

## ForHER – JUICE FOR DRINK (Italy)

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### Product developed in EIT Food RIS Consumer Engagement Labs project

**Can taking care of one's health be at the same time fun and tasty? Older women, conscious of their health are looking for products that will help them keep balanced diet and supplement their bodies with necessary nutrients. To answer the older women's need to improve their bone and hormonal health, the company Sestre created a unique beverage to supply the vitamins and micronutrients in an attractive form.**

#### Innovative food product

The innovativeness of the product rests upon the combination of ingredients and formulation of the final product, making it not only beneficial for health but also attractive. Thanks to its flavor and design, older consumers would not consider it a product used by people in need of medical help. Instead, taking care of one's health could become... tasty!

#### Good for health

*ForHER – JUICE FOR DRINK* is designed to help older women keep balanced diet and lower the risk of osteoporosis. Estimations show that up to 1 billion people worldwide suffer from vitamin D deficiency, affecting especially women. Given that nearly 50% of women after menopause, who take antiosteoporosis drugs, have deficient levels of the active form of vitamin D3 in their blood, it is vital to introduce to the market products that will help minimize those risk in an attractive and tasty way. *ForHER – JUICE FOR DRINK* answers that needs. It contains carob syrup known for balancing digestion qualities. It also improves absorption of nutrients and facilitates of the sense of satiety. On top of that juice contains blueberries and apples. Juice is enriched with the Vitamin D, which helps reducing the loss of bone mineral in post-menopausal women. Similarly calcium, helps to reduce the risk of osteoporotic bone fracture caused by low bone mineral density. The juice contains no added sugar, is gluten free and rich in antioxidants.

#### Preferred by older adults / Co-designed with older adults for older adults

Older women are conscious of changes occurring in their bodies and want to take care of their health. At the same time however, that might be already taking some drugs or dietary supplements and would not like to include another pill to their daily routine. For those consumers *ForHER – JUICE FOR DRINK* can be particularly interesting, as it provides the necessarily nutrients to help boost hormonal health and minimize the risk of osteoporosis but at the same time is a tasty juice that can be consumed every day. Moreover, it contains carob syrup, popular among older generations in Italy, so will be recognized with nostalgic pleasure by older consumers.

### Different from existing products

*ForHER – JUICE FOR DRINK* is a functional beverage, targeted at women that want to support their hormonal balance in adult life. Contrary to supplements offered as tablets or capsules popular on the market, Sestre offers the liquid form and aesthetically attractive labelling of the bottle, distancing itself from other products for older women.

### Additional information about the project:

*ForHER – JUICE FOR DRINK* is a product designed during the co-creation processes, held as a part of the 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, as a part of EIT Regional Innovation Scheme. The project's main aim is to address the needs of elderly consumers in the food and beverages market by applying novel methodology which engages consumers, stimulates creativity, and fosters the acceptance of new products. The concept of *ForHER – JUICE FOR DRINK* was designed in 2021 through co-creation processes, which involved the identification of consumer preferences and new product ideas put forward by older consumers from multiple European countries and the subsequent formulation and design of the final product by the representatives of food producer from Italy – Sestre. Following the co-creation process, the actual product was developed and introduced to the market by Sestre in 2022.

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