



## Overview of this Beverage Concept

The Wellness beverage is a cross between an immunity and an antioxidant beverage. As far as demographics, immunity skews younger and antioxidants skew toward older populations. A beverage that has both immunity and antioxidant benefits has a much larger target market than a beverage with either single health claim.

## The Market Opportunities

The vast majority of consumers (estimates are over 80% of people) are aware of the role antioxidants play in preventing the damage caused by free radicals. Consumer surveys show that antioxidants are also associated with immunity and heart health.

Sales of antioxidant food and beverage products are projected to reach \$79 billion in the U.S. by 2016 (according to Packaged Facts, Antioxidant products in the U.S.).

In a Health Focus 2010 report 56% of those surveyed between 18 and 29 years of age indicated that they were very or extremely interested in nutrients to boost immunity. About 45% of those 30 to 49 years of age and about 35% of those over age 50 agreed that immunity was a major concern.

## What Makes Wellness Different?

One thing that makes Wellness unique is the combination of immunity and antioxidant benefits in a single beverage. This broadens the target market for this beverage significantly.

Another unique feature is that this beverage is clear and almost colorless yet it contains both vitamin E which generally will cause cloudiness and beta carotene which generally contributes a strong orange to yellow color in a beverage.

Watson's in-house technology allows us to overcome these challenges.

- betaClear™ - betaClear 15% SD F080263 is an orange-red, free flowing powder

of encapsulated beta carotene. Upon dissolution in water, betaClear 15% SD F080263 forms a colloidal crystalline dispersion.

- Clear-E™ - Watson's Clear-E™ is a fine, free-flowing form of vitamin E spray dried within a modified starch matrix. When mixed into a solution, Clear-E™ forms a micellar dispersion, producing a clear solution.

## How Wellness Works

**1. Antioxidant Kick:** Antioxidants scavenge the unpaired electrons from free radicals, making them harmless. Antioxidants perform best when they are working together as a team.

- Vitamin E is the main antioxidant in the cell membrane.
- Vitamin C is an antioxidant that works mostly in the inner fluid of the cell.
- Vitamins C and E and selenium enhance the effects of beta carotene, also a potent antioxidant.

**2. Immunity Boost:** Nutrients that support a healthy immune system

- Vitamin C has been shown to strengthen your immune system to help you recover more quickly from infection.
- Zinc is a mineral that your body needs in small amounts to function properly. It is especially important for the function of the immune system. You may take zinc supplements to speed your recovery from certain illnesses, including the common cold. Zinc also is needed to heal wounds, so taking zinc supplements may help you recover from cuts, burns and other injuries.
- Lysine is an amino acid, which means it is important for making new proteins. Although lysine does not specifically affect your immune system, taking supplements of this amino acid may help with infections due to certain viruses. Increased levels of lysine can interfere with the life cycle of different viruses, inhibiting their replication.
- Vitamin D plays a crucial role in activating the immune system's ability to recognize and fight pathogens. In a

study published in the journal Nature Immunology, researchers from the University of Copenhagen found that when a variety of white blood cell known as a T cell comes across a pathogen in the bloodstream, it extends a receptor in search of vitamin D. If it encounters the vitamin, the T cell becomes "activated." If there is not enough vitamin D in the blood, the cell remains passive and no immune response occurs.

## Watson's Role

Watson's role is in helping beverage manufacturers and marketers with formulations for nutritional profile of similar beverages. We utilize our expertise in selecting the optimal nutrient forms based on the characteristics of the beverage, processing, shelf life and packaging. We can also utilize our spray drying technology to develop value added forms of nutrients that will have improved performance in the customer's application. Watson formulates and produces complete nutrient premixes for our customers in one of our two manufacturing facilities.

The completed nutrient premix is shipped with a Watson Certificate of Analysis which is your guarantee that the premix contains the appropriate levels of nutrients. Watson produces custom nutrient premixes for a wide range of foods, beverages and baked goods. Contact us for additional information.



Consider us your nutrition experts.