



IMMUNE HEALTH COMBO



A curated combination of probiotics and botanicals, supporting immune health naturally

Immune health stands as the fastest growing supplement category over the 2018-2022 period¹. As more consumers take a proactive approach to maintain or bolster their health, it is important to deliver innovative and efficient solutions supporting immunity.

Beyond traditional vitamins and minerals, probiotics and botanicals stand out as great options to seize this opportunity:

- Probiotics are one of the most studied category of ingredients for immune support² and according to a recent survey³, about 1 in 2 consumers in the U.S. and Europe take probiotic supplements to build immunity.
- Botanicals are also a key category of ingredients for immune health, with 39% of all immunity supplements launched globally between 2020-2023 bearing a botanical claim⁴. Botanicals have a “health halo” in consumers’ minds, and benefit from strong awareness based on their traditional use.

Combined, probiotics and botanicals bring complementary benefits, allowing for innovative and differentiated solutions for immune health.

Our immune health combo features HOWARU® Protect Adult, *Bifidobacterium lactis* BI-04™, a clinically researched strain documented to help maintain natural immune defenses, and a unique ingredient from cold pressed juice of freshly harvested *Echinacea purpurea* that boosts immunological function.

Product category |
IMMUNE



COMBO ATTRIBUTES

HOWARU® *B. lactis* BI-04™

Echinacea EFLA® 894 dried juice

echinacea **Howaru**
EFLA® 894

KEY BENEFITS

- Promotes a healthy immune response
- Helps maintain healthy respiratory function
- Helps active adults stay healthy
- Gluten-free, non-allergenic, non-GMO
- Boosts the body's natural immune defenses

Howaru

HOWARU® BL-04™, THE CORNERSTONE OF OUR IMMUNE OFFERING

HOWARU® BL-04™ is a unique, proprietary probiotic formulation and the most clinically studied single *Bifidobacterium* probiotic strain for respiratory health. Supported by more than 130 peer-reviewed studies, including more than 45 human studies, it has been shown to help active adults stay healthy, to help maintain healthy respiratory function, and to promote a healthy immune response. Thanks to its low 2B CFU recommended dosage and high concentrate potency, HOWARU® BL-04™ provides a strong foundation on which to design immune solutions.



ECHINACEA EFLA®894, A UNIQUE AND HIGH PURITY EXTRACT

Initially described as a traditional medicine of the Native Americans of the Great Plains region, there are now hundreds of clinical studies supporting the benefits of Echinacea for immunity and how it helps boost the body's natural immune defenses. Echinacea EFLA®894 is a unique ingredient from cold pressed juice from freshly harvested aerial parts of the Echinacea purpurea plant. It is produced according to the traditional method of preparation to protect its active components - especially the β-1,2-D-Fructofuranosides.



Make your own Immune combo!

Create your own unique combo based on our broad portfolio of probiotics, botanicals and health ingredients:

- Benefit from our market and consumer insights to select the best combination for your market
- Get full formulation support from our technical experts to ensure product stability and optimal dosage
- From ingredients to ready-to-market finished formats, IFF can meet your needs

Howaru + Care4U

HOWARU® Protect Early Life
 HOWARU® Protect Kids
 HOWARU® Protect Adult
 HOWARU® Protect 55+
 HOWARU® Protect Sports

Acerola Pelargonium*
 Echinacea Sage
 Elderberry Thyme
 Grow® Vitamin C
 Ivy



1 Euromonitor passport database
 2 PubMed.gov search results for the number of upper respiratory illness clinical trials for each ingredient, Jan 2022
 3 Multi Sponsor surveys on Probiotics consumers in U.S and Europe, 2022, 2023
 4 Mintel GNPD
 * Pending Novel Food approval