COVID-19 (coronavirus) seems to be here to stay for the moment, and now, more than ever, consumers are looking for ways to boost their immunity and maintain their health.

While in the past, people have embraced healthy ways to look after themselves and protect the body from viruses and disease, the COVID pandemic has raised this awareness of this. Consumers are changing their behaviour rapidly and looking for products that can boost the immune system.

This doesn’t only apply to high-risk groups, such as the elderly and the vulnerable, it also applies to well, active people who want to do all they can to safeguard their health.

As a result, immunity-strengthening food products are seeing a rise in demand which is an opportunity for manufacturers and the nutrition industry to build trust in their brands.

**Proferrin®, a natural ingredient**

Proferrin® is a dairy-based bioactive ingredient and the brand name for bovine lactoferrin, a protein that occurs naturally in cow’s milk, breast milk and some human secretions, such as tears. Proferrin is sourced from fresh cow’s milk, is pure at 95% (the highest market levels) and provides high bioactivity thanks to its preserved structure.
Approved by the EFSA (European Food Safety Association), lactoferrin contains anti-viral and antimicrobial properties. It can prevent some viruses from entering host cells which can lead to illness. Lactoferrin can also prevent infected cells from reproducing.

Proferrin® is a safe and clinically proven way to make the immune system stronger. It’s suitable for all ages, including babies, and can be added to formula milk and baby food. Proferrin® is also safe for pregnant women to take to increase iron levels.

Several Ingredia in vitro studies, in addition to many scientific studies, have identified that lactoferrin can:
- Reinforce the immune system
- Prevent infection
- Improve gut health
- Increase iron absorption

Ingredia produce Proferrin® to supply manufacturers with a safe and healthy ingredient that can be added to:
- Food and beverages
- Infant formula
- Dietary supplements
- Personal and oral care products

Stay tuned!

Proferrin® and COVID-19

With so much of the world’s focus on COVID-19, Proferrin® offers the opportunity to target consumers who want to do everything they can to maintain good health.

At the time of writing, the latest WHO (World Health Organization) states that there have been 59 million cases of COVID-19 worldwide. Take a look at this figure on the WHO website and watch how it increases every few minutes. COVID-19 came from nowhere, and almost a year later it still monopolises our daily lives in many ways, from healthcare to the global economy.

We can’t hide from the fact that although a vaccination is in progress and approved almost everywhere, COVID-19 is going to be with us for some time to come. There is no quick-acting solution to overcoming this virus, and many consumers are turning to prevention to keep themselves and their families healthy.

With so many immunity-boosting products on the market, people are searching for brands they can trust. Those that have been in their lives for years, or new brands that can confidently provide evidence that the product is safe and will enhance their family’s health.

The extensive research on Proferrin®, and the results, demonstrate that this protein can be added safely to food products and doesn’t cause any harmful effects.

Manufacturers that encompass this consumer need for preventative health in the face of a worldwide pandemic have the opportunity to build confidence, not only in their brands but also in an immunity-boosting ingredient such as Proferrin®.

Sources
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