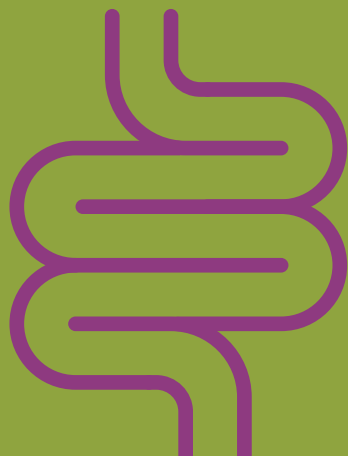


Focus on:

Digestive health

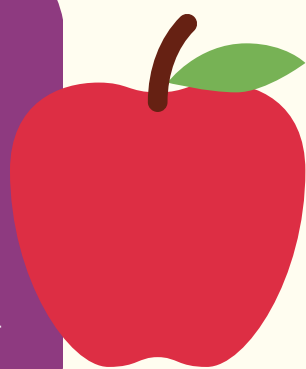
According to market research platform Nutrition Integrated, consumers are starting to expect that products have some gut health benefits in them.

Our Product Innovation team has put together ingredients to improve gut health.



Apple pectin (P01253)

As a prebiotic, it can help to feed the microbiome in consumers' guts. Citrus fibre can be used in jams and jelly as a substitute for gelatine to make your products more vegan accessible. It can also be used in the meat industry as it can help meat retain its water and thus appear more "plump." And rather than being called "pectin" on the back of the label, it can be called "citrus fibre" which is "cleaner" on the back of the label.



Calcium Bisglycinate Core Chelate® (P15384)

Calcium is a brilliant addition to any digestive health product as it allows for access to the claim "Calcium contributes to the normal function of digestive enzymes".

Inulin (P09025)

Inulin is a type of soluble fibre and a prebiotic that has been studied for its abilities to improve blood glucose levels. Adding inulin to a product is often a cost-effective way to add a prebiotic to your product. As a prebiotic, it helps to feed the microbiome and a healthy gut microbiome has been associated with many benefits. Ours is extracted from chicory and sourced from the EU.

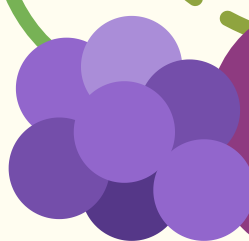


Antioxidants

Antioxidants that are found in plants can help to suppress oxidative stress and inflammation in the gut. They do this by modulating the composition of beneficial microbial species in the gut. Some of the ingredients that we have to do this are...

Grape Seed Extract (P0764)

90% of this material is classed as "polyphenol" which are a type of antioxidant that can help to feed the Bifidobacteria in your gut.



CurraNZ® (P16183)

this is our branded material from Health Currency in New Zealand, it is standardised at 35% anthocyanins (which are a type of antioxidant) making it the perfect ingredient to increase the antioxidant content of your products and make your products more holistic.



Livaux® (P33387)

Livaux® is a precision prebiotic from kiwifruit and, as a whole fruit powder, it comes with both polyphenols and fibre. Its high pectin content and complexity means that it is fermented slowly through the gut which increases the microbial diversity in the gut's microbiome. The high methoxy structure means it is a preferred substrate for F.Prau which is normally found in relative abundance in the gut. Low levels have been linked to IBS, IBD, depression, and respiratory tract infections.

