



# Health through the ages

Where are  
today's worries?

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November 2019

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Vitamin K2 MK-7 is critical at all stages of life, but the spotlight frequently shines on its influence on healthy ageing—and for many good reasons. In the last issue of Vitafoods Insights, we focused on vitamin K2’s role in regulating calcium levels for heart health. **Jim Beakey** returns to explain the key vitamin K2 holds to strong bones and a healthy heart, and the mounting evidence suggests that these may not be K2’s only contributions to healthy ageing.

## 10 Resveratrol studies advance, results speak

One of the most potent vasoactive ingredients found in nature is resveratrol, a polyphenol produced in low levels in plants such as grapes and berries to protect themselves from environmental stress and pathogens. **Johannes Haerle** explores supplementation with vasoactive ingredients as a strategy for healthy living through all ages, and especially into senior years.

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Consumers of all ages are taking a more proactive approach to health maintenance and improvement. Concerns of stress and anxiety continue to prevail amongst young and older adults. **Mike Hughes** discusses the growing opportunity for food, drink and supplement brands to not only promote the concepts of holistic health and healthy ageing but to also educate consumers about the impact that health problems can have on quality of life both day-to-day and in the long-term.

## 17 Takeaways for your business



Top health positionings of new supplement launches 2013-2018



Health/Wellness: 21.5%



Heart health: 15.5%



Brain/Mood health: 14.8%



Bone health: 11.6%



The number of new supplement launches tracked with a bone and/or joint health claim from 2014-2018: **7% growth**

Bone and joint health supplements specifically looking for product **prevention, repair and improved condition**



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# You're only as old as you feel

**I'm constantly reminded** that we don't get to enjoy our youthful looks, energy and mobility for long, so better enjoy it while it lasts. The truth—I'm sure—is that by the time you learn to appreciate it, your body is already starting its gradual decline. It's not only the senior population (65+) that is proactively trying to preserve their youth and delay the effects of ageing; younger generations are more health conscious than ever before and actively seek solutions that prevent early ageing.

According to the World Health Organization, the global senior population is expected to reach 1.5 billion by 2050. Key concerns amongst this group are bone and joint health, cognitive decline, heart health and skin health. In particular, brain health is an ever-rising worry and area of interest. Cognitive conditions like dementia and other neurodegenerative diseases are titanic concerns among ageing consumers. Even younger generations are proactive about averting and preventing neurodegenerative diseases like Alzheimer's and multiple sclerosis, and will consider measures of lifestyle, nutrition and supplementation interventions. Lifestyle choices are fundamentally important in terms of reducing risk for disease, especially those with no chance of reversal.

A noticeable change we experience as we age is certainly joint discomfort. We may start with aching backs, stiffness in our arms and legs and even discomfort in our bones when temperatures drop. Bones and joints naturally degenerate as we age, with quicker decline occurring after the age of 40. Fortunately, there is an abundance of natural solutions targeting bone strength, joint comfort and cartilage maintenance.

We can't ignore the fact that we get older each year and that our bodies will feel it at some point or another, but it's pleasing to see the shift in mindset toward 'healthy ageing' rather than 'anti-ageing.' Getting older doesn't have to mean we lose out on quality of life, as long as we do what we can now to make us more comfortable and as healthy as possible later down the line. After all, they don't call them the golden years for nothing.



*Charlotte Bastiaanse*

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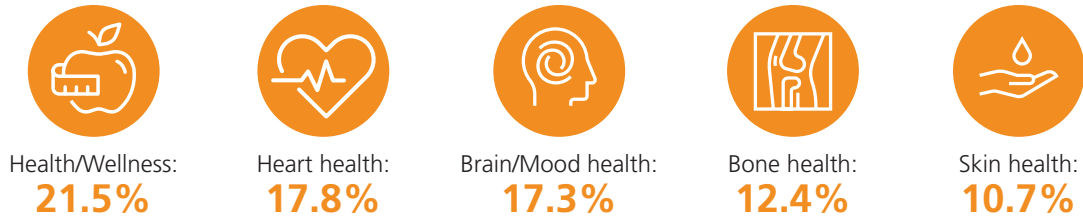
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# In numbers

## Global statistics and market figures

by Innova Market Insights

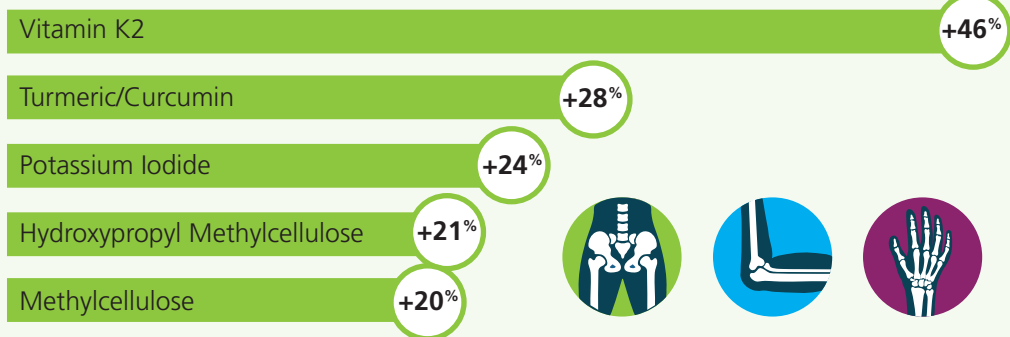
### Top health positionings of new supplement launches 2014-2018



 The number of new supplement launches tracked with a bone and/or joint health claim (Global, 2014-2018): **7% average annual growth**






Bone and joint health supplement users are specifically looking for products targeting **prevention, repair and improved condition**

### Fastest growing ingredients of new supplement launches tracked with a bone and/or joint health claim (Global, CAGR 2014-2018):



\*Categories tracked with less than 100 new products launching in 2018 on the market are excluded.

### Top subcategories as percentage (%) of new supplement launches tracked with a bone and/or joint health claim (Global, 2018):

-  **+25%** : The average annual growth of botanical/herbal supplement launches tracked with a bone and/or joint health claim over (Global, CAGR 2014-2018)
-  **21%** of UK consumers over the age of 55 used prescription medication for joint health in 2017  
**7%** of UK consumers over the age of 55 used prescription medication for bone health in 2017  
Innova Ageing Supplements Lifestyle Survey (2018)
-  Beauty and healthy ageing are key drivers for new collagen applications in beverages
-  **+12%** : Indexed number of food & beverage launches tracked with an anti-aging/aging-well or skin health claim (Global, 2014-2018):
-  **Asia** and **Europe** are leading growth and demand for skin health product development

# Bone health through the ages

## Vitamin K2 for active, healthy ageing

by Jim Beakey

**Vitamin K2 MK-7** is critical at all stages of life, but the spotlight frequently shines on K2's influence on healthy ageing—and for many good reasons. In the last issue of Vitafoods Insights, we focused on vitamin K2's role in regulating calcium levels for heart health. Strong, healthy bones that are resistant to fracture and a robust heart and circulatory system are vital to active, healthy living. Vitamin K2 holds a key to these, and mounting evidence suggests that these may not be K2's only contributions to healthy ageing.

### Why we need K2

Vitamin K2 is an essential vitamin, just like the more widely known vitamin K1. Typically obtained from green leafy vegetables, vitamin K1 plays an important role in blood coagulation. Vitamin K2, which is largely obtained from meat and dairy products, plays an essential role in mediating calcium distribution in the body. Proper calcium balance ensures strong bones, while avoiding unhealthy tissue calcification, including of the cardiovascular system, which is why we investigated vitamin K2 for heart health in the previous digital magazine issue of Vitafoods Insights.



Vitamin K2 activates osteocalcin proteins which incorporate calcium into bone. Calcium alone is not sufficient for maintaining strong bones without the help of K2. K2 also activates matrix Gla proteins (MGP) which bind excess calcium in the blood. Once bound, this excess calcium is prevented from being deposited in the soft tissues of the heart and circulatory system. This type of soft tissue calcification is a risk factor for cardiovascular disease and may also impact quality of life well before the onset of a diagnosed condition.

Tissue calcification and the related restrictions of blood flow may also be at the center of other age-related conditions—from cognitive abilities to wrinkles. Skin callouses are another example of maladaptive tissue calcification. Vitamin K2 may eventually prove to be a 'master nutrient' in ageing, yet in most western diets, K2 intake is estimated to be deficient.

### Healthy ageing starts in childhood

Vitamin K2 is important when we are young and the skeletal system is growing. Calcium and vitamins K2 and D3 represent the 'The Bone Health Triangle®' nutrients to maintain a



healthy skeleton. Calcium is the building block of bones, and vitamin D3 ensures efficient uptake of calcium through the intestines into the bloodstream. Vitamin K2 is the lesser-known component of the triangle, and if it is absent from the diet then bone health may be compromised. Vitamin K2 is too often the 'missing ingredient' in diet or bone health products. Without K2, calcium cannot optimally support bone-building.

Healthy growth and strong bones are reason enough to make sure children and teens get enough K2. Childhood development also has an impact on how people age. Bones are strongest and most dense sometime around age 20. In the following years bone mass stays relatively constant until about age 40 when it begins a steady decline. This progressive weakening of bones is a natural part of ageing for both men and women, but especially for women following the hormonal changes of menopause. Women are also at much higher risk for bone diseases like osteoporosis and osteopenia.

Building a high bone mass when young may offset the effects of bone degeneration later in life because the decline starts from a higher baseline. One study demonstrated that a 10% increase in peak bone mass when young may reduce the risk of osteoporotic fracture risk by 50% in later life.<sup>1</sup> Other benefits may include the ability to pursue an active life longer with less risk of fracture.

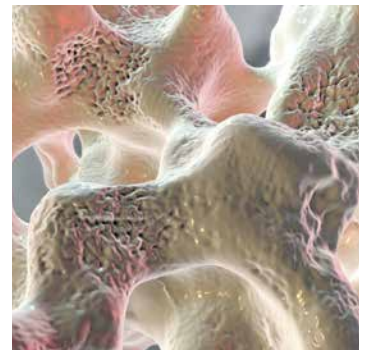
### Is 60 the 'new 40?'

Late adulthood, however, is typically when people begin to notice how physical changes associated with ageing may affect health or lifestyle—and perhaps the time to think about how to delay these changes a little longer. While important throughout life, the effects of K2 deficiency can become more apparent in late adulthood.

Bones undergo a natural cycle of disassembly and regeneration in seven-year intervals. When people are young, new bone is created faster than old bone is removed. By age 40 or so the situation reverses, and old bone is removed faster than it is replaced. Bone mass begins to decrease, and bones become more porous, brittle and weak. Risk of fractures increases and the body's ability to mend broken bones decreases.

Despite this, many of today's 40 and 50-year-olds strive to be as active as they were in their 20's. For many, 60 is the 'new 40.' Fortunately, research indicates there are actions people can take to maintain the degree of bone health required for living an active, fulfilling lifestyle. Regular exercise is one solution, supplementation of vitamin K2 is another.

Several studies demonstrate that the skeletal system can continue to grow and adapt in response to physical training well after peak bone mass is reached.<sup>2</sup> Resistance training associated with exercise helps make bones stronger and denser. This result has been shown in as little as three months and with test subjects in their 70's and 80's.

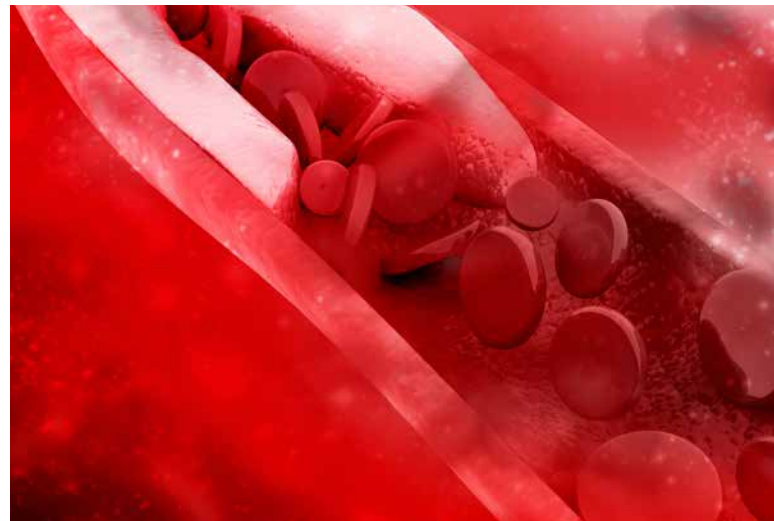


Vitamin K2 supplementation also offers a meaningful solution for maintaining bone health. Clinical studies demonstrate that vitamin K2 supports bone growth,<sup>3</sup> reduces bone fracture risk,<sup>4,5</sup> and inhibits the age-related decline of bone mineral density compared to a control group in an ageing population.<sup>6</sup> Vitamin K2 MK-7 supplementation in late adulthood is vital to support a healthy, active lifestyle as people we age and to prevent the development of more serious bone conditions.

### **K2 & heart health—the dark side of calcium**

While calcium is vital for strong bones, too much calcium can have a negative effect on the heart and cardiovascular system. Calcification of these soft tissues will make arteries more rigid, less flexible—increasing the risk of cardiovascular disease risk and making the body less able to meet the demand of an active lifestyle.

When arteries and vessels harden and lose flexibility, this limits their ability to expand outward and forces the heart to work harder. Calcium deposits and fatty lipids can also build-up within arteries and vessels, creating blockages and compounding the risk. These types of calcification build over decades and may affect as many as one-in-three adults.<sup>7</sup> The degree of calcification is typically correlated with age, meaning that as people get older the amount of tissue calcification would be expected to increase. Though the risks introduced by calcification are age-independent.



The onset of cardiovascular disease is certainly the antithesis of ‘healthy ageing.’ As calcification is progressive, it may impact quality of life long before the formal onset of a disease condition. The heart must work harder to pump blood through a less-flexible circulatory system. The body’s ability to deliver oxygen-rich blood in response to physical activity may be diminished. This may be perceived as a reduction in stamina.

Fortunately, calcium-mediating vitamin K2 also activates matrix Gla proteins (MGP) which binds excess calcium in blood to prevent unhealthy tissue calcification. Vitamin K2 can also reverse existing calcification and restore flexibility to vessels and arteries.<sup>8</sup>

K2 supports healthy ageing by balancing the positive and negative effects of calcium. K2 ensures that calcium supports bones health but does not interfere with heart health. Strong bones reduce fracture risk, and a flexible circulatory system and helps maintain health and quality of life.

### **A master nutrient for healthy ageing?**

Vitamin K2 has shown other possible healthy ageing benefits. K2 deficiency is associated with lower testosterone,<sup>9</sup> and a study with rats demonstrated a 58% testosterone increase in blood and 88% increase





in the testes over five weeks.<sup>10</sup> Low testosterone in men is a factor in some age-related diseases. A K2/prostate cancer risk reduction association has also been reported.<sup>11</sup>

K2 is under investigation as an anti-wrinkle agent. MGP activation may protect the skin elastin fibres and the flexibility of small capillaries that supply blood to skin, allowing it to remain softer longer. Similarly, K2 may also inhibit the mineralisation associated with varicose veins<sup>12</sup>— which is both a beauty concern and a health factor related to ageing. Finally, several lines of investigation indicate that K2 may play a role in preserving cognitive abilities and protecting the brain from the damage associated with neurological disease like dementia, Parkinson's and Alzheimer's diseases. Calcification of brain capillaries, calcification of the pineal gland, and K2 mediation of other proteins have all been cited as possible factors in age-related cognitive decline. ●

*Jim Beakey has been promoting the bone and heart health benefits of Kappa Bioscience's K2VITAL® vitamin K2 MK-7 for several years. Before that, Beakey had a long career in research-based business consulting—primarily for the healthcare and pharmaceutical industries. K2VITAL® vitamin K2 MK-7 is a pure all-trans K2 that is identical to the MK-7 found in nature. It works with the body to put calcium in balance. Microencapsulated K2VITAL® DELTA allows K2 to be formulated with calcium or magnesium in heart health and multivitamin products which can meet K2 potency claims for full shelf-life.*

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# Resveratrol studies advance, results speak

## Emerging findings of new resveratrol clinical trials

by Dr Johannes Haerle

**A**s our body combats daily stress, maintaining healthy blood circulation is important for all bodily functions. Supplementing a healthy diet with vasoactive ingredients can be a key strategy for healthy living. 'Vasoactive ingredient' is a term that describes specific bioactive compounds that can boost blood flow in tissues by enhancing endothelial function.

One of the most potent vasoactive ingredients found in nature is resveratrol, a polyphenol produced in low levels in plants such as grapes and berries to protect themselves from environmental stress and pathogens. Supplementation with vasoactive ingredients can be a key strategy for healthy living through all ages, and especially into senior years.

### What resveratrol does for our bodies

As an antioxidant, resveratrol neutralises free radicals, which are hypothesised to be associated with ageing, cardiovascular disease (CVD) and other inflammatory medical conditions. For this reason, resveratrol is widely used in dietary supplements for its cardiovascular, metabolic and anti-inflammatory benefits. In recent years, scientific literature has accumulated supporting the use of resveratrol in nutritional supplements to sustain and support healthy ageing—including the management of arthritis, metabolic bone disease, and osteoporosis.



“**Supplementation with** vasoactive ingredients can be a key strategy for healthy living through all ages, and especially into senior years.”

Two clinical trials from Evolva, which are soon to be published, separately investigated resveratrol for ageing women and for gut and cognition. RESHAW and CERBBLOODFLOW, respectively, reveal new insights to resveratrol supplementation, particularly in the areas of cognition, bone, inflammation and gut health.



## Resveratrol supporting healthy ageing in women

RESHAW (Resveratrol Supporting Healthy Ageing in Women) is a two-year clinical trial of resveratrol in 125 post-menopausal women conducted by Peter Howe, Ph.D., Rachael Wong, M.D., and a doctoral student, Jay Jay Thaug Zaw, at the University of Newcastle, Australia. A National Health and Medical Research Council funded initiative, it is the largest and longest running study of its kind and was designed to investigate the impact of resveratrol supplementation (Veri-te) on cognitive performance and healthy blood circulation, along with a wide range of secondary outcomes including body composition and perception of wellbeing, physical function and pain.

Dr. Howe, known for his research underpinning health claims for functional foods and nutraceuticals, cites resveratrol as the most potent vasoactive nutrient that he has studied and suggests that regular supplementation improves the health of blood vessels throughout the brain and body.

## The effects of resveratrol supplementation on cognition, cerebral bloodflow, microbiota and systemic inflammation

The second clinical trial, CERBLOODFLOW, is led by David Kennedy, Ph.D., and Emma Wightman, M.D., at Northumbria University, United Kingdom and was designed to investigate interrelationships between resveratrol (Veri-te) and diet, gastrointestinal microbiota, systemic inflammation, and brain function in 100 overweight adults over a three-month period.

With over 170 human clinical studies, resveratrol has continued to gain attention as one of the most active natural activators of SIRT1, a protein which directs the cell cycle and longevity.<sup>1</sup> Resveratrol also has been shown to activate AMPK, which is one of the main blood sugar and energy expenditure regulating proteins in our cells.<sup>2</sup> This vast amount of research proves that resveratrol can be a key strategy for the design and delivery of effective supplements that support healthy ageing.<sup>3</sup>



## Experts' comments

"I am excited to see the initial results coming from these studies that indicate Veri-te resveratrol supplementation beneficially affects mood and cognitive performance, as well as reduced perception of pain and risk of bone fracture, which all seem to correlate with resveratrol improvement in blood circulation" commented Johannes Haerle, Ph.D., Evolva's Senior Technical Manager. "The new findings from CEREBLOODFLOW also shed light on the potential role of resveratrol on gut bacteria and metabolites which seem to trigger a response at the gut-brain axis," said Dr. Haerle.

"We are proud to be a part of these clinical studies and thrilled to soon share the anticipated health outcomes of resveratrol supplementation," said David Tetzlaff, Director of Marketing at Evolva. "It is exciting to see the culmination of this work from these highly credentialed research teams provide the evidence that supplementation with Veri-te resveratrol can be a key strategy for the design of innovative dietary supplements that support healthy living."



This research highlights that resveratrol follows a multifaceted approach and its beneficial effects are based on its molecular structure, cellular and systemic functions. Ultimately, resveratrol can potentially help rejuvenate cells and even cell organelles like the mitochondria and counteract the negative effects of stress and aging. ●

*Johannes Haerle, Ph.D., MBA, Sr. Technical Manager at Evolva SA has an M.Sc in Biochemistry. By combining his knowledge in science and his business acumen, Johannes provides technical advice and support regarding clinical and other scientific. While collaborating with customers and cross functional teams within Evolva, Johannes is heavily involved in developing and launching new ingredients, ingredient systems and technologies. Evolva is a pioneer and global leader in sustainable, fermentation-based approaches and focus on producing high-value ingredients for use in applications for health, wellness and nutrition.*

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# Proactive health

**How are consumers of all ages leading nutrition and wellness changes?**

*by Mike Hughes*

**C**onsumers of all ages are taking a more proactive approach to health maintenance and improvement. There are a variety of reasons as to why consumers are doing this, but one key reason is that they recognise that feelings of stress and sleep deprivation are something that could lead to serious health problems in the short and long term. Consumers are becoming more open about their cognitive health at a time when the frantic nature of modern life is something that can prove overwhelming. This provides an opportunity for the food, drink and supplement industries to educate consumers about the importance of maintaining and improving cognitive health in the long-term

## Where do consumers stand?

Across the globe, consumers of all ages are taking a more proactive approach to health maintenance and improvement. For older consumers, this is due to seniors wanting to lead a fit and active lifestyle until as late as possible and defy stereotypes associated with ageing. However, they also recognise that as they get older, there is an increased risk of illness and disease. At the other end of the spectrum, younger adults feel their current lifestyles—and related to this, dietary habits and levels of inactivity—is something that could lead to health problems later in life.

As a result of this, consumers are taking a more proactive approach to their health. Indeed, consumers are embracing the notion of holistic health, recognising that all aspects of health are interlinked and should not be treated in isolation. For instance, FMCG Gurus interviewed



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30,000 consumers across 15 countries in Q3 2014 and found that 73% say they recognise the link between heart health and overall health, whilst 65% said they recognise the link between cognitive health and overall health. Meanwhile, an additional 26,000 consumer survey in 26 countries found that 67% make the link between immunity and overall health. This concept of holistic health is a key reason why consumers are looking to make improvements to their lifestyles, recognising that improvements will benefit all aspects of their health in the long-term.

### Progressive cognitive concerns

There are many factors that are impacting on the health and wellness of individuals. In an FMCG Gurus survey of 15,000 consumers across 15 countries in Q3 2019, 27% of consumers classify themselves as overweight or obese, whilst 23% state that they have put weight on this year. Meanwhile, the survey of 26,000 consumers revealed that many consumers admit that they do not have time to exercise (45%) or believe it is too expensive to consume a healthy and balanced diet (36%). However, one of the key reasons why consumers are taking a more proactive approach to their wellbeing is the issue of cognitive health and consumers feeling stressed and suffering from poor sleeping habits.

Not only are these something that impact quality of life on a day-to-day basis, but are things that consumers recognise can lead to serious health problems later in life.

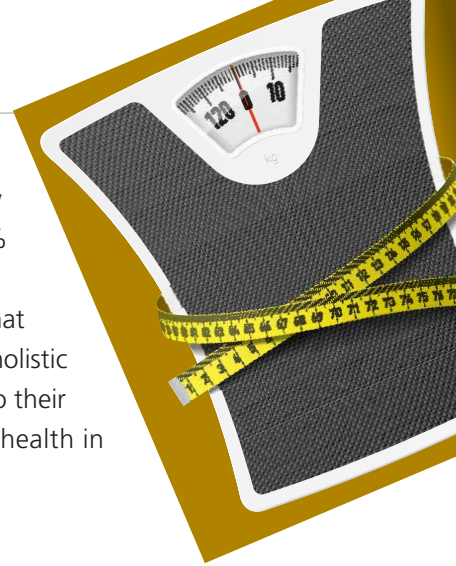


“ One of the key reasons why consumers are taking a more proactive approach to their wellbeing is the issue of cognitive health and feeling stressed from poor sleeping habits.

FMCG Gurus research shows that across the globe, 57% of consumers say that they suffer from feelings of stress. Feelings of stress are particularly common amongst younger adults who are also more likely to be dissatisfied with their work/life balance. Additionally, an FMCG Gurus survey of 26,000 consumers conducted in Q3 2019 found that only 49% of global consumers are satisfied with their current sleeping patterns. This can be related to the fact that 25% of consumers say they typically get less than five hours sleep per night, 33% say they find it difficult to get to sleep when they get into bed and 39% say they typically wake up at least twice in the evening when sleeping. The main reason that consumers struggle to get to sleep is thinking about things that worry them (46%). In many instances, consumers admit that these concerns are irrational. Nevertheless, it shows that sleep deprivation and stress are interlinked and something that consumers want to address.

### Why are we so stressed?

The frantic nature of modern life is something that can be overwhelming for consumers. Indeed, consumers can often look to cram as many activities into the day as possible, meaning they are increasingly getting up earlier and going to bed later. They





also have myriad worries relating to issues such as job security, finances, the ability to handle day-to-day living costs, the health and wellness of themselves and loved ones, and wider societal issues such as the threat of terrorism. They can also feel under tremendous pressure to succeed both personally and professionally. This explains why 40% of consumers say that they struggle to relax and unwind, whilst 21% say they regularly do not take their full holiday allowance from work.

Once considered something of a social taboo when it came to discussion, consumers are now being more open about their cognitive health. As they focus more on the issue, they are realising that feelings of stress and sleep deprivation are something that can have an impact on health in the long-term. As a result of this, they are looking to make changes to their lifestyles that will increase the chances of them leading a healthy life until as late as life as possible.

### Wheels of change

FMCG Gurus research conducted in Q3 2019 found that 91% of consumers have made changes to their lifestyles in the last 12 months to improve their cognitive health. The reality is that these changes will not have been made to exclusively focus on cognitive health. Instead, as highlighted earlier, consumers recognise that all aspects of health are interlinked and as such changes to lifestyles will benefit all aspects of their health, including cognitive health. The steps most likely to have been taken by consumers are exercising more (34%), changing their diets (34%), and trying to improve their work/life balance (30%).

The reality is that at least in the short-term, feelings of stress and sleep deprivation will continue to become more common, especially amongst younger adults. However, that is not to say these problems are also not common amongst older adults. As such, there is a growing opportunity for food, drink and supplement brands to not only promote the concepts of holistic health and healthy ageing but to also educate consumers about the impact that cognitive health problems can have on quality of life both day-to-day and in the long-term. ●

*Mike Hughes is head of research and insight at FMCG Gurus*

### References

*This article is based on the following:*

- FMCG Gurus Cognitive Health survey, Q3 2019, 15,000 consumers
- FMCG Gurus Weight Management survey, Q3 2019, 15,000 consumers
- FMCG Gurus Heat Health survey, Q3 2019, 15,000 consumers
- FMCG Gurus Active Nutrition survey, Q3 2019, 26,000 consumers
- FMCG Gurus Sleep and Stress Management survey, Q3 2019, 26,000 consumers
- FMCG Gurus Immunity survey, Q3 2019, 26,000 consumers



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## Takeaways for your business

**A number of radical** shifts have taken place to redefine and reposition the healthy ageing market, and as with most other markets, much of this movement is driven by lifestyle and habits of the modern consumer. Formerly focused on the senior population's health concerns associated with old age, today's healthy ageing market has spanned to target young, middle-aged and elderly adults. Consumers are less preoccupied with the concept of anti-ageing and fighting their wrinkles. Instead, consumers are looking to age well by maintaining optimal health and nutrition throughout the various stages of their lives, and stay as active as possible into their senior years. Ageing consumers are interested in everything from bone, joint, and heart health, to skincare and digestive health.

Modern day lifestyle has led to a vast population—from teenagers to elders—experiencing high stress, anxiety and insufficient sleep. Across the globe, consumers of all ages are aware of damaging long-term effects, pushing them to take a more proactive approach to cognitive health maintenance and improvement. Data from FMCG Gurus reveal concerning stress and sleep statistics, but FMCG Gurus noted consumers are becoming more active proactive in their approach to health and wellbeing. With stress and anxiety identified as key concerns, cognitive health developers are turning their attention to this area to meet consumer demand and drive new commercial opportunities.

Consumers certainly know the role diet and lifestyle play in healthy ageing, but one thing we cannot prevent as we get older is the degeneration of our bones and joints. However, the right nutrition and dietary supplements can delay the early onset of conditions such as osteoporosis and arthritis, as well as alleviate existing symptoms. According to Innova Market Insights, bone and joint health supplement users are specifically looking for products targeting prevention, repair and improved condition. Increasingly investigated for its versatility in targeting various ageing concerns, vitamin K2 has known benefits for bone and heart health. Typical K2-deficient Western diets can lead to early bone degeneration, calcification affecting bones and heart, and onset of cardiovascular conditions. Increasing science has driven further investigation into vitamin K2's cognitive health and skin care potential.

Also known for its ability to sustain and support healthy ageing, resveratrol—a vasoactive ingredient—has a library of scientific literature surrounding its potential to target conditions such as arthritis, metabolic disease and osteoporosis. With over 170 human clinical studies completed and ongoing, resveratrol has continued to gain attention an active natural activator of SIRT1, a protein that directs the cell cycle and longevity. Resveratrol also has been shown to activate AMPK, which is one of the main blood sugar and energy expenditure regulating proteins in our cells. A library of research supports resveratrol's healthy ageing, digestive and cognitive health benefits. ●



As the official media for Vitafoods Europe and Asia, **Vitafoods Insights** explores emerging areas and key issues across the global health and nutrition industry, helping business executives make informed, strategic decisions. Vitafoods Insights reaches a broad audience of professionals, and shares the passion of enriching industry knowledge and growing the health and nutrition market.

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