



The most effective Echinacea!

Echinacea
— EFLA® 894 ☞

 **FRUTAROM**
FOUNDED 1933

Tradition

Echinacea E. purpurea : native American plant

- Long tradition of medicinal use with the native Americans
- The burning taste was a quality criteria for the Indians
- Established as medicinal plant in Europe for many decades
- Cold processed juice preparations are supported by many independent clinical studies



Properties

Contract cultivation:
Processing of
Fresh pressed
juice

Standardized in:
Fructofuranosides
Alkylamide
Caffeic acid

Well understood
mode of action

Effects
demonstrated
in clinical trials

Suitable
for various
product
applications

Activity

Enhancement
of the early
phase
of the immune
response

Inhibits viral
replication

Acceleration of
the adaptive
immune response

Echinacea
EFLA® 894

Immunostimulant:
Stimulates the innate immune system,
↑ white blood cells ↑ body temperature

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Quality & Processing

Cultivation

- Experience of over 25 years in the cultivation
- Optimum growth in the area of Bavaria
- Accurate selection of sources
- Contract cultivation



Safety & Efficacy

Safety data

No adverse effect reported from in clinical study

No acute oral toxicity, LD50 > 2000mg/kg

In vivo data

Proven efficacy accepted animal model

Clinical data

Positive outcome of one human trial*

- Indonesia - Isbaniah F et al, J Clin Pharm Ther 2011 vol 36

Characteristics

Extract form	Drug extract Ratio	Recommended dosage	Standardization
Powder, water soluble	45=1	300-460 mg / day	Frutofuranosides >2.4% Alkylamides <i>lot specific</i> Caffeic acid <i>lot specific</i>

Use

Food supplements (syrup, pastille)
and Functional food (i.e. beverages, dairy)

Indication Positioning

- Immune booster
- Natural protection during winter

Main target:

Children and adults



Product in
the market
for this
positioning



Honey Lemon with Echinacea

“Cough suppressant and relieve sore throats”

Sep 2014



Innocent Defence

“to help the immune system working as it should”

Sep 2014



A. Vogel Echinacea

No claim

Feb 2015



Product in the market for this positioning



Immunforsvar
“contribute to a normal functioning immune system and reduce fatigue and exhaustion”

May 2015



Oralis Lozenges
“for winter support”

Jan 2015



Marcianitos Immunity
“to help immune system”

Jul 2014



Claims

Claims on hold will continue being used under the conditions pertaining before adoption of the list of permitted health claims.

This means they may continue to be used on the market under the responsibility of the food business operator provided they comply with the claims Regulation and existing national provisions applicable to them.

http://europa.eu/rapid/press-release_MEMO-11-868_en.htm

ON HOLD ART 13.1 CLAIMS* : Echinacea purpurea

Respiratory Health	<ul style="list-style-type: none"> ▪ Soothing for mouth and throat ▪ Reliefs in case of irritation of throat and pharynx ▪ Soothing and pleasant effect on throat, pharynx and vocal cords
Immune system health	<ul style="list-style-type: none"> ▪ Contribute to the proper function of the body's defensive system ▪ Helps the function of the natural defensive system

APPROVED ART 13.1 CLAIMS

Copper	RDA: 1 mg // 15% RDA: 0,15 mg	Contributes to the normal function of the immune system
Iron	RDA: 14 mg // 15% RDA: 2,1 mg	
Selenium	RDA: 10 mg // 15% RDA: 1,5 mg	
Vitamin A	RDA: 0,8 mg // 15% RDA: 0,12 mg	
Vitamin B12	RDA: 2,5 mcg // 15% RDA: 0,375 mcg	
Vitamin B6	RDA: 1,4 mg // 15% RDA: 0,21 mg	
Vitamin C	RDA: 80 mg // 15% RDA: 15 mg	
Vitamin D	RDA: 5 mcg // 15% RDA: 0,75 mcg	
Zinc	RDA: 10 mg // 15% RDA: 1,5 mg	

Thank you

For more information,
contact us

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