



## Men's: Trends & Health Ingredients

The growth and opportunities for food and beverages geared towards men is significantly increasing – why wouldn't it when men seem to be now more interested in taking care and charge of their own health? Men are more concerned about their own well-being than ever before, making them prime receptors to new and innovative nutritious options. The changes in social attitudes and the increased openness of health concerns, has altered the perceptions of how men can address health issues.

It has been shown that men have similar health worries as women, especially when it comes to the largest threat of death, heart disease. Men not only want to prevent disease, but also improve the quality of their life through joint health, strong immune systems, proper sleep patterns and strong brain function. This is a prime opportunity for food and beverage companies to create products focused on men's health trends with the following ingredients.

### Heart Health

- Omega-3s: studies have shown omega-3s reduce LDL cholesterol & triglyceride levels and lower blood pressure
- Phytosterols: inhibit the intestinal absorption of cholesterol and facilitate the lowering of serum cholesterol
- Coenzyme Q10: helps sustain heart health and blood pressure
- Tea Polyphenols: may support healthy cholesterol levels
- Citrus Bioflavonoids: may support heart health by protecting blood vessels and LDL cholesterol from oxidative damage
- Additional ingredients for Heart Health include: Beta Glucan, Carotenoids, Fiber, Grapeseed Extract, Theaflavins, Resveratrol

### Bone & Joint Health

- Hyaluronic Acid: essential for the preservation of synovial joint fluid which maintains bones & joints
- Grapeseed Extract: may improve flexibility and maintain connective tissue
- Additional ingredients for Bone and Joint Health include: Calcium, Vitamins D3 and K2, Methylsulfonyl Methane (MSM), Boswellia Serrata, Glucosamine, Chondroitin Sulfate, Collagen Hydrolysate, Horsetail Extract, Devil's Claw, Soy Isoflavones, Olive Polyphenols, Citrus Bioflavonoids

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

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### **Immunity**

- Pomegranate Extract: may help stimulate the immune system and protect against oxidative stress; some studies show pomegranate extract may reduce the risk of prostate cancer.
- Citrus Bioflavonoids: associated with reduced risks of chronic diseases
- Grapeseed Extract: proanthocyanidins from grape seed 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, Arabinogalactan, Astragalus, Bilberry Extract, Echinacea, Isoflavones, Cranberry Extract, Fucoidan, Vitamins A, C & E, MaxImmune™

### **Cognitive Health**

- Omega-3s: may help reduce the accumulation of a protein linked with Alzheimer's
- Coenzyme Q10: supports proper oxygen utilization and nutrient absorption in brain tissue
- Phosphatidylserine: may help improve memory and learning, and it may support cognitive & memory function
- Additional ingredients for Cognitive Health include: Choline, B-vitamins, Flaxseed Oil or Hi-Omega Cranberry, Ginko Biloba, 5-Hydroxytryptophan, Gotu Kola, Eleutherococcus, St. John's Wort, Gamma Amino Butyric Acid (GABA), Vinpocetine, L-Theanine, L-Tyrosine, Yerba Mate

### **Holistic Sleep**

- Melatonin: may alleviate symptoms associated with jet lag and circadian rhythm; commonly used in over-the-counter sleep aids
- L-Theanine: promotes relaxation; penetrates the brain and increases the concentration of serotonin and dopamine; low levels of serotonin and dopamine are associated with signs of depression
- Gamma Amino Butyric Acid (GABA): an amino acid that may prevent the over-firing of nerve cells to promote calmness and reduce stress and tension
- Additional ingredients for Sleep and Relaxation include: 5-Hydroxytryptophan, Valerian Root Extract, Passionflower Extract, Rhodiola Rosea Extract, Elderflower Extract, Lemongrass, Chamomile, Lavender, Lemon Balm

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