

A patented unique strain of *Lactococcus lactis* (LC-Plasma)

IMMUSE™ is a branded form of novel postbiotic strain, *Lactococcus lactis* strain Plasma (LC-Plasma). Discovered and patented by Kirin, IMMUSE works through a unique mode of action to activate pDC (plasmacytoid dendritic cells)* — a key leader of the immune system.¹ IMMUSE is a clinically researched ingredient that can be used in dietary supplements and foods.

A unique mechanism for immune support

By activating pDC, IMMUSE broadly activates your body's defense system. This activity provides a more comprehensive approach than conventional lactic acid bacteria.*

Clinically studied efficacy and flexible delivery formats

IMMUSE is supported by eleven clinical trials consisting of nine efficacy studies and two safety studies. It is also self-affirmed GRAS and delivered in heat-killed pure powder form. IMMUSE is stable and applicable to wide variety of products including tablets, capsules and foods.

A unique marketing opportunity

Immunity products are in high demand in the U.S. with sales of cold, flu, and immunity supplements valued at close to \$6 billion. While other immune products activate only one or two immune cells at a time, IMMUSE comprehensively supports the immune system by directly activating the pDCs.*

Backed by Kirin and Kyowa Hakko

Kirin owns the global patent for IMMUSE.¹ Kirin and Kyowa Hakko are committed to consumer education and the promotion of IMMUSE within the marketplace. IMMUSE is also the Winner of the Frost & Sullivan 2021 New Product Innovation Immune Health Ingredient Industry Award.

Why IMMUSE?

A strong immune system is critical for good health. Help your immune system get on the offense rather than the defense with IMMUSE.

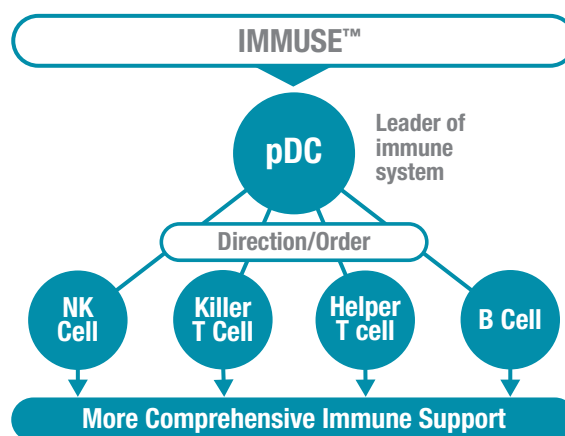
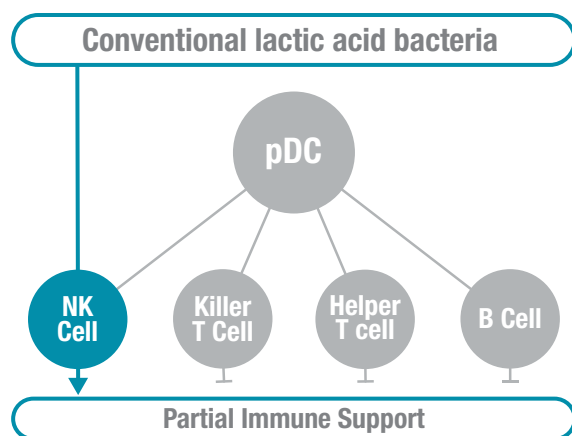
- IMMUSE is an immune activator differentiated by its unique mechanism, which activates pDC, a leader of the immune system*
- IMMUSE provides clinically researched immune support backed by over 25 published papers*
- IMMUSE is a novel ingredient that proactively supports the immune system*

Suggested IMMUSE claims

- IMMUSE activates pDCs (plasmacytoid dendritic cells)*
- IMMUSE for clinically researched immune support*
- IMMUSE activates the immune system*
- IMMUSE supports healthy days*
- IMMUSE provides immune support during high-intensity training*

Recommended Formats

- Dietary supplement formulas
- Cereals, protein bars and yogurt applications



[Click here to view the website - Immusehealth.com](https://immusehealth.com)



KYOWA HAKKO USA, INC.

Customer Service: 800.596.9252 info@kyowa-usa.com

600 Third Ave. 19th Floor immusehealth.com
New York, NY 10016

¹ Kirin Co., Ltd owns the global patent (US09549956) on IMMUSE

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Copyright © 2021 KYOWA HAKKO U.S.A., Inc.
All Rights Reserved.
IMMUSE is a trademark of Kirin Holdings Co., Ltd.