



# In-Tune With Your Heart

Natural Solutions from Our Heart to Yours

## Heartfelt facts

Cardiovascular disease is a major global health issue. Approximately 1 in 3 deaths worldwide are caused by heart disease.

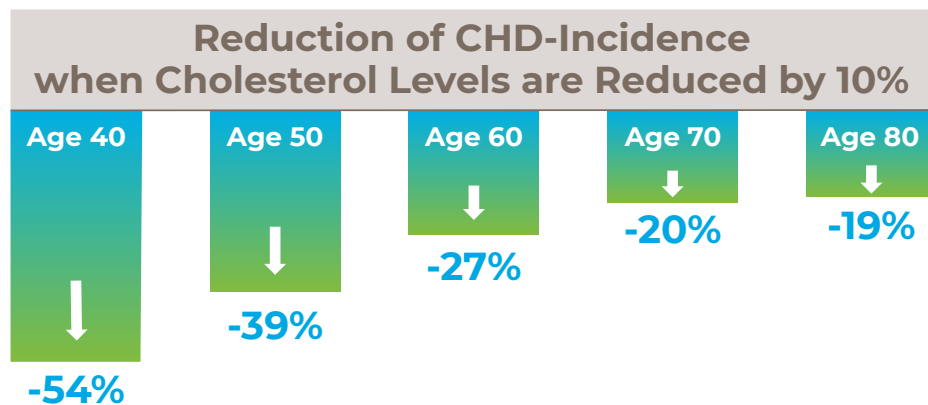
High total cholesterol is a leading contributor to cardiovascular disease. In 25% of heart-disease related deaths, subjects had high total cholesterol.

Almost half of the adult population has elevated total cholesterol levels. In 2021, an estimated 40% of 18+ year olds had total cholesterol levels considered higher than normal.

It has been estimated that 80% of premature cardiovascular disease mortality risk could be mitigated through healthy diet and lifestyle.

The European Atherosclerosis Society Consensus Panel concluded that lowering blood LDL cholesterol earlier than recommended could result in greater overall lifetime reduction of cardiovascular disease.

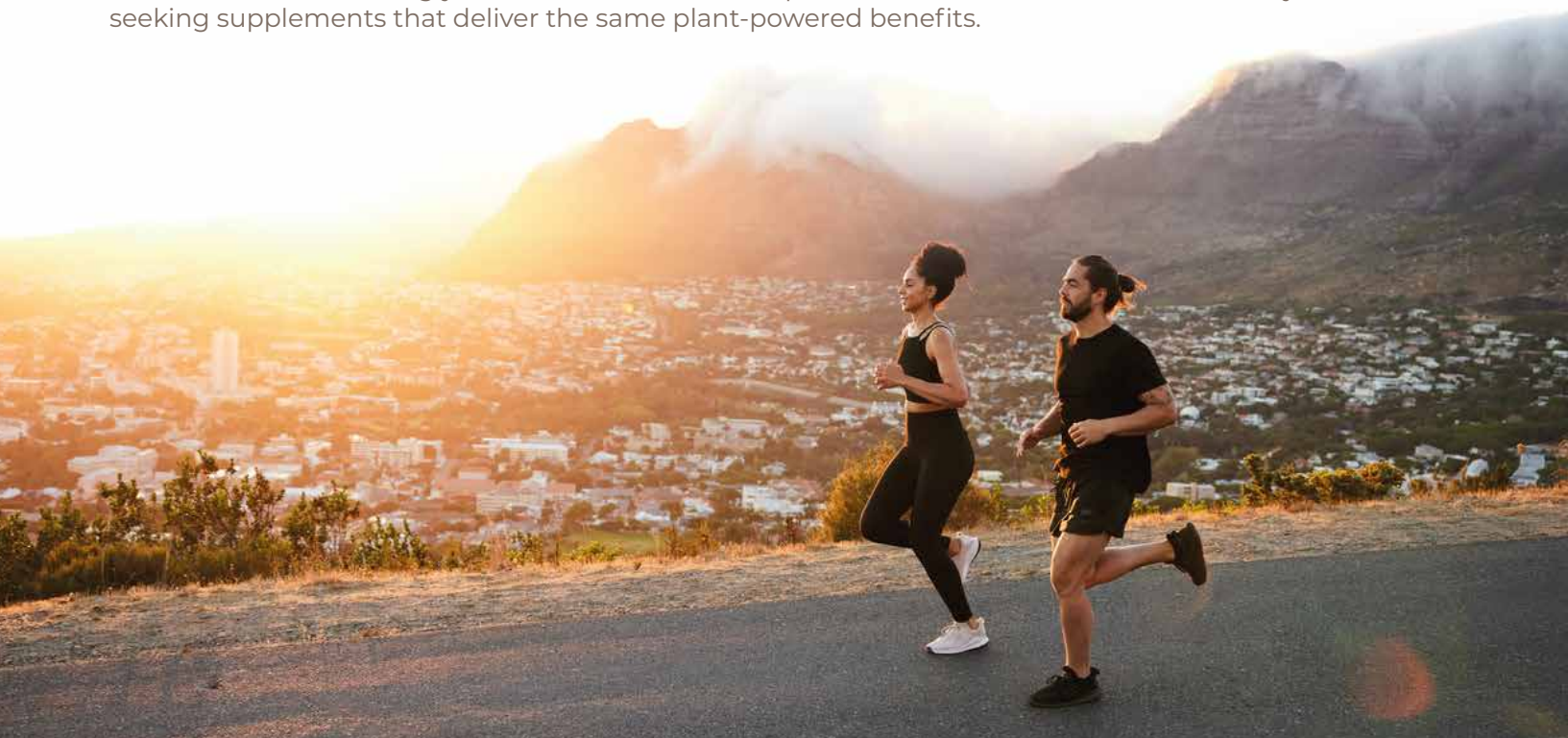
Studies have shown that reducing total cholesterol by as little as 10% could correlate to a significantly reduced incidence of cardiovascular disease (Source: Law MR et al, BMJ 1994).



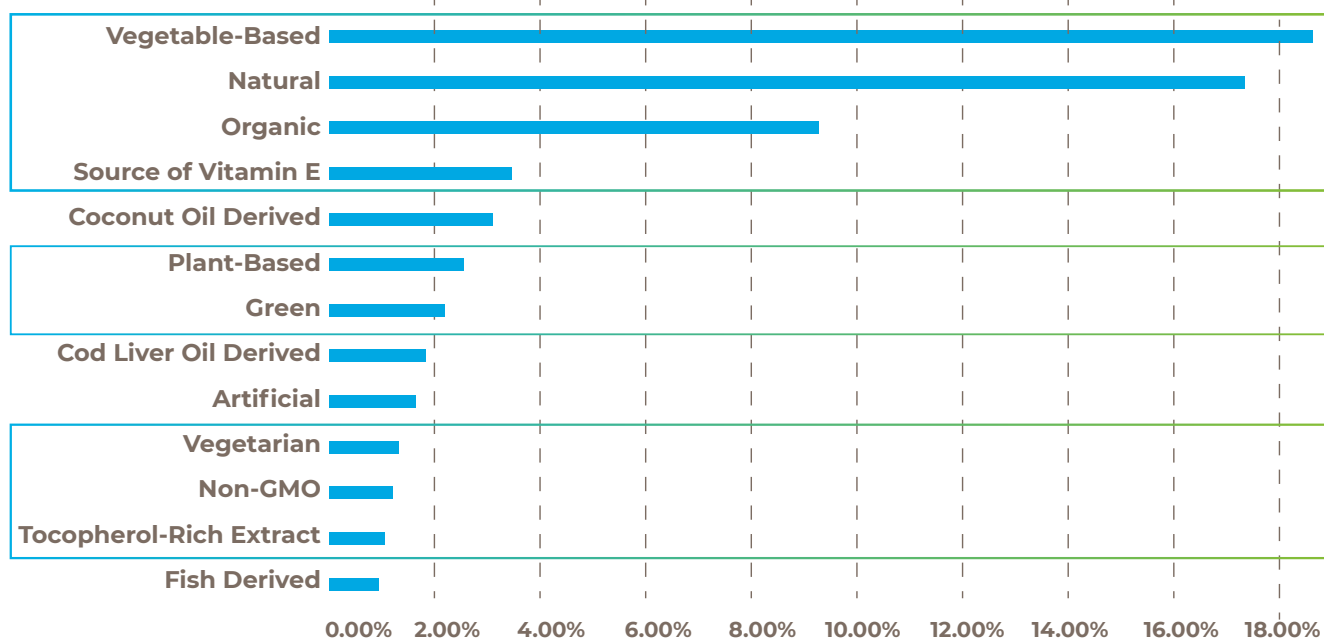
## What Consumers' Hearts Desire

Nearly half (44%) of consumers are turning to natural supplements to actively improve their heart health.

As consumers increasingly embrace flexitarian and plant-based diets for heart health, they are also seeking supplements that deliver the same plant-powered benefits.



## Plant-Based Positioning Takes Over Cardiovascular Health Supplements






## The key claims in the heart-health supplement space experiencing substantial growth

- 41% Have a **“Natural”** claim
- 34% Increase in **Vegan/No Animal** claims
- 34% Have a **Cholesterol Benefit** claim
- 22% Have an **Antioxidant Benefit** claim

## Kensing Solutions is at the heart of the matter

With a broad portfolio of all-natural, plant-derived ingredients, Kensing is prepared to meet your heart health needs.

## Kensing’s Vegan Portfolio for Heart Health Supplements

 <p><b>CHOLESTEROL BENEFIT</b></p>	 <p><b>BODY ANTIOXIDANT</b></p>	 <p><b>PRODUCT ANTIOXIDANT</b></p>
<p><b>Vitasterol S-80®</b></p> <p>Most Broadly Clinical Tested 140+ Clinical Studies Showing 7% to 12% total and LDL-C Reduction With 2 g to 3 g/day in 2 to 3 Weeks*</p>	<p><b>Covitol®</b></p> <p>Studies Have Shown Potential to Reduce Atherosclerosis. Protects Against LDL oxidation</p>	<p><b>Covi-ox®</b></p> <p>Natural Antioxidant Protection of Omega Fish Oils. Non-GMO Forms Available</p>

\*EFSA 2012

# Vitasterol S-80<sup>®</sup> Plant-Based Cholesterol Management

**Vitasterol S-80<sup>®</sup>** is a concentrated form of plant-based compounds called phytosterols (primarily beta-sitosterol, campesterol and sitostanol or stigmasterol). Vitasterol S-80<sup>®</sup> sources its plant sterols from soy, pine, sunflower and rapeseed. Research shows plant sterols can help reduce the risk of heart disease by lowering total and LDL cholesterol levels through competitive inhibition of cholesterol in the gut. These findings are reinforced by over 140 clinical studies.

- Daily intake of 1.5 g to 3 g of plant sterols helps reduce the average total and LDL cholesterol levels by 7% to 12% in a period of just 2 to 3 weeks\*
- Effective at helping reduce the risk of heart disease by lowering total and LDL cholesterol
- Plant-based and non-GMO
- Non-prescription alternative for cholesterol management
- Helps contribute to overall heart health
- Approved health claims



## Covitol® Naturally-sourced Vitamin E

Vitamin E is a fat-soluble antioxidant that prevents the production of Reactive Oxygen Species (ROS), helping protect LDL cholesterol from oxidation. When LDL is oxidized, it triggers an inflammatory process that leads to the formation of fatty plaques in the arterial walls. This contributes to the development of atherosclerosis.

Vitamin E is naturally found primarily in plant-based oils, nuts, seeds and, to a lesser extent, in some fruits and vegetables. Typically, low-fat diets make it difficult for people to acquire the daily recommended dose.

### Covitol is a natural, plant-derived Vitamin E

- Composed of RRR-alpha-tocopherols, a highly biologically active form of Vitamin E
- It has twice the bioavailability of synthetic Vitamin E, making it both more potent and effective
- It is 100% clean-label
- Helps maintain a healthy heart and blood vessels
- Helps protect DNA from free-radical damage
- Provides the daily recommended dose of 15 mg per day in just one small capsule

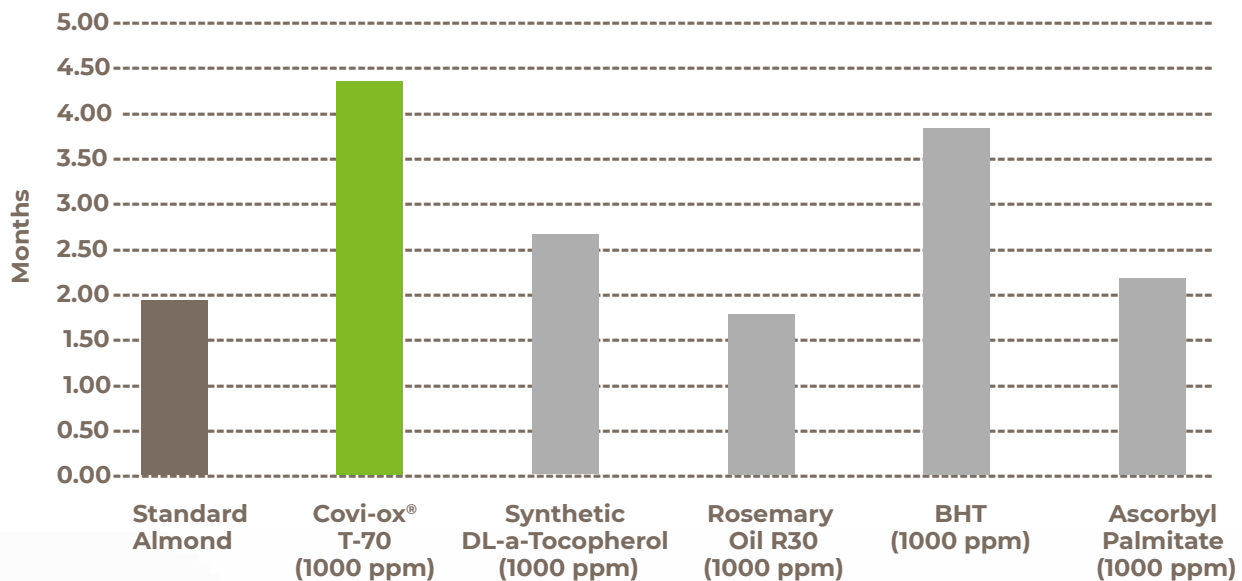


# Covi-ox<sup>®</sup> Protect your heart-health formulation as nature intended

A highly versatile mix of naturally sourced tocopherols that synergistically work to protect food, beverage and high-oil supplements, such as fish oils and omega-3s, from oxidative rancidity. This potent antioxidant effectively maintains freshness and shelf life.

- 100% natural
- Offers exceptional stability during high-temperature food processing, along with excellent oil solubility
- Protects against off flavors and odors and color and textural changes, as well as nutrient degradation in foods and supplements
- High purity profile

**Oxidative Stability Index (OSI) in Almond Oil at 110°C**



**It's better to nurture a healthy heart than fix a broken heart!**

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