



Kids: Trends & Health Ingredients

Healthy living is growing into a mainstream phenomenon, and the population of children is no exception. With the fast-paced lives of parents, and the increasingly sedentary life of kids, good nutrition is becoming a necessity for the health of our future generations.

Convenience is an impacting factor when determining a child's diet, and with that comes greater responsibility from the food and beverage industries. It is time to create food and beverage products that not only taste good to a kid, but also help promote proper nutrition. The children today are heavier than ever before, and as we are experiencing, inappropriate weight gain can be a negative causing factor in many other areas of health.

Companies need to provide nutritious choices with less sugar, less additives, fortification of essential vitamins & minerals, and appropriate portions. Top health concerns for children include brain function, gut health, bone health, eye health, immunity and proper sleeping habits. The following ingredients can be applied to consumables for healthy nutrition, thus creating a starting block for a healthier and active lifestyle of children.

Cognitive Health

- Omega-3s: essential for brain development and function
- Phosphatidylserine: may help improve memory and learning, and it may support cognitive & memory function
- Choline: is part of structure of brain cell membranes and is important for brain development
- B-vitamins: help the body make protein and energy; essential in making red blood cells which transport oxygen throughout the body and brain
- Additional ingredients for Cognitive Health include: Flaxseed Oil or Hi-Omega Cranberry, Ginko Biloba, Coenzyme Q10, Gotu Kola, Eleutheroscoccus, L-Theanine, L-Tyrosine, Yerba Mate

Antioxidants and Eye Health

- Lutein: is concentrated in the retina and is important for good vision
- Vitamins A, C and E: powerful antioxidants that help protect cells from damage

***Delivering Innovative Flavor, Color, Ingredient System and
Process Technology Solutions to the Food and Beverage Industry***

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- Additional Antioxidant ingredients include: Flaxseed Oil, Hi-Omega Cranberry, Coenzyme Q10, Grapeseed Extract, Lycopene, Soy Isoflavones, Citrus Bioflavonoids, Acai, Pomegranate, Zeaxanthin, Green Tea, Zinc

Bone Health

- Calcium: helps build strong healthy bones and teeth
- Vitamins D3 and K2: vitamin D3 is essential for calcium adsorption; vitamin K2 has been recently found to promote bone health in children
- Additional ingredients for Bone Health include: Glucosamine, Chondroitin Sulfate, Hyaluronic Acid, Collagen, Soy Isoflavones, Olive Polyphenols, Citrus Bioflavonoids, Grapeseed Extract

Immunity

- MaxImmune™: proprietary blend of grapeskin, grapeseed, green tea and mushroom extract clinically proven to reduce the severity of symptoms associated with the common cold
- Grapeseed Extract: proanthocyanidins from grapeseed work synergistically with vitamin C and help vitamin C enter the body's cells, thus supporting proper immune function
- Additional ingredients for Immunity include: Tea Polyphenols, Citrus Bioflavonoids, Arabinogalactan, Bilberry Extract, Echinacea, Isoflavones, Cranberry Extract, Vitamins A, C & E

Holistic Sleep

- Chamomile: helps promote relaxation through its soothing aroma
- Lavender: essential oils from lavender flowers produce a soothing and calming effect
- Lemon Balm: used since the Middle Ages to promote sleep
- Additional ingredients for Holistic Sleep include: Valerian Root Extract, Passionflower Extract, L-Theanine, Elderflower Extract, Lemongrass

Gastrointestinal Health

- Fiber: a diet rich in fiber can reduce cholesterol, maintain normal blood sugar and help promote digestive health

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