

# SPORTS & LIFESTYLE

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NUTRITION NEWSLETTER

Targeted  
solutions for  
gut health





## It's all about the gut

Digestive disorders, such as irritable bowel syndrome and heartburn, are now common across the world<sup>1</sup>. However, they are not the only way an unhealthy gut affects wellbeing. There is a growing body of scientific evidence that the trillions of microbes in the gut play a much larger role in our overall wellbeing than was previously thought.

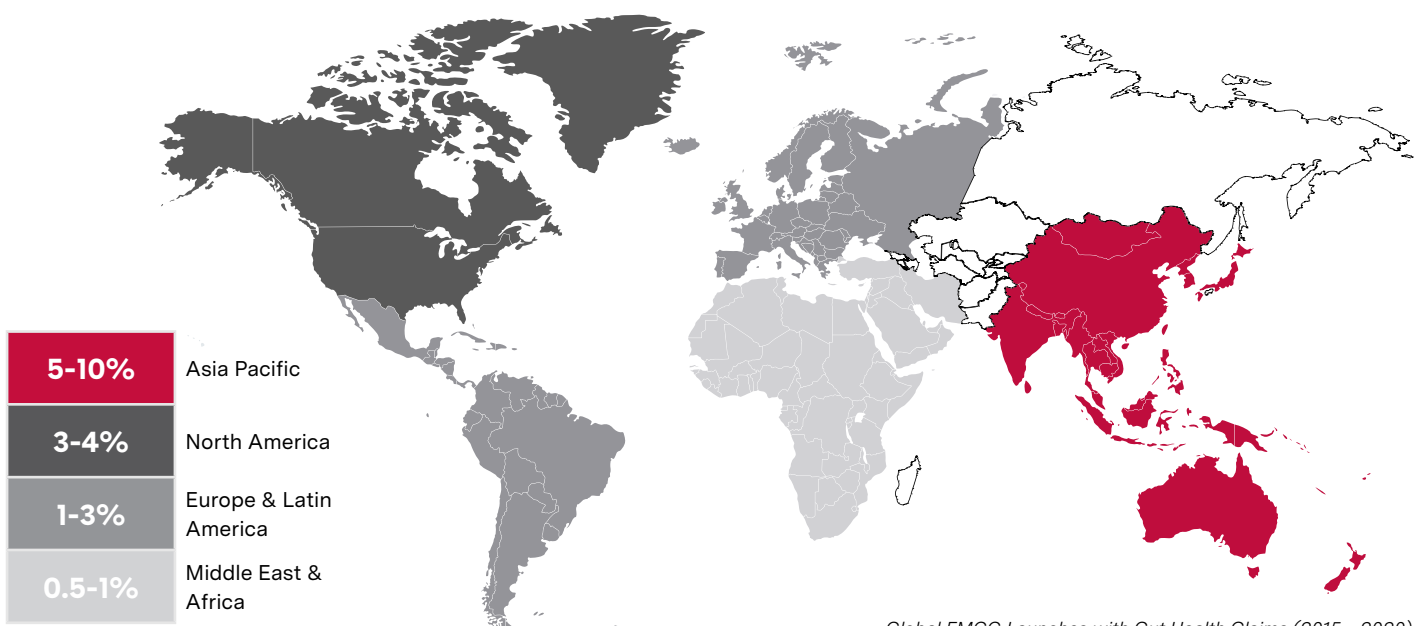
As consumers learn more about the importance of the microbiome, they are adopting holistic attitudes to digestive health, and looking for products with ingredients that can support it. In our latest newsletter, we look at the growing demand for gut health benefits in a range of applications, and new solutions that can help you meet them.

### Digestive health - the global picture

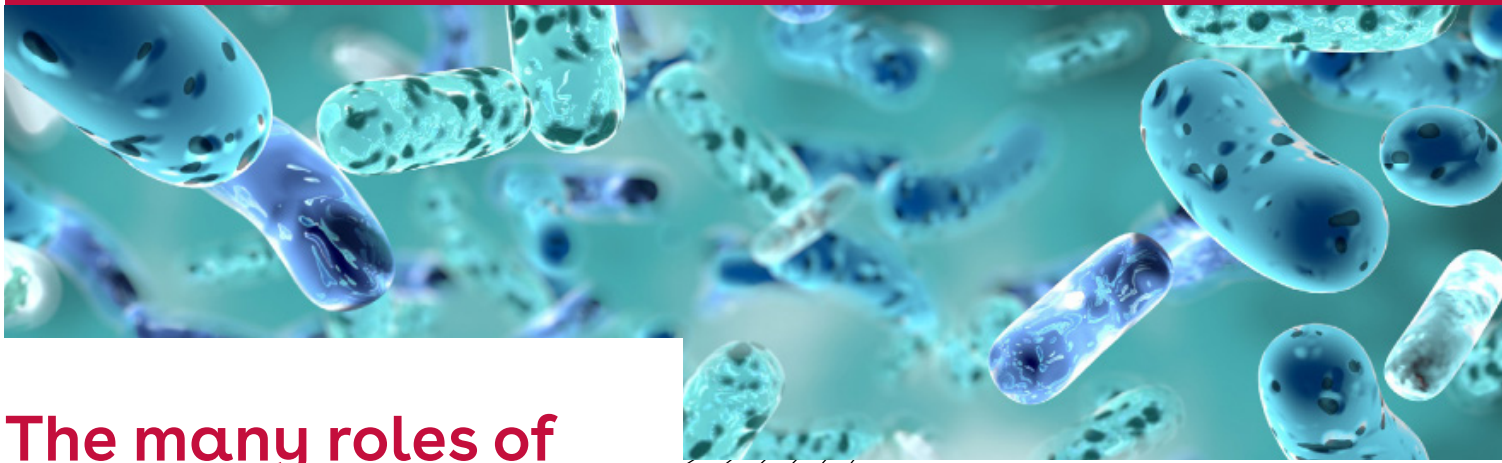
Demand for digestive health solutions is growing across the world. In 2015, 1.08% of food and beverage products launched in Europe carried a gut health claim. By 2020, that figure had more than doubled to 2.83%. In Asia-Pacific, the proportion was even higher – 9.12% in 2020, up from 5.19% in 2015<sup>2</sup>.

A long history of consumption of fermented foods with gastric benefits is the main reason why Asia is the strongest market for product launches.

### The global rise of digestive health










*Global FMCG Launches with Gut Health Claims (2015 – 2020)*

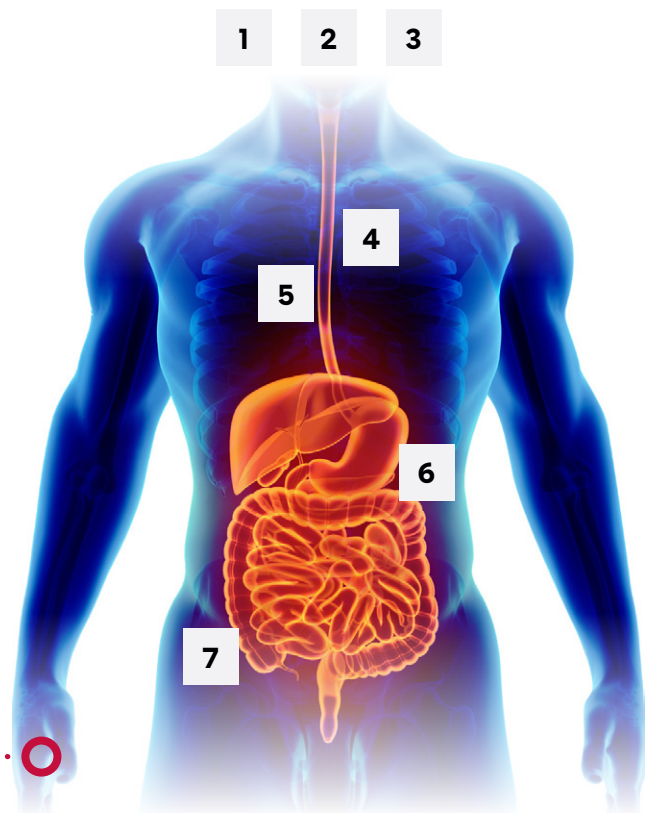


## The many roles of the microbiome

Now considered a “virtual organ”, the microbiome is key not just to digestive health, but also in areas like immune support, metabolic function, respiratory and cardiovascular health.<sup>3,4</sup>

Furthermore, there is growing awareness of the gut-brain axis, and the role it plays in mood, mental and emotional wellbeing, neurobehavioural traits and cognition.<sup>5</sup>

1		Cognition
2		Mood, mental, emotional & wellbeing
3		Neuro-behavioural Traits
4		Cardiovascular Health
5		Respiratory
6		Metabolic Function
7		Immune Support



### Live cultures - benefits beyond the gut

Among digestive health ingredients, live cultures are unique because of the high levels of consumer interest they command, and the range of benefits with which they are associated. Daily intake of dietary products fortified with live cultures can stimulate the growth of preferred micro-organisms, help inhibit the growth of undesirable ones, produce antimicrobial substances and increase antibody production, boosting our immune defences.<sup>6</sup>

Live cultures can be used to treat infectious diarrhoea, and improve mild to moderate irritable bowel symptoms and other digestive symptoms.<sup>7</sup> They can be a valuable tool for weight management<sup>8</sup> and may also be beneficial for heart health and blood pressure.<sup>9</sup> Meanwhile, there is a growing body of evidence for a role for live cultures in brain health.<sup>10</sup>



## Combining digestive health with other benefits

The fact that the microbiome influences so many areas of wellbeing means there is demand for gut health solutions across a range of categories. Fortunately, there are opportunities to combine digestive health with many other benefits sought by consumers:



### Sports nutrition

With consumers frequently reporting gut health problems during sport, and looking for OTC solutions, digestive health claims are increasingly common across sports and performance nutrition products.



### Plant-based

Plant-based ingredients can offer a range of sports nutrition benefits. However, brands considering this route should consider the completeness of amino acid profiles in plant proteins, and the addition of functional ingredients to improve digestibility.<sup>15</sup>



### Brain function

The gut plays an important role in brain health. According to a recent study, for example, it “can interact in surprising ways with well-known genetic risk factors for disorders of the nervous system.”<sup>13</sup> There is also evidence that live cultures can improve cognitive function and mood.<sup>14</sup>



### Immune health

**70%** of our immune cells are located in the gut,<sup>11</sup> where they are supported by healthy bacteria. There is therefore an inextricable link between gut health and immune health.<sup>12</sup> When the digestive system is functioning properly it serves as a barrier to bacteria, viruses and other pathogens, and when it is not, imbalances in the microbiome can affect our natural defences. Awareness of opportunities to support immunity via gut health has driven innovation with ingredients such as fibre, live cultures and fermented foods.



### High protein

Demand for high-quality protein remains one of the most common reasons for consumers to buy sports nutrition products. Combining high-protein and digestive health claims can also be a route to personalisation, with some brands starting to offer gutsensitive, personalised protein formulations.



## Prinova concepts for digestive health

Prinova offers a selective range of products aimed at gut health and digestion covering from branded ingredients to some generic products more widely used. Also we offer a comprehensive list of live cultures in the microbiome sector covering various strains from Lactobacillus to Bifidobacterium at various strengths to meet the ever increasing demands of daily life and product requirements.

To request individual strains and blends, [click here](#).



### Biome balance

is a combination of collagen, live cultures, fibre, enzymes, vitamins and minerals to support immunity and wellbeing.

#### Formulation claims & benefits:

- **OmniCol™ Collagen Peptides** – may help support the intestinal tract
- **Guar Bean Fibre** – excellent source of fibre
- **L-Glutamine** – used by cells of the gastrointestinal tract as a source of fuel
- **Digestive Enzymes (DigeZyme®)** – support breakdown of macronutrients
- **Bacillus Coagulans (Lactospore®)** – support gut balance

NUTRITIONAL INFO	PER 10G SERVING
Energy KJ / Kcal	167 kJ / 40Kcal
<b>Protein (OmniCol™ Collagen) (g)</b>	<b>5</b>
<b>Carbohydrates (g)</b>	<b>0</b>
Of which sugars (g)	.22
<b>Fats (g)</b>	<b>0.07</b>
Guar Bean Fibre	2g
L-Glutamine	2g
Calcium	120mg (15% NRV)
DigeZyme®	50mg
Lactospore®	2 Billion Organisms



### Prebio fibre

Pea and oat fibre with added calcium and beta-glucans.

#### Formulation claims & benefits:

- **Natural source of calcium** to support bone health, gut health and immunity
- **Multiple fibre sources** with live cultures for gut health
- **Beta-glucans** for maintenance of normal blood cholesterol levels

NUTRITIONAL INFO	PER 10G SERVING
Energy KJ / Kcal	378 kJ / 90Kcal
<b>Pea Fibre</b>	<b>2g</b>
<b>Oat Fibre</b>	<b>2g</b>
<b>Beta Glucan</b>	<b>1g</b>
<b>Calcium as Aquamin</b>	<b>56.25mg (15% NRV)</b>
<b>Carbohydrates (g)</b>	<b>0.25g</b>
<b>Fats (g)</b>	<b>0.00</b>
<b>Protein</b>	<b>1.5g</b>



## Daily pro

A capsule containing a full range of lactobacillus and bifidobacterium with added calcium

### Formulation claims & benefits:

- **20 billion live bacteria** that support the gut health and digestive system function
- **Natural source of calcium** which contributes to the normal function of digestive enzymes
- **Multi-strain live culture formula** that supports a balanced microbiome

NUTRITIONAL INFO	PER CAPSULE
Bacillus Coagulans	2bn CFU/g
Bifidobacterium bifidum	2bn CFU/g
Bifidobacterium breve	2bn CFU/g
Bifidobacterium infantis	2bn CFU/g
Bifidobacterium longum	2bn CFU/g
Lactobacillus acidophilus	2bn CFU/g
Lactobacillus casei	2bn CFU/g
Lactobacillus plantarum	2bn CFU/g
Lactobacillus rhamnosus	2bn CFU/g
Streptococcus thermophilus	2bn CFU/g
Calcium as Aquamin	56.25mg (15% NRV)



## Corebiome®

Live Culture in Softgel Capsules

### Formulation claims & benefits:

- **Contains CoreBiome®** – a foundational ingredient for gut formulas, the benefits of which include digestive health and weight management

NUTRITIONAL INFO	PER SOFTGEL CAPSULES
CoreBiome®	300mg



## Complete digest

A combination of live cultures, fibres, digestive enzymes and minerals for brain health as well as digestive health support.

### Formulation claims & benefits:

- **High in fibre**, supporting gut health and digestive system function
- **Natural source of calcium** which contributes to the normal function of digestive enzymes
- **Complete live cultures formula** that supports a balanced microbiome
- **Added enzymes** for digestive support

NUTRITIONAL INFO	PER 10G SERVING
Energy KJ / Kcal	242 kJ / 58Kcal
CoreBiome®	300mg
Lactospore®	1bn CFU/g
Guar Bean Fibre	10g
DigeZyme®	150mg
Calcium as Aquamin	56.25mg (15% NRV)
Carbohydrates (g)	9.4
Of which sugars (g)	0.00
Fats (g)	0.00



## Branded ingredients

Gut health markets are increasingly crowded. To help you stand out, Prinova offers a range of trusted, science-backed branded ingredients for gut health products.

### Introducing CoreBiome®



The foundation of gut health is butyrate and the most bioavailable form is tributyrin (as new ingredient CoreBiome®). Tributyrin is the most important short-chain fatty acid (SCFA) for gut health and CoreBiome® is the first tributyrin in the world that offers bioavailability in the colon, as well as low odour.

CoreBiome® may help with overall gut wellness and bloating, and have particular benefits for consumers with low tolerance for fibre. It may also support weight management and low-glycaemic living for the health-conscious, or help the gut after a round of antibiotics.

To find out more or order a sample, [click here](#).



Aquamin is a marine-derived multi-mineral complex with high content of calcium and magnesium, as well as 72 other trace minerals from the cell wall of the Lithothamnion species of seaweed. Aquamin possesses unique attributes that can enhance gut health as well as helping to maintain healthy bone formation. A recent study demonstrated a positive effect on Inflammatory Bowel Disease (IBD) and the reduction of inflammation in the gut due to its properties as an excellent carrier for live culture bacteria.

To find out more about the Aquamin range [click here](#).

If you would like to order a sample, [click here](#).



DigeZyme® is a proprietary combination of five essential digestive enzymes derived from the microbial fermentation of grain. Proven to enhance the absorption of vitamins and minerals and to decrease pain associated with post-exercise recovery, it is particularly valuable for the intake of whey protein.

To find out more or order a sample, [click here](#).



LactoSpore® (Lactic Acid Bacillus, originally known as Bacillus coagulans) is a versatile live

culture which can assist in the maintenance of a normal, healthy gastro-intestinal tract. It can be used to help prevent irritable bowel syndrome, and a clinical study has found that it offers robust efficacy for the treatment of patients experiencing IBS symptoms with major depressive disorder. Other research has shown that the use of lactobacillus can reduce the incidence of atopic eczema, making it useful for the management of allergic skin conditions in infants.

To see other products from Sabinsa, [click here](#).

To find out more or order a sample, [click here](#).



LactoCran™ is a customised live cultures complete blend of LactoSpore® and cranberry seed powder for gut health. It is clinically proven to improve the symptoms of IBS and other benefits include shelf life stability at room temperature.

To find out more or order a sample, [click here](#).

Prinova offer a full range of bulk microbiome from Lactobacillus to Bifido strains. **Please ask for your individual requirements**

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- <sup>18</sup> Sabinsa 'Nutrition and Immunity' White Paper 2Q3, 2020
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