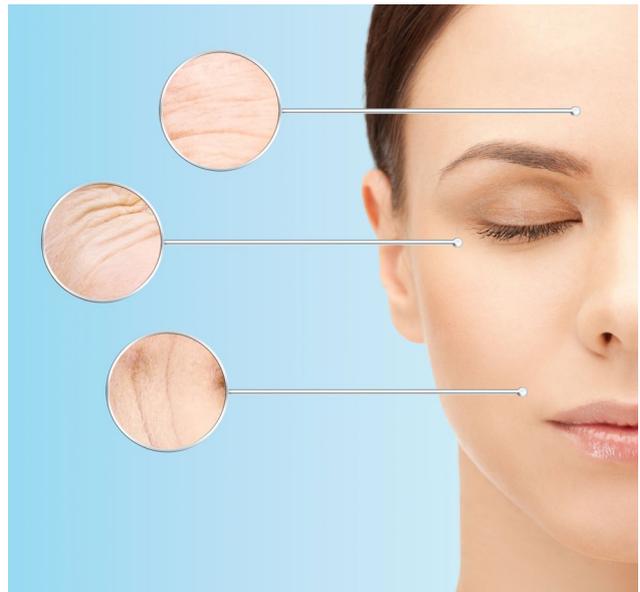


## PRESS RELEASE

### Beauty from within: Epigenetics pave the way to a new growth market **SternLife develops anti-ageing products with phyto ingredients**

**Norderstedt, November 2019** – Real beauty comes from within. This is nothing new, yet more topical than ever as breakthrough scientific discoveries have taken it to another level. Genome research and epigenetics have led to the understanding that certain plant ingredients have anti-ageing properties and beneficial effects on skin and hair – coming from within. These discoveries are providing new impetus for the nutritional supplement market and a new generation of beauty food. They have great market potential according to Innova Market Insights, and SternLife has developed products for this segment that brands can use to expand their portfolios.



For a long time, nutritional supplements for youthful skin and healthy hair basically consisted of micronutrients like vitamin C, biotin and zinc. With epigenetics and the decoding of DNA, plant substances have become the focus of attention. These substances include polyphenols in green tea, phytonutrients in kale, chard and broccoli, and special chemicals in spices like ginger and turmeric. For its new beauty concepts, SternLife also uses wheat and millet extract, collagen, hibiscus and melon extract. As Product Development Director Antje Wetzel says, “Thanks to epigenetics we now know that outside influences like nutrition, stress, emotions and environmental factors affect the body much more than previously thought. It is also now known that certain plant substances assist the body’s protective mechanisms, resulting among other things in firmer skin and healthy hair.

SternLife GmbH & Co. KG

Segeberger Chaussee 132  
22850 Norderstedt / Germany  
Telefon: +49 (0) 40 / 500 176-500  
Fax: +49 (0) 40 / 500 176-540  
info@sternlife.de  
www.sternlife.de

Geschäftssitz Norderstedt  
USt-IdNr.: DE812894278  
Amtsgericht Kiel HRA 8788 KI  
Komplementärin  
SternLife Verwaltungsgesellschaft mbH  
Amtsgericht Kiel HRB 16157 KI  
Geschäftsführer Florian Bayerlein /  
Torsten Wywiol / Volkmar Wywiol

HSH Nordbank AG, Hamburg  
BLZ 210 500 00  
Konto 738 039 000  
BIC: HSHNDE33  
IBAN: DE11 2105 0000 0738 0390 00



  
**STERNWYWIOL**  
Gruppe

### **Beauty powder for lovely skin and healthy hair**

Hibiscus is one of those plant beauty extracts. This natural anti-ageing substance has strong antioxidant and anti-inflammatory effects. It helps skin staying elastic, and relaxes the facial musculature. SternLife uses hibiscus in combination with collagen or wheat extract in its anti-skin-ageing products. "Collagen is the most important structural material in the skin, and is known to decrease with age. Various kinds of environmental influences aggravate this process," says Antje Wetzel. "With a special collagen peptide, our new product contributes to firmer, smoother skin with fewer wrinkles." The plant-based alternative to this is wheat extract, which SternLife uses in a pure, gluten-free form. It contains a high concentration of phytoceramides, which restore the skin's natural protective barrier and so minimise wrinkle formation.

Sunshine might be balm for the soul, but it's poison for the skin. Melon extract is an active antidote. The SternLife "Sunscreen From Within" product uses this yellow extract to strengthen the skin's own UV protection and protect the skin from oxidation stress and inflammation.

SternLife uses millet extract and vital mushrooms for healthy, beautiful hair. The millet extract strengthens hair roots and gives individual strands greater stability and volume, and the reishi and cordyceps mushrooms have anti-ageing effects. Cordyceps helps to protect against hair loss, boosts cell protection and is known for many other beneficial properties. Reishi has antioxidative effects. Both have long been used in traditional Chinese medicine.

### **Helping to shape a growth market**

Sternlife's three new "Beauty From Within" products are offered as powders in distinctive colours. Pink stands for beautiful skin, yellow for sunscreen from within and green for healthy, strong hair. The powders dissolve easily in water, and can be marketed as beauty drinks. This gives brands and retailers opportunities for added revenue growth. According to market experts, the "Beauty From Within" trend has just started, and will grow substantially in the coming years as beauty is seen more and more as personal currency. Beauty products that meet the trend are showing very positive growth around the world. In Japan almost a quarter of new nutritional supplement launches are for beauty, and in the US the category is growing by a good eleven percent annually. Care creams remain popular, but nutritional supplements for beauty are in the fast lane. Products with activating beauty substances are no longer offered only as lozenges or capsules, but also as gummi bears, shots and shakes. The three new powder products from SternLife make it possible to bring further individual ideas to market.

SternLife GmbH & Co. KG

Segeberger Chaussee 132  
22850 Norderstedt / Germany  
Telefon: +49 (0) 40 / 500 176-500  
Fax: +49 (0) 40 / 500 176-540  
info@sternlife.de  
www.sternlife.de



**About SternLife**

*SternLife GmbH & Co. KG develops and manufactures functional nutrition and nutritional supplement products. The portfolio ranges from powders, functional bars and snacks to capsules and tablets. Major and retailer brands alike benefit from the company's comprehensive expertise in innovative health, sport and lifestyle nutrition, and from product lines focused on target group needs. SternLife is a subsidiary of the independent, owner-operated Stern-Wywiol Gruppe, one of the world's most successful international suppliers of food & feed ingredients. In developing new products, SternLife's functional food experts have access to all the specialist expertise of eleven sister companies and some 100 R&D specialists, as well as the extensive applications technology of the Stern-Technology Center. SternLife products are manufactured in the Group's own advanced facilities at locations in Germany.*

**For more information:**

Tina Höhne  
Marketing SternLife  
Tel.: +49 (0)40 / 284 039-93  
E-mail: [thoehne@sternlife.de](mailto:thoehne@sternlife.de)

**Press contacts:**

teamhansen / Manfred Hansen  
Mecklenburger Landstr. 28 / D-23570 Lübeck  
Tel.: +49 (0)4502 / 78 88 5-21  
E-mail: [manfred.hansen@teamhansen.de](mailto:manfred.hansen@teamhansen.de)

**We request courtesy copies of published articles. You can also e-mail us a PDF of the article or send us a link to the publication.**

SternLife GmbH & Co. KG

Segeberger Chaussee 132  
22850 Norderstedt / Germany  
Telefon: + 49 (0) 40 / 500 176-500  
Fax: + 49 (0) 40 / 500 176-540  
[info@sternlife.de](mailto:info@sternlife.de)  
[www.sternlife.de](http://www.sternlife.de)



  
**STERNWYWIOL**  
Gruppe