

## PRESS RELEASE

### Vitafoods 2018

## **SternLife trend concepts: The new sales boosters for suppliers of branded products**

**Norderstedt, March 2018** – With its trend concepts "Natural Performance" and "Natural Supplements" SternLife will present attractive product ideas for manufacturers of branded products at this year's Vitafoods in Geneva. The Natural Performance range focuses on strong-selling beverage powders for athletes whereas the Natural Supplements range with food supplements will appeal to affluent target groups with an interest in beauty, detox and immunity. Visitors to the trade show can find out more at the SternLife stand K34.

### **Natural Performance: Added value for sports enthusiasts**

Thanks to the new Natural Performance range, suppliers of branded products can now offer their clients a natural alternative to classical pre- & post-workout products. Two energy-giving workout boosters with natural active ingredients are available. The natural pre-workout booster is a beverage powder based on maltodextrin to be taken before doing sport. It contains high-quality whey protein which is naturally rich in BCAAs. To secure an energy boost prior to training and improve performance, the beverage powder is enhanced with extracts of guarana, rhodiola and maca. The exotic yuzu flavour makes the product the perfect refreshment.

After training the natural post-workout booster contributes to relaxation. The beverage powder, likewise based on maltodextrin, is enriched with extracts of lemon balm and hops. The high levels of polyphenols in the extracts of grape seed and acai ensure maximum recovery. Furthermore, the powder contains common horsetail which is much appreciated by athletes for its content of silicic acid and the resulting positive impact on tendons and ligaments.

### **Natural supplements for a healthy lifestyle**

Beauty, detox and immune defence are ongoing topics in almost all age groups. With the new SternLife Natural Supplements manufacturers can set new trends and standards on the market. Whether turmeric or grape seed extract – the right choice of ingredients turns natural food supplements into functional and perfectly balanced products that appeal particularly to affluent, urban consumers. The range consists of three products. They are based on dextrin, psyllium husks and inulin that supply sufficient dietary fibre for the day.

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In the case of "Natural Lifestyle" activated carbon ensures the detox effect whereas matcha and turmeric powder enhance the antioxidative effect. In addition, nettle and dandelion extracts boost the metabolism. Natural collagen is the key to the beauty-enhancing effect of "Natural Beauty". In addition, the product is enriched with grape seed extract that is seen as a natural radical scavenger thanks to its high polyphenol content. "Natural Immunity" strengthens the immune system thanks to acerola juice powder, a natural source of vitamin C. In addition, the immune system is supported by zinc and strengthened naturally by the addition of the herb *Echinacea*. Furthermore, the product contains probiotic bacteria (*Lactobacillus acid.*) for all-round care.

The new SternLife Natural ranges enable the manufacturers of branded products to offer existing customers added value and, what's more, to access new customer demographics. Visitors to the SternLife stand K34 at the Vitafoods trade fair can find out more about this and other on-trend products. The company will also provide information on the new "DELUXE protein bar Chocolate Peanut Caramel" with 37% protein and a delicious chocolate, peanut and caramel flavour. It is manufactured without any added sugar and is the perfect healthy between-meal snack. SternLife will present the bar in the Vitafoods Tasting Centre, too.

### About SternLife

*SternLife GmbH & Co. KG develops and manufactures functional foods and food supplements. The portfolio ranges from powder preparations to capsules, tablets and functional bars and snacks. Brands and own labels benefit from our comprehensive know-how in the innovative health, sport and lifestyle nutrition sector and from the range of products tailored to specific target groups. SternLife is a member of the independent, owner-managed Stern-Wywiol Gruppe, one of the most successful enterprises with international operations in the world of food and feed ingredients. When developing new products, the functional food experts have access to the pooled skills of ten specialist companies and some 80 R&D experts in the Stern Technology Centre with its broad range of applications technology. SternLife products are made in the Company's own state-of-the-art manufacturing facilities located in various parts of Germany.*

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