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PRESS RELEASE

Nanoparticle-free D vitamins from Prinova offer bright prospects as interest in immune health grows

Prinova has developed a premium line of nanoparticle-free vitamin D powders that will enable food, beverage and nutrition businesses to tap into growing demand for products containing the 'sunshine vitamin'. Oil-based formats are also available.

Vitamin D is the world's hottest micro-nutrient right now. In part, this is due to growing knowledge and awareness of how important it is for wellbeing. But it is also because it is increasingly associated with benefits for immune health – an area that is currently on-trend. For example, some scientists have suggested there is a link between vitamin D intake and the severity of COVID-19.¹

Prinova's vitamin D portfolio comprises vitamin D3 from cholecalciferol, which is manufactured in Europe, and vitamin D2 from ergocalciferol, which is made in the USA and is suitable for vegans.

In powder form, both are free-flowing and offer excellent dispersibility despite not containing any anti-caking agents. The absence of these – made possible by a production method exclusive to Prinova – makes them the only nanoparticle-free products of their type available on the market. This is increasingly a key selling point, with consumer concern mounting in relation to the safety of nanoparticles, especially in infant nutrition products

Vitamins D3 and D2 from Prinova are suitable for a wide range of applications, including infant nutrition, supplements, dairy, beverages, cereals, bars, and sports nutrition. They are non-GMO and Halal certified and offer excellent stability – even at higher temperatures.

Tony Gay, Head of Technical Sales & NPD for Nutrition Division at Prinova Europe, said: "Products containing Vitamin D are enjoying a wave of popularity and while this is a great opportunity it also makes the category fiercely competitive. Prinova's vitamins D3 and D2 provide an edge so that manufacturers can create products that address consumers' concerns and align with their preferences."

In addition to immune health, vitamin D is associated with a wide range of other benefits.² These include promoting cardiovascular health, boosting mood and providing weight loss support.

For children and teenagers, D vitamins are essential for the development of healthy bones and teeth, for muscle function, normal neurotransmission, blood clotting, and digestive enzymes. Women who are pregnant or lactating, or experiencing the menopause, need vitamin D for its ability to promote better calcium absorption.

This benefit is also important for post-menopausal women, who are at a high risk of osteoporosis, with 70% suffering from the condition. It is forecast that there will be a 26.2% increase in osteoporosis-related fractures from 2017 to 2030, highlighting the scale of this issue.³

ENDS

About Prinova Europe

Prinova is a leading global supplier of ingredients and premix manufacturing solutions for the food, beverage and nutrition industries. Prinova holds strategic stocks in numerous distribution centres around the world to ensure continuity of supply and has liquid and dry premix manufacturing facilities in the UK, China and the USA. Prinova's premix business is underpinned with over 40 years of experience in ingredient sourcing and distribution, servicing their customers with global inventories, market expertise and leading market positions in Vitamins, Amino Acids, Sweeteners, Preservatives, Proteins, Aroma Chemicals and more.

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¹ <https://www.medrxiv.org/content/10.1101/2020.05.01.20087965v3>

² <https://www.healthline.com/health/food-nutrition/benefits-vitamin-d#fights-disease>

³ International Osteoporosis Foundation (IOF)