

# An Innovative Approach to Elderberry

The Elderberry Category is Bursting with Opportunity

2021 BY THE NUMBERS<sup>1</sup>

## Elderberry in Demand



Immunity continues to be a focus for consumers and their overall wellness routine

Although the *immune power of elderberry* is known to consumers, elderberry with high polyphenol content provides benefits from *immune support to overall health*, expanding the power of elderberry.



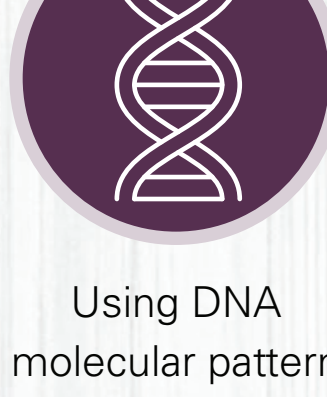
## Respect the Elderberry

Not all elderberry ingredients are created equal. Brands should check for:

### ADULTERATION

A recent article on elderberry adulteration stated that of 25 bulk elderberry lots tested, 14 failed the identity test and 5 were found to have **NO elderberry extract at all!**

Source: NUTRAIngredients-USA, Nature's Way finds more evidence of widespread elderberry adulteration



Using DNA molecular pattern analysis to confirm ingredient purity from harvest to bottle.



HPLC Fingerprint Analysis confirms that EACH LOT contains only elderberry anthocyanins.



Farm to Finish – The ElderMune® elderberry juice concentrate supply chain is controlled and verified!

## ElderMune® – An Innovative New Approach to Elderberry

### Beyond traceability and purity – ElderMune® is Bursting with Benefits



Elderberry is supported by strong science on its immunomodulatory and antioxidant effects

- » ElderMune® specifically has been studied for its immunomodulatory effects and has been shown to inhibit cytokine production in a beneficial way
- » ElderMune® combines Elderberry Juice Concentrate 65:1 with Sunfiber®. This combination works synergistically, demonstrating increased immunomodulatory inhibition and increased antioxidant potential.

ElderMune® contains very high levels of polyphenols:

- » Most of the extracts on the market contain very low levels of polyphenols
- » It is the polyphenols that make ElderMune® a total wellness dietary ingredient - polyphenols are known for their antioxidant, anti-inflammatory, and metabolic health potential

## Novel Drying Technology

ElderMune® is made using an exclusive drying process utilizing a patented, infrared, low temperature drying technology that helps to preserve the bioactives:

### POLYPHENOLS

Micronutrients with antioxidant and immune supporting benefits.

Standardized to high polyphenol content.

### ANTHOCYANINS

Antioxidant-rich bioactive compounds that give berries their vivid purple color.

Tested by USP HPLC method, rather than less accurate UV methods.

## Abundant Advantages



### Versatility

Because of the unique composition of ElderMune®, the formulation possibilities are limitless, and it can be included as an ingredient in a wide variety of dietary supplement formulations, not just those that target immune support.



ElderMune® works well in:

**Gummies + Syrups + Lozenges + RTDs  
Capsules + Tablets + Powders**

Recommended dose: 100 - 1000 mg/serving  
Can be combined with probiotics for total microbiome support

**NEED HELP WITH TURNKEY SOLUTIONS?**

NutriScience can help with ElderMune® turnkey formulation concepts including gummies, organic tablets, lozenges and drops.



## Formulate with Ease

✓ ElderMune® is highly soluble  
Various solubility parameters have been determined for RTD and powdered beverage applications

✓ ElderMune® imparts a natural purple-reddish hue  
Suitable for natural coloring purposes

✓ ElderMune® is highly palatable  
A light, natural berry taste makes it easy to incorporate into a wide array of applications and flavor systems

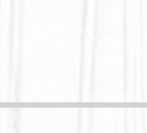
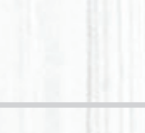
✓ And at a low functional dose of only 100 mg, ElderMune® delivers an immune support claim at a low cost per dose

## Quality Assurance

ElderMune® is made from quality Haschberg variety elderberries, obtained from reputable sources and is:



ElderMune® is free of:



For more information contact:



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