

IMMUNE wellness

NEW RESEARCH SHOWS EUROPEANS NEED TO GET IMMUNE FIT



AWARENESS AND MISUNDERSTANDINGS:

COVID-19 DRIVES THE EUROPEANS TO GET IMMUNE HEALTH FIT

IMMUNE HEALTH: LITTLE KNOWLEDGE

41-64%

of Europeans said the Covid-19 pandemic had changed their awareness of the importance of the immune system



44-51%

eat a **healthier diet**, as a result.

49-65%

identified **Vitamin C** as a key element for a healthy immune system.

ALARMING:

42-54%

BELIEVE THE BODY STORES VITAMIN C UNTIL IT IS REQUIRED.

50-79%

DO NOT KNOW HOW MUCH VITAMIN C AN ADULT NEEDS PER DAY.



HELPFUL ADVICE: NUTRITION IN A GLASS

ON AVERAGE, A TYPICAL SMALL GLASS OF 100% ORANGE JUICE* (150 ML) PROVIDES:

80%

of the Nutrient Reference Value of **Vitamin C**, a vitamin that helps protect cells from oxidative stress and supports normal immunity.

16%

of the NRV for **folate**, a nutrient that supports normal immunity, and helps normal psychological function.



13%

of the NRV for **potassium**, a mineral which is vital for normal blood pressure.

SUPPORT YOUR BODY: FIVE IMMUNE HERO NUTRIENTS

Vitamin C

Vitamin D

Folate

Omega-3 fatty acids

Gut modulators
(polyphenols, prebiotics, probiotic.)

www.fruitjuicesciencecentre.eu

*The composition and quality of the products are covered by a specific European Fruit Juice Directive.
Source: A survey of 3000 people (across UK, Germany, France) commissioned by the Fruit Juice Science Center provides detailed information on consumption patterns and attitudes towards fruit juices. Furthermore, more information on immune health and nutrition can be found <https://fruitjuicematters.de/de>

