



# WHERE THE WORLD IS GOING *NEXT* FOR VITAMIN D



WHOLE FOOD NUTRITION

## A cost-effective, *real* vegan, whole food source that won't affect your taste or texture

- Non-GMO, whole food mushroom powder
- Organic grade available
- 1000 µg (40,000 IU) of Vitamin D per gram - independently verified
- Low use levels offer excellent economics
- Won't affect the taste or texture of formulations
- Consumer-friendly, clean label ingredient

Vitamin D is one of the hottest nutrients in the world right now, as consumers become more concerned, about their immune health and overall health because of reduced time spent outdoors. Throughout Europe, doctors are telling their patients to get more Vitamin D.

Earthlight Whole Food Vitamin D is a clean label, plant-based ingredient that can help you create cutting-edge supplements and fortified foods that respond to the latest consumer trends in the market. Earthlight delivers concentrated Vitamin D with low use levels, which means it won't affect the taste or texture of your formulations.



# NOVEL FOODS APPROVAL ALLOWS NEW FORTIFICATION OPPORTUNITIES

Earthlight Whole Food Vitamin D has received Novel Foods Approval, paving the way for this unique ingredient to be used in foods and beverages produced and sold in Europe. The approval covers Earthlight's use in a broad range of traditional food and beverage products, but also use in dairy analogues and meat replacement – ideal applications since Earthlight is plant-based and acceptable for vegans.

## APPROVED FOOD AND BEVERAGE APPLICATIONS FOR EARTHLIGHT IN THE EU

Food groups	Proposed food category name	Proposed maximum use level of the NF (mg/100 g or 100 mL), as consumed <sup>(a)</sup>
Breakfast cereals	Breakfast cereals	2.25
Bakery products	Yeast-leavened bread and pastries	2.25
Processed cereal food	Grain products and pastas	2.25
Fruit juice and fruit/vegetable blend beverages	Fruit and vegetable juices (incl. powders and concentrates)	1.125
Dairy products	Milk and dairy products (excl. fluid milks)	2.25/1.125 (beverages)
Cheese and cheese products	Cheese (excl. cottage cheese, ricotta cheese, and hard-grating cheeses)	2.25
Meal replacement	Meal replacement bars and beverages, not intended for weight control	2.25/1.125 (beverages)
Dairy analogues	Dairy imitates	2.25/1.125 (beverages)
Meat imitates	Meat imitates	2.25
Soups and broths	Soups (RTE and dry mixtures)	2.25
Vegetable snacks	Extruded vegetable snacks	2.25

## EARTHLIGHT HELPS YOU CREATE LABELS THAT MATCH TODAY'S TRENDS

First it was 'natural'. Then it was 'clean label'. Now today's consumer wants it all. Earthlight can help you create products that respond to today's eating and living trends.



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Contact PLT Health Solutions for samples and more information.  
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