



\$5 Billion

Cold, flu, and immunity supplements will reach \$5 billion in 2020 with annual growth over 50%.*

Immune health support in 2020 covers 10% of all supplement sales.*

A strong immune system is an essential component of healthy living.

IFF Health offers unique solutions to support immune health and give the extra edge we all need sometimes.



50%

Echinacea sales grew by more than 50% in retail channels in the first half of 2020.**

* New Hope ** American Botanical Council

Grow Nutrients®

Grow Nutrients® uses Nobel Prize-inspired techniques to deliver nutrients that mimic nature. As a result, these are grown, rather than synthesized, which are clinically supported to show better absorption, retention, and use by the body.

These include well known immune health powerhouses such as Vitamins C, D, Zinc. Like the rest of the line, each nutrient is in its own unique formula to better match its natural source for optimal benefits.



NATURAL IMMUNE SYSTEM SUPPORT AND PROTECTION TO YOUR LIFE

Another well studied and recognized ingredient is our clinically backed Echinacea ingredient, Echinacea EFLA®894. We take the cold pressed juice from the aerial parts of Echinacea, which complies with the European Pharmacopeia Monograph. Studies show it supporting the immune system in subjects with the common cold and flu through three mechanisms: boosting immunological function, positive effects against symptoms of common colds and flu, and enhances the immune function during stressful conditions. These benefits in turn correlated with a better quality of life. Similar to pelargonium, this can also be applied to various applications ranging from gummies to oral drops. There is also a synergistic relationship between the two ingredients as demonstrated by one of our clinical studies.

Pelargonium EFLA®956

YOUR HERBAL REMEDY FOR COMMON COLD

Pelargonium, or South African geranium, is a traditionally used and also clinically proven ingredient to help support subjects with throat, nose, and bronchial irritations. It is fast acting and a natural, safe alternative to OTCs. Pelargonium acts as an anti-microbial, anti-viral, anti-inflammatory, and activates the body's own immune defense mechanism, providing more comprehensive immune health benefits than many other ingredients. Pelargonium EFLA®956 is a versatile ingredient that allows for different functional applications.

