

VITASTEROL®

Mixed phytosterols and mixed phytosterol esters



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 VitaNaturals
MANUFACTURERS OF WELLNESS

VITASTEROL®

Functional food ingredient to reduce cholesterol

Vitasterol® is a natural and vegetable product which reduces “bad” cholesterol levels and lowers the risks of cardiovascular diseases.

The capacity of **Vitasterol®** to reduce cholesterol levels comes from the similarity between cholesterol and plant sterols which fight in the intestine to get room in their transport means. Therefore, plant sterols block the way of cholesterol to the liver: **Vitasterol®**.

The efficacy of plant sterols and plant sterol esters has been verified in more than 40 randomised, placebo-controlled, double-blind trials with different kinds of patients. These studies were conducted with 2 grams per day or more of plant sterol esters. Serum total and LDL cholesterol were significantly reduced between 8% and 17%.

Food authorities in some European Union countries have evaluated plant sterols as safe before placing the product into the market, and all European regulation related to Novel Food recommends that daily intake should not exceed 3 g.

Vitae Naturals has European Union authorization in all EU food approved categories under Regulation EC N° 258/97.

Plant Sterols have been one of the first to obtain approval from the European Commission for their health claim according to Regulation EC N° 1924/2006. Food products such as yellow fat spreads, mayonnaise, salad dressings, and dairy products such as milk, yoghurts and cheese with added plant sterols could state on their label:

“Plant sterols have been shown to lower blood cholesterol. High cholesterol is a risk factor in the development of coronary heart disease (CHD)”.

Plant sterols are Generally Recognized as Safe (GRAS) for specific food uses and have been evaluated and approved for use in specific food applications in other countries (Canada, Australia and New Zealand, Brasil, South Africa, Japan and China).

- **Vitasterol®** is available in several forms to fit your application needs.
- **Vitasterol®** is mixed phytosterols which are typically used as nutritional supplement.
- **Vitasterol®** S-80 is used as novel food ingredient in different applications: yellow fat spreads, milk, cheese and yoghurt based products, soya drinks, salad dressings, rye bread, spicy sauces (including mayonnaise), milk based beverages with fruits or cereals and rice drinks.

Our phytosterols come from vegetable IP sustainable sources.

LIQUIDS				
Product	Concentration	Form	Physical properties	
Vitasterol® S-80 Esterified	*min 99%	mixed phytosterols esters	light yellow viscous oily paste at room temperature and clear oil at 50°C	x x x x x
POWDERS				
Product	Concentration	Form	Physical properties	
Vitasterol® S-80 (95%)	min 95%	mixed phytosterols	white to cream fine powder	x
Vitasterol® S-80 (99%)	min 99%	mixed phytosterols	white granular free flowing powder	x
Vitasterol® S-80 WDP NEW		mixed phytosterols	white, yellowish water dispersible powder**	x x x x

*min 60% calculated as free sterols

** ready to use sterols formulation in water-based food products

We develop water dispersible formulations to make it easier for our customers’ handling and application in food processing. If you need a special formulation to add to your products, do not hesitate to contact us.

Vitae Naturals’ **Vitasterol®** range is produced under FSSC 22000 and applicable regulations.

Food Supplements
Yellow fat spreads
Milk, yoghurt and cheese
Salad dressings, oil
Rye bread
Spicy sauces
Juices and beverages