

IMMUSE™

An Award-Winning Postbiotic for More Comprehensive Immune Support



In a crowded market, IMMUSE™ (LC-Plasma) stands out as a science-based beverage, food and dietary ingredient with a novel mechanism of action for more comprehensive immune support.

IMMUSE™ is one of the most comprehensively studied postbiotics for immune support — meeting growing consumer demands for evidence-based immune health products.

10+	30	15	13	2
Years of Scientific Research	Published Studies	Human Trials	Clinical Efficacy Studies	Clinical Safety Studies

IMMUSE™ Product Applications include:

- Dietary supplements
- Beverages and beverage bases
- Gummies
- Breakfast cereals
- Protein Bars
- Yogurts

Manufacturers and formulators will love these practical benefits:



PURE

Contains no food additives, artificial flavors or preservatives



NEUTRAL IN TASTE

Neutral taste compliments numerous product flavors



ALLERGEN-FREE

Considered allergen-free



WATER-DISPERSIBLE

For use in beverages and liquids



PATENT PROTECTED



NON-GMO

Contains no food additives, artificial flavors or preservatives



GRAS

Self-affirmed GRAS status, considered safe for food and beverage applications



VEGETARIAN

No animal origin material is used

IMMUSE™ For Every Season or Any Reason

IMMUSE™ became Japan's first-ever Food with Functional Claims (FFCs) products for immunity, requiring scientific substantiation of its immune health claims. The key ingredient – *Lactococcus lactis* strain Plasma (LC-Plasma) – was discovered and cultivated by Kirin Holdings over ten years ago for its novel mechanism of action that provides more comprehensive immune support at the cellular level. Widely available on the Japanese health market since 2012 in numerous products, IMMUSE™ products continue to receive recognition for contributing to people's health and resiliency.

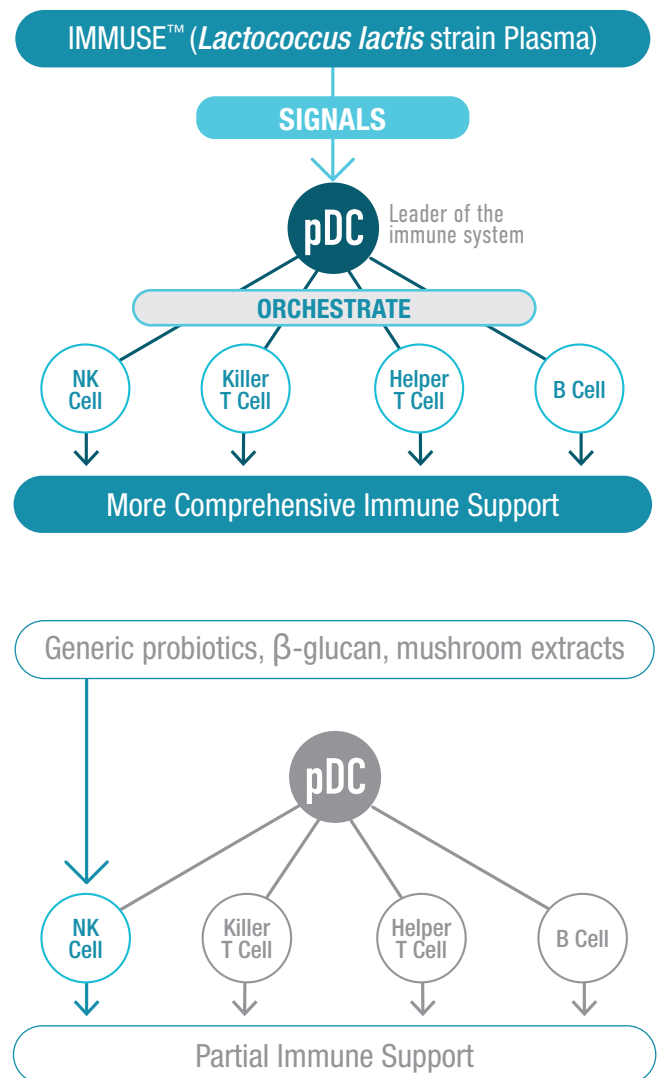
While there are other immune activating ingredients on the market (conventional probiotics, beta glucans, etc.), most only offer partial immune support by acting on one type of immune cell. Mainly natural killer (NK) cells that play a role in the innate immune response. IMMUSE™ LC-Plasma's unique ability to activate pDCs results in more extensive immune system stimulation — providing a more comprehensive approach to immune support than traditional immune health products.

Postbiotics are defined as:

“a preparation of inanimate microorganisms and/or their components that confers a health benefit on the host”

ADVANTAGES OF POSTBIOTICS

- ✓ Tolerability
- ✓ Ease of Use
- ✓ Stable at Room Temperature
- ✓ No concern about viability



IMMUSE™ Structure Function Claims

The following claims are provided for informational purposes and should be reviewed by your legal counsel prior to use in marketing materials, including product labels.

Immune Support Claims

1. IMMUSE™ is clinically researched* 1, 2, 3, 4, 5, 6, 7
2. IMMUSE™ for clinically researched immune support * 1, 2, 3, 4, 5, 6
3. IMMUSE™ for more comprehensive immune support * 1, 2, 3, 4, 5, 6
4. IMMUSE™ is an immune activator* 1, 2, 3, 4, 5, 6
5. IMMUSE™ activates the immune system* 1, 2, 3, 4, 5, 6
6. IMMUSE™ activates plasmacytoid dendritic cells (pDCs) * 1, 2, 3, 4, 5, 6
7. IMMUSE™ activates pDCs, a leader of the immune system* 1, 2, 3, 4, 5, 6
8. IMMUSE™ puts pDCs, a leader of the immune system, into action* 1, 2, 3, 4, 5, 6
9. IMMUSE™ sets a leader of the immune system in motion* 1, 2, 3, 4, 5, 6
10. Immune support at a cellular level* 1, 2, 3, 4, 5, 6
11. IMMUSE™ supports immune system health* 1, 2, 3, 4, 5, 6
12. IMMUSE™ proactively supports the immune system* 1, 2, 3, 4, 5, 6
13. IMMUSE™ gets your immune system ready* 1, 2, 3, 4, 5, 6
14. IMMUSE™ stimulates your body's natural defenses* 1, 2, 3, 4, 5, 6
15. IMMUSE™ activates your body's natural defense system* 1, 2, 3, 4, 5, 6
16. IMMUSE™ supports healthy days* 1, 2, 3, 4, 5
17. IMMUSE™ promotes year-round health* 1, 2, 3, 4, 5
18. Year-round immune support * 1, 2, 3, 4, 5
19. IMMUSE™ supports respiratory health* 1, 2, 3, 4, 5, 6, 7
20. IMMUSE™ support upper respiratory health* 1, 2, 3, 4, 5, 6, 7
21. IMMUSE™ activates the leader of your immune system for more comprehensive immune support* 9, 10

References

1. Sugimura et al., Br J Nutr. 2015 Sep 14;114(5):727-33.
2. Suzuki et al., Jpn Pharmacol Ther 2015 Vol. 43(10): 1465-72
3. Komano et al., J Int Soc Sports Nutr. 2018 Aug 2;15(1):39.
4. Sugimura et al., Clin Immunol. 2013 Dec;149(3):509-18.
5. Shibata et al., J Func Foods. 2016 Jun 24:492-500.
6. Fujii et al., J Func Foods. 2017 Jun 35:513-521.
7. Sakata et al., Health. 2017; 9:756-62
8. Kokubo et al., Prev. Nutr. Food Sci. 2020;25(2):140-145
9. Sugimura et al., Int Immunopharmacol., 58:166-172.
10. Tsuji et al., Exp Gerontol., 111: 10-16.

*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.

Exercise Claims

1. Provides immune support during High Intensity Training* 1, 2, 3, 4, 5, 6
2. Immune support for (during) exercise (training) * 1, 2, 3, 4, 5, 6
3. Activates the immune system for (during) exercise (training) * 1, 2, 3, 4, 5, 6
4. Gets your immune system ready for exercise (training) * 1, 2, 3, 4, 5, 6
5. Proactively supports the immune system for exercise (training) * 1, 2, 3, 4, 5, 6
6. Supports exercise performance by activating immune system* 1, 2, 3, 4, 5, 6
7. May help support exercise performance* 1, 2, 3, 4, 5, 6

Office Worker Claims

1. Research suggests that IMMUSE™ immune supporting properties may also promote worker productivity* 1, 2, 3, 4, 5, 6, 7, 8
2. Research suggests that IMMUSE™ by supporting immune health may support productivity* 1, 2, 3, 4, 5, 6, 7, 8

For more information on IMMUSE, scan code below or visit IMMUSEHealth.com.



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