

Dietary supplement “*Na zdravíčko*” (Czechia)

Product developed in EIT Food RIS Consumer Engagement Labs project

How can health problems associated with aging be remedied? Active, conscious older adults often reach for dietary supplements in order to stay healthy. To answer the older consumers’ need to strengthen their health and boost their immunity, the company Laboratoria BIOCEN s.r.o. under the brand NEOBOTANICS offers a unique liquid formula to give the body the necessary vitamins and herbal extracts in the best absorbable form.

To find out what kind of food products answer the needs of the older consumers, the EIT Food project team invited older adults in Czechia to participate in co-creation workshops. The participants developed an idea of an innovative vitamin supplement for older consumers.

Innovative food product

The innovativeness of the product rests upon the advanced liposomal technology that encapsulates herbals, active ingredients, and vitamins in a liquid liposomal form. It combines water-soluble active ingredients with ingredients that are soluble in oils. The product can be consumed directly or diluted with water. What is more, the product is packaged in glass bottles which makes them ecologically friendly.

Good for health

It is estimated that up to 1 billion people worldwide suffer from vitamin D deficiency. This deficiency affects a large part of the older population, especially women who live in the countries with temperate climates, due to reduced quantities of vitamin D in the daily diets. The lowest seasonal concentration of the active form of vitamin D is usually observed during the winter and spring. Factors that increase the risk of vitamin D deficiency in the older age include poor environmental and economic conditions, reduced physical activity, general poor health, and obesity. Particularly alarming is that more than 50% of women after menopause, who take antiosteoporosis drugs, have deficient levels of the active form of vitamin D3 in their blood. Vitamin D contributes to the proper functioning of the immune system and helps the human body better cope with respiratory infections, which is also crucial in the light of the current coronavirus pandemic. “*Na zdravíčko*” averts the deficit of vitamin D and alleviates its possible negative consequences for health.

Preferred by older adults / Designed by older adults for older adults

Since many older adults take significant quantities of drugs and dietary supplements, the liquid form of this vitamin supplement might be particularly appealing to this age group and could be safely consumed even by those who have difficulties swallowing pills. “*Na zdravíčko*” is also suitable for diabetics.

Different from existing products

Most dietary supplements are offered to consumers in traditional forms of compressed tablets or hard gelatine capsules. The liquid form of “*Na zdravíčko*” and its innovative formula make the product unique, particularly when compared to other vitamin and herbal supplements targeted at older consumers.

Additional information about the project:

“*Na zdravíčko*” is a product designed during the co-creation workshops, held as part of the EIT Food RIS Consumer Engagement Labs project. The project is coordinated by the University of Warsaw and financed by the European Institute of Innovation and Technology (EIT), under the Horizon 2020/Horizon Europe, the EU Framework Programmes for Research and Innovation. The project's main aim is to address the needs of older consumers in

the food and beverage market by applying novel methodology which engages consumers, stimulates their creativity, and fosters the acceptance of new products. The product concept was designed in 2020 in Czechia during co-creation sessions which gathered older consumers, scientists from the University of Chemistry and Technology in Prague and the representatives of food producer Laboratoria BIO-CEN s.r.o. Following the co-creation process, the innovative product was developed and introduced to the market in 2021.

Find out more about the project at: <http://timo.wz.uw.edu.pl/cel>