

Vitafoods™
Europe



Presented by
KSM-66
Ashwagandha®
WORLD'S BEST ASHWAGANDHA

Welcome

Trendikatsaus

Vitafoods, Geneve 7.–9.5.2019

Foodwest Oy/ Virve Anttila, Harri Latva-Mäenpää

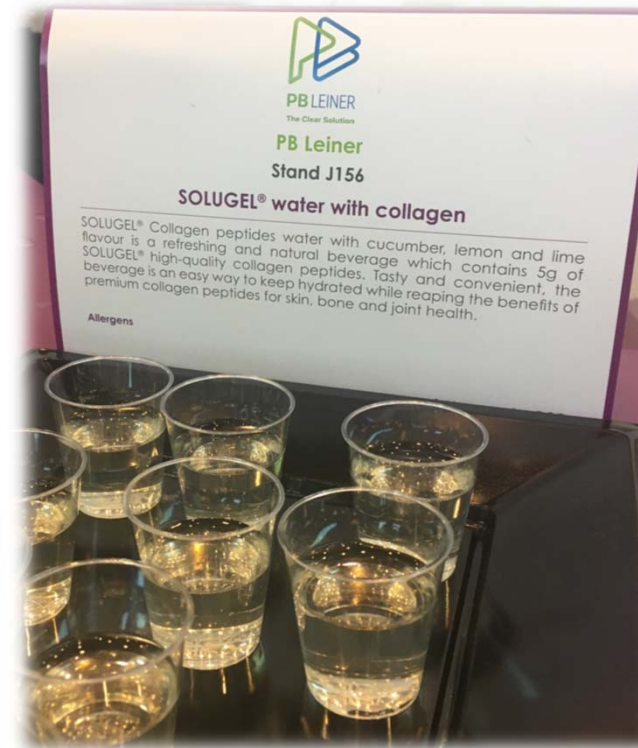




- **Kollageeni** – juomat, juomajauheet, patukat, pehmeät makeiset, sorbetti
- **Kasviproteiinit** – juomat, patukat, ekstruudatut tuotteet (murot, snackit)
- **K2-vitamiini** - tabletit
- **Omega-3** – pehmytkapselit (soft gel), spray- ja tippatuotteet, juomat
- **Luonnolliset makeuttajat** (monk fruit, stevia, sweet tea) –juomat- ja juomajauheet, pehmeät makeiset
- **Kurkuma/ kurkumiini** – Juomat, juomajauheet, pehmeät makeiset
- **Probiotit** – tabletit, juomat, juomajauheet, snack-tuotteet, patukat
- **Hamppu** ja CBD

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Kollageeni



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Kasviproteiinit



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K2-vitamiini



KEY TO K2VITALITY

HOW TO WIN IN TOPLINE WINS AND MARKET SHARE

VITAMIN K2 MK-7

Directs calcium to the right places

K2VITAL® is an essential vitamin that helps bind calcium into bones for strong bone development and directs free calcium away from the arteries to maintain healthy circulation. K2 MK-7 is deficient in most diets and needs to be supplemented.

K2 IS IN DEMAND

K2 ON TRACK TO BE NEXT D3

1000 REPORT USAGE LEVELS EQUAL TO COQ10 AND CURCUMIN

K2 DIETARY SUPPLEMENT NEW PRODUCT LAUNCHES 2010-14

2000 CLAIM K2 + D3 WILL BE A MAJOR SUCCESS

Product	Percentage
Calcium	75
Vitamin D	75
Advanced Joint	75
D-1 & NUTRITION	74

2000 consumers feel the "perfect pair" D3+K2 concept will be a market success outperforming other popular supplements

800 FIND BRANDS WITH K2 MUCH MORE APPEALING

Leading Bone, Heart, Joint and Multi Brands score a higher purchase intent when K2 is added

K2 SCIENCE IS COMPELLING

PubMed results showing a spike in K2 publications in the last decade

10 CLINICAL TRIALS CONFIRM K2 EFFECTIVENESS

for bone and heart health and translate to 19 Vitamin K2 Structure-Function Claims.

- Knapen, M.H., et al. Vitamin K2 MK7 reduces bone loss in healthy postmenopausal women.
- Chalovich, J.M., et al. The intake of menaquinone (vitamin K2) is associated with a reduced risk of coronary heart disease.

- Knapen, M.H., et al. Vitamin K2 MK7 improves arterial stiffness in healthy postmenopausal women.
- McFarlin, B.K., et al. Oral intake of K2 results in increased maximum cardiac output during exercise (12% within 8 weeks).

BENEFICIAL FOR ALL CONSUMERS REGARDLESS OF AGE LIFE-STAGE OR GENDER

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Omega-3



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Luonnolliset makeuttajat

种植基地 (Plant Base)



Sweet Tea Plant Base
甜茶种植基地



Luo Han Guo Plant Base
罗汉果种植基地



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Kurkuma/ kurkumiini



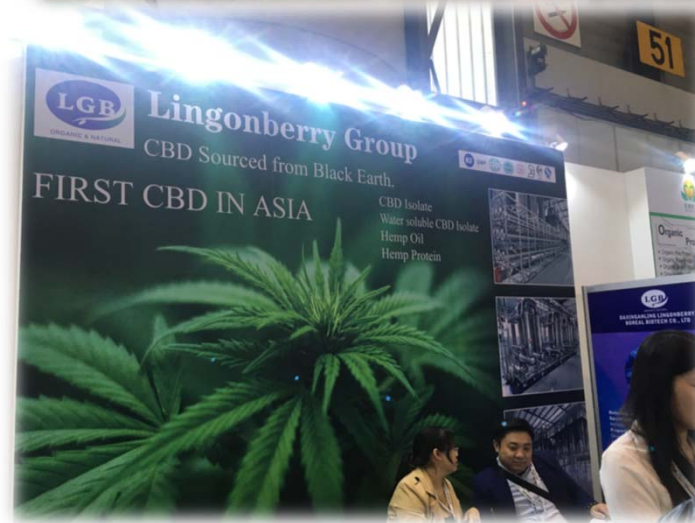
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Probiotit



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Hamppu ja CBD



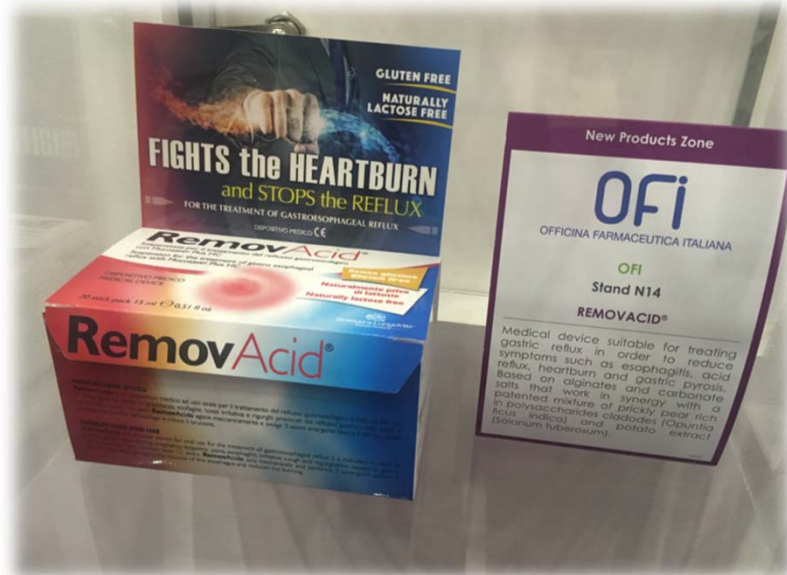
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Teematuotteet: Aivot



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Teematuotteet: Vatsa ja suolisto



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Teematuotteet: Lapset



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9. toukokuuta kello 6.55 · 🌐

Terveisiä Vitafoods Europe messuilta! #foodwest #tekeetimanntia #vitafoods #vitafoodseurope2019 #functionalfoods #innovations #nutraceuticalproducts



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