lavender extract it contains helps with relaxation and stress reduction, while its pantothenic acid supports mental performance.

#### **The skin as a calling-card**

SternVitamin’s new premix line is centred on solutions for various skin needs. After all, glowing skin is the very essence of a healthy appearance. But unfortunately, the process of skin ageing starts as early as at age 25. External influences like environmental pollution and sunshine, as well as individual factors like stress, lack of sleep, and unbalanced nutrition, further exacerbate the natural ageing of the skin. It is no wonder that dark eye circles, lines, and wrinkles are among the most frequently mentioned skin problems. With combinations of selected vitamins, minerals, and functional ingredients, SternVitamin’s premix solutions support the natural beauty of the skin. A key factor, for example, is optimal moisturization. This is exactly what SternHydroSkin helps with. The premix for capsules contains vitamins C and D that help maintain the skin barrier and counteract skin

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dryness. Vitamin B<sub>3</sub> has a stimulating effect on ceramide synthesis, which is important for a healthy skin barrier. Moreover, hyaluronic acid and pomegranate extract have positive effects on skin elasticity, hydration and wrinkles.

SternSolarGuard protects against the skin's worst external enemy – the sun. UVA radiation is a major cause of skin ageing, wrinkling, and roughness. This is due to oxidative stress and the damaging effects of free radicals. The vitamins C and E and trace elements zinc and selenium in the premix protect the skin from UV-induced oxidative stress. Vitamins C and E have also been demonstrated to counteract UV damage and skin ageing. The combination of citrus flavonoids and rosemary extract in the premix can provide additional protection against the sun's harmful radiation. This premix was designed for capsules, and like SternHydroSkin, it is suitable for products targeting men and women in all age groups.

“Beauty sleep” is not just an expression – the skin regenerates during sleep. SternBeautySleep supports restful sleep and skin renewal. This premix for capsules contains the minerals zinc, magnesium, calcium, and selenium, which boost sleep duration. Beyond that calcium is involved in the skin's cell cycle. Like zinc, the vitamins C and E in the premix reduce UV-induced skin ageing. Valerian, hops, and passionflower reduce the time it takes to fall asleep and improve sleep duration. SternBeautySleep is ideal for women and men under stress.

### **For beautiful skin, hair, and nails**

The Beauty From Within range is completed by SternGlow and SternBeautyGummy. Both premixes contain micronutrients and functional ingredients that provide for beautiful skin, hair, and nails. SternBeautyGummy is specially intended for the trendy gummy application. All SternVitamin premixes can be incorporated into different applications. SternVitamin tailors each premix to customer order. The micronutrient specialist also develops customized concepts for individual foods and food supplements in close cooperation with the customer.

### 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:*

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*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 the contract manufacture of powdered foods and nutritional supplements.*

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