

Healthy Aging Q & A



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1. What specific ingredients do you offer for supporting a healthy lifespan and healthy aging for use in supplement applications?

IFF Health Sciences' ingredients are formulated with a single goal: optimizing human health at various stages of life. With this in mind, each ingredient is developed and tested to achieve a distinct purpose, such as cognitive function, relief from occasional constipation, minimizing skin wrinkles, or maintaining optimal body weight. Some examples include:

- **HOWARU® GI Complete**—A probiotic blend, with clinically studied strains to improve overall GI wellbeing and help address common GI symptoms.
- **HOWARU® Shape**—An innovative probiotic solution, clinically demonstrated to support weight management alone or with the prebiotic fiber Litesse®; also promotes an increase in Akkermansia, which has been linked to lean and healthy body weight.
- **HOWARU® Protect 55+**—A probiotic to naturally and effectively support immune health in an aging population.
- **Sharp-PS®**—A phospholipid component of cell membranes, muscles and tissues, highly concentrated in the brain and shown to support cognitive function and enhance memory.

2. Are there new advancements in formulation and/or studies available to enhance new product innovations addressing these needs?

Yes! Here's one example:

A randomized, triple-blind, placebo-controlled clinical trial was conducted to explore the effects of orally consumed *Bifidobacterium animalis subsp. lactis* **BI-04®** on skin wrinkles and hydration.^[1] One hundred forty-eight healthy female volunteers (ages 30-60) with dry skin and wrinkles participated. Results after four weeks included a significant reduction in both the wrinkle area and depth of wrinkles. These results were more pronounced in the younger (30-44) age group.

Positive outcomes are also suggested by a SKIN Consumer Perception Study that assessed perceived benefits of **BI-04®** on skin hydration, fine line/wrinkle reduction, and improvement of overall skin health. One hundred ninety-five healthy women ages 35-55 participated in this randomized, single-blind and placebo-controlled study.^[2] Results included 64% of women reporting a reduction in the perceived amount of fine lines/wrinkles after eight weeks.

3. Are there specific DSHEA-compliant product label claims for your ingredient(s)?

Following are a few of many examples of DSHEA-compliant product label claims that apply to our ingredients:

HOWARU® GI Complete:

- Helps naturally regulate the digestive system
- Supports gut/abdominal comfort
- Improves overall gut health
- Helps optimize digestive balance
- Promotes regularity in times of GI stress

B420™ + Litesse® Combination:

- Maintains body fat mass
- Controls body weight
- Supports health microbiota associated with metabolic health
- Promotes growth of beneficial bacteria

HOWARU® Protect 55+:

- Helps maintain a healthy, active immune system
- Shifts microbial balance in favor of a healthy gut in aging adults
- Increases/enhances the presence of beneficial microorganisms in the gut
- Increases *Bifidobacteria*, which naturally decline with age

Sharp-PS®:

- Supports cognitive function; enhances memory
- Helps improve attention and behavior in children
- Supports healthy skin and improve wrinkles
- Helps support a favorable physiological state during moderate exercise and recovery in healthy males

For more information, please feel free to contact us today.

^[1] SKIN—1st High Quality Clinical Trial

^[2] IFF Radiance-Pro Skin Perception Study

This Q&A is an edited excerpt from an article originally published by SupplySide Supplement Journal in the "Golden age for healthy lifespan supplements" product development guide.