

All-round support for a strong immune system

SternLife develops tailor-made immune supplements that enable various EFSA claims



Norderstedt (Germany), January 2021: SternLife presents five dietary supplement concepts suitable for diverse positionings in the immune health segment, thanks to their special compositions. The powders contain scientifically backed ingredients which help to enable EFSA health claims. All can be adjusted to suit different target groups and individual requirements, such as taste. Other textures, including hydrogels and hydrodispersion gels, are possible too. With this new immunity range, SternLife is helping manufacturers to meet coronavirus-related increased demand for immune-boosting dietary supplements.

Current market research confirms that since COVID-19, people around the world have been consuming more products that contribute to a healthy immune system.¹ Health consciousness and a desire for better prevention is growing. For this reason, the SternLife expert team has analysed the scientific data on immune support and created five concepts for powder-based supplements.

According to published studies, a lack of zinc and vitamins A, C, D and E undermines the body's natural defences. SternLife's **"Immune Support"** concept therefore strengthens overall immune competence with these important vitamins and minerals, and prevents infections with anti-inflammatory as well as antiviral plant extracts such as green tea, kudzu and elderberry. The powder can be prepared as a hydrodispersion gel. As such, after mixing with a liquid, it forms a jelly-like film that covers the mucous membranes in the throat and provides the active ingredients gradually via slow release.

¹ Innova Market Insights, Consumer Survey 2020

Press Release

The next concept, “**Immune Protect**”, targets common cold infections, alleviating typical symptoms with an innovative composition of vitamins, minerals and selected plant extracts. Quercetin, green tea, liquorice root and the Ayurvedic medicinal plant *Andrographis paniculata* have a positive effect on respiratory function, exerting anti-inflammatory action to help reduce cough, fever, headache and sore throat.

The “**Natural Immunity**” concept is based entirely on plant-derived ingredients to appeal to consumers who place great emphasis on naturalness. It combines vitamins and minerals from seven plant sources – a clear USP in the field of immunological preparations. The market for plant-based vitamins and minerals is just evolving and thus offers great potential. “Natural Immunity” includes extracts from acerola, quinoa and curry leaf, as well as 100 percent natural flavours and sweeteners.

Gut health plays an important role in the body’s immune defences too, and probiotic supplements with immune claims are booming. To meet this demand, SternLife has developed the “**Immune Gut**” concept. Based on a special combination of active ingredients from vitamins, minerals, dietary fibres, amino acids and human milk oligosaccharides, it fights nine possible causes of gastro-intestinal problems, thus promoting healthy gut flora and supporting the intestinal immune system.

With “**Immune Senior**”, SternLife is targeting four triggers of age-related immune deficiency: nutrient deficits, inflammation, oxidative stress and imbalanced gut flora. The supplement is aimed at the growing number of Healthy Ager and is tailored to meet their nutritional needs. Proteins, vitamins, minerals, probiotics, prebiotics, plus anti-inflammatory green tea extract and antioxidant whey protein isolate help to reduce nutrient deficiencies and the risk of infection in older people.



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Dr. Jörg Schreiber, Business Development Manager at SternLife, explains: “Our new immunity range shows that there are several starting points for a healthy immune system. The concepts are precisely tailored towards different target groups and their individual needs. This enables manufacturers of dietary supplements to stand out from the competition. The products contain ingredients which are backed by science and are health claims approved. They are also free from alcohol and preservatives – ticking more boxes for the increasing number of consumers who are looking for clean labels.”

About SternLife

SternLife GmbH & Co. KG develops and manufactures functional foods and food supplements. The company's portfolio ranges from powder preparations, functional bars and snacks to capsules and tablets. Brands and private labels benefit from its comprehensive know-how in the innovative health, sport and lifestyle nutrition sector and from its 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, SternLife's functional food experts have access to the pooled skills of eleven specialist companies and some 100 R&D experts in the Stern Technology Centre, with its broad range of applications technology. SternLife products are made in the group's own state-of-the-art manufacturing facilities located in various parts of Germany.

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