

Multi-benefit trends point to increased demand for products that support immune health



More consumers are looking for products that offer specific benefits that meet their wellness demands, including:

ENERGY
Food, beverages and supplements are worth about \$4.3 billion with growth through 2022.¹

STRESS
Four in ten consumers are interested in supplements for anxiety or stress relief.²

SLEEP SUPPORT
Sleep supplements are projected to grow by nearly a third in 2020.³

HEALTHY AGING
70% of consumers have made changes to improve their health as they age.⁴

These sought-after benefits align with supporting immune health

60% of consumers have become more conscious about their immune health (as a result of COVID).⁵

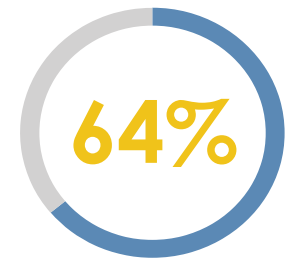


Consumers are looking for fortified **foods, beverages and supplements** that offer specific benefits to support their health.



45%

of consumers globally have sought products with added health-enhancing ingredients since the pandemic.⁶



64% of consumers say they will continue to do so once it has passed.⁷

Trending functional ingredients

Ingredients popular with consumers provide benefits that complement immune health.



Ashwagandha, associated with anxiety reduction and sleep support



Turmeric for healthy aging



Bilberry to promote eye health



Yeast Beta glucan for immune health

Using a blend of these and other ingredients has enabled manufacturers to create multi-benefit products that build on consumer recognition and scientific support. **But not all ingredients are backed by the same level of research validating efficacy.**

For 69% of global consumers, the COVID pandemic has made them more attentive to nutritional benefit claims.⁸



The portfolio of human clinical research demonstrating Wellmune[®]'s efficacy has long made it a 'hero ingredient' for immune support, providing a highly effective way to appeal to consumers:



In a clinical study published in the journal *Pediatrics*, researchers found that young children consuming follow-up formula fortified with Wellmune also experienced **a significantly positive effect on immune health** compared to children who were given an unfortified milk beverage.⁹



In a pilot study published in the journal *Nutrition*, researchers reported that **Wellmune supports immune health in older adults.**¹⁰



In a clinical study published in the *British Journal of Nutrition*, researchers found that **Wellmune significantly bolstered immune response** following an intense exercise session.¹¹



Multi-benefit products with Wellmune[®]

Wellmune can easily be formulated into most food, beverage and supplements products, either as the sole immune health ingredient or in combination with other ingredients.

Some innovative formulation combinations:

- Ashwagandha and Wellmune¹²
- Natural fruits, vitamins, minerals and Wellmune¹⁵
- Turmeric and Wellmune^{13,14}
- Bilberry and Wellmune¹⁶

Learn more

Whether it's the solo star, or a partner for other trending ingredients, Wellmune helps manufacturers create the immune health products consumers demand. **Contact us to learn more.**



¹ Nutrition Business Journal, 2019

² Mintel 'Support Immune Health in new ways', June 2020

³ New Hope Network, 'The Analyst's Take: Sleep supplements expected to grow 30% in 2020'

⁴ Innova Market Insights survey, 2020

⁵ FMCG Gurus 'How has COVID-19 Changed Consumer Behavior?', July 2020

⁶ FMCG Gurus, COVID-19 Survey, July 2020

⁸ Li F, Jin X, Liu B, Zhuang W, Scalabrin D. (2014) Follow-up Formula Consumption in 3- to 4-Year-Olds and Respiratory Infections: An RCT. *Pediatrics* 133:e1533-40.

⁹ Fuller R, Moore MV, Lewith G, Stuart BL, Ormiston RV, Fisk HL, Noakes PS, Calder PC. (2017) 'Fecal-Derived Beta 1,3/1,6 Glucan, Upper Respiratory Infection and Innate Immunity in Older Adults. *Nutrition* 39:40:30-35

¹⁰ Carpenter KC, Breslin WL, Davidson T, Adams A, McFarlin BK. (2013) Baker's Yeast Beta-Glucan Supplemental Increases Monocytes and Cytokines Post-Exercise: Implications of Infection Risk? *British Journal of Nutrition* 109:478-486.

¹¹ Carpenter KC, Breslin WL, Davidson T, Adams A, McFarlin BK. (2013) Baker's Yeast Beta-Glucan Supplemental Increases Monocytes and Cytokines Post-Exercise: Implications of Infection Risk? *British Journal of Nutrition* 109:478-486.

¹² Sleep + Immunity, <https://www.getproper.com/products/sleep-immunity>

¹³ NumNum Herbimune[®], <https://www.numnum.in/herbimune-immune-boosters.php>

¹⁴ ClariCell[®] Active: http://www.claricell.com/#claricell_active

¹⁵ Nurture Fruity Water[®], <https://nurtureimmunity.com/>

¹⁶ Nutri-V, <https://nutriids.com/nutri-v-the-gl-in-one-eye-protection-drink/>