

IDP[®]: Turning Clinical Proof into Real Immune Health Benefits for Consumers



IDP[®]
Immune Defense Proteins



1 Billion Flu cases annually

12 Billion colds annually

Leading cause of absenteeism

Risk highest for young and elderly

‘Minor’ infections with major impact



- USA: Common cold productivity losses \approx US\$25B/yr
- USA: Non-influenza URTI burden \approx US\$40B/yr
- NZ employee absence cost \approx NZ\$1.79B/yr
- Presenteeism and caregiver time add hidden costs

Introducing the solution - IDP[®]



- Patented whey protein fraction extracted from milk
- Contains 50+ synergistic bioactives
- Natural and safe support for the body's immune defences

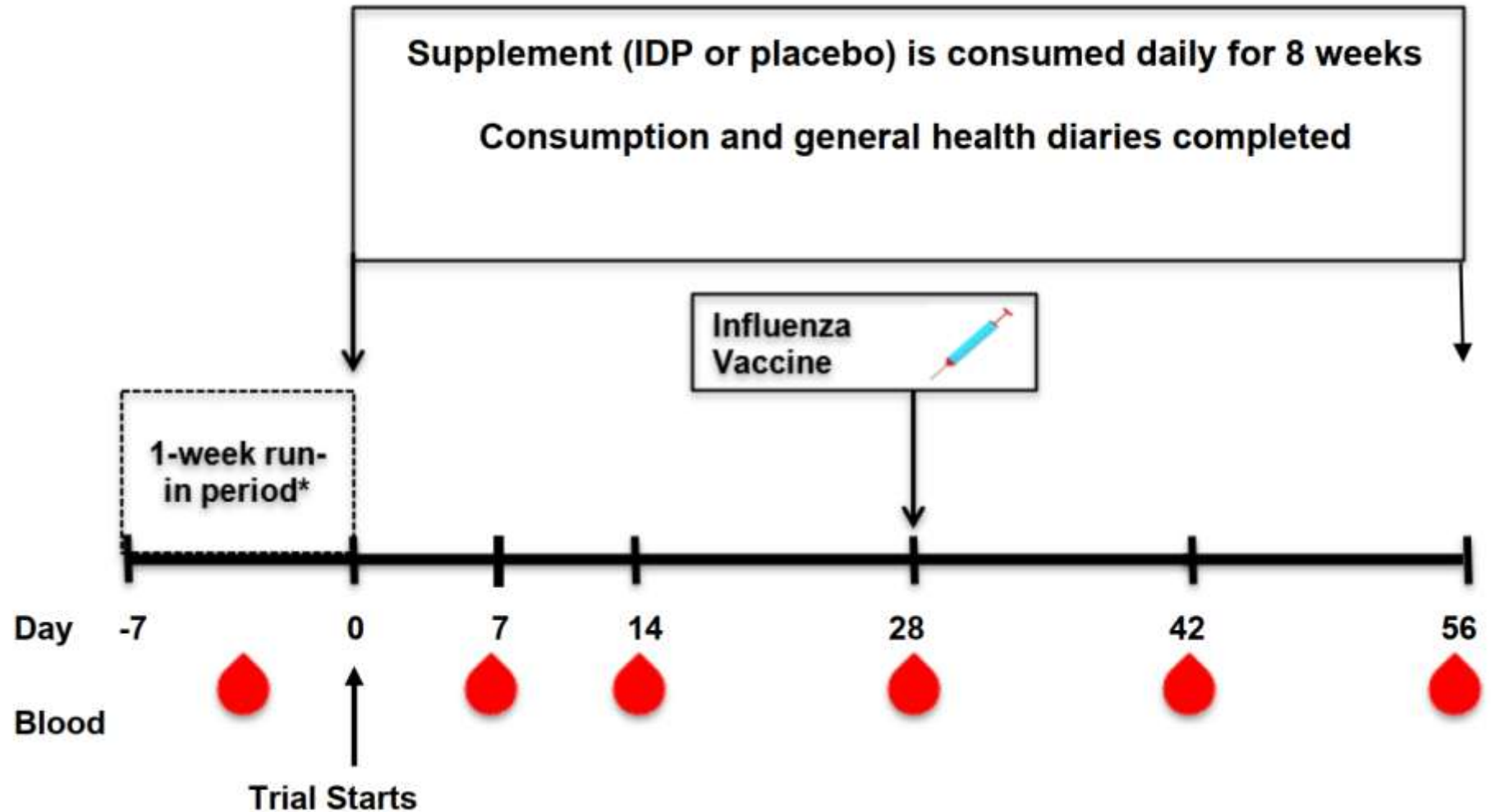


- Antimicrobial – inhibits pathogens (e.g. E. coli, C. sakazakii)
- Antiviral – preventing viral infection of human cells (e.g. influenza A & B, Adenovirus, SARS-CoV-2)
- Anti-inflammatory – inhibits IL6 and TNF alpha
- Synergy of 50+ bioactives provides greater efficacy than its isolates

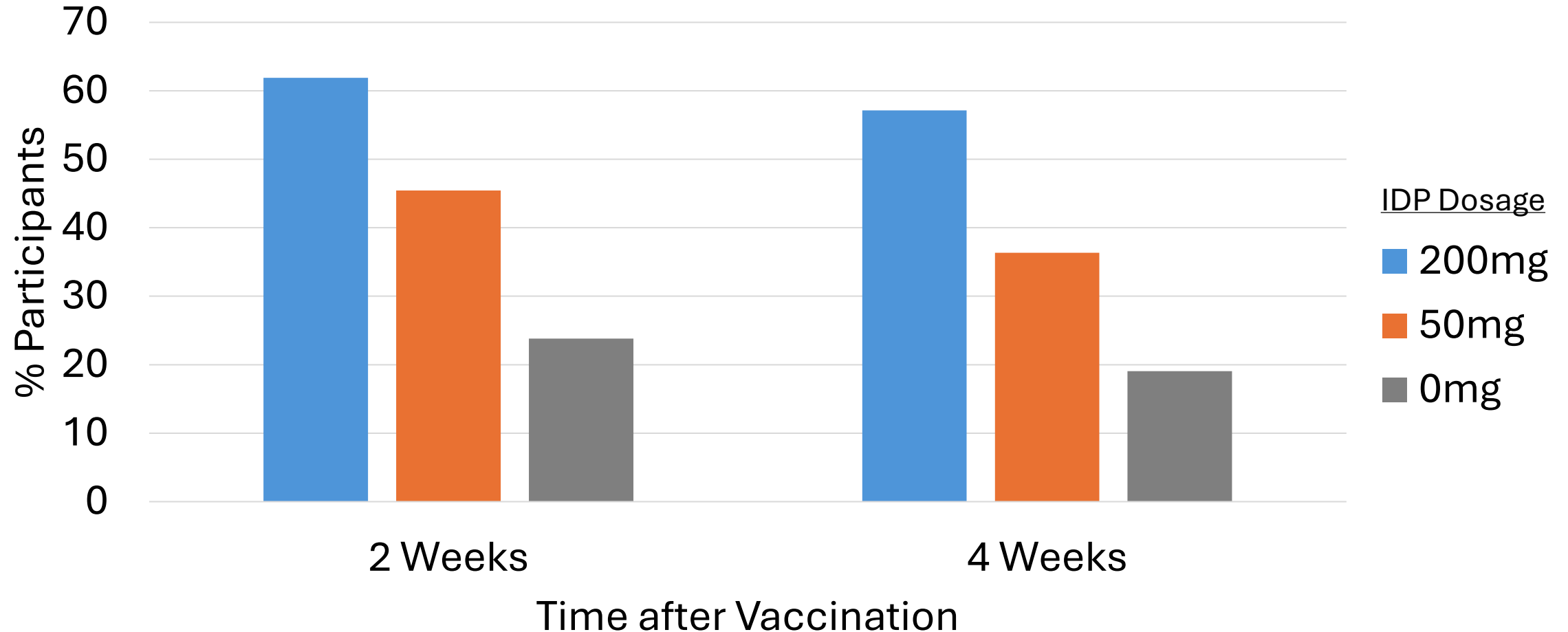
Double
Blinded/Placebo
Controlled Study

3 Study Arms

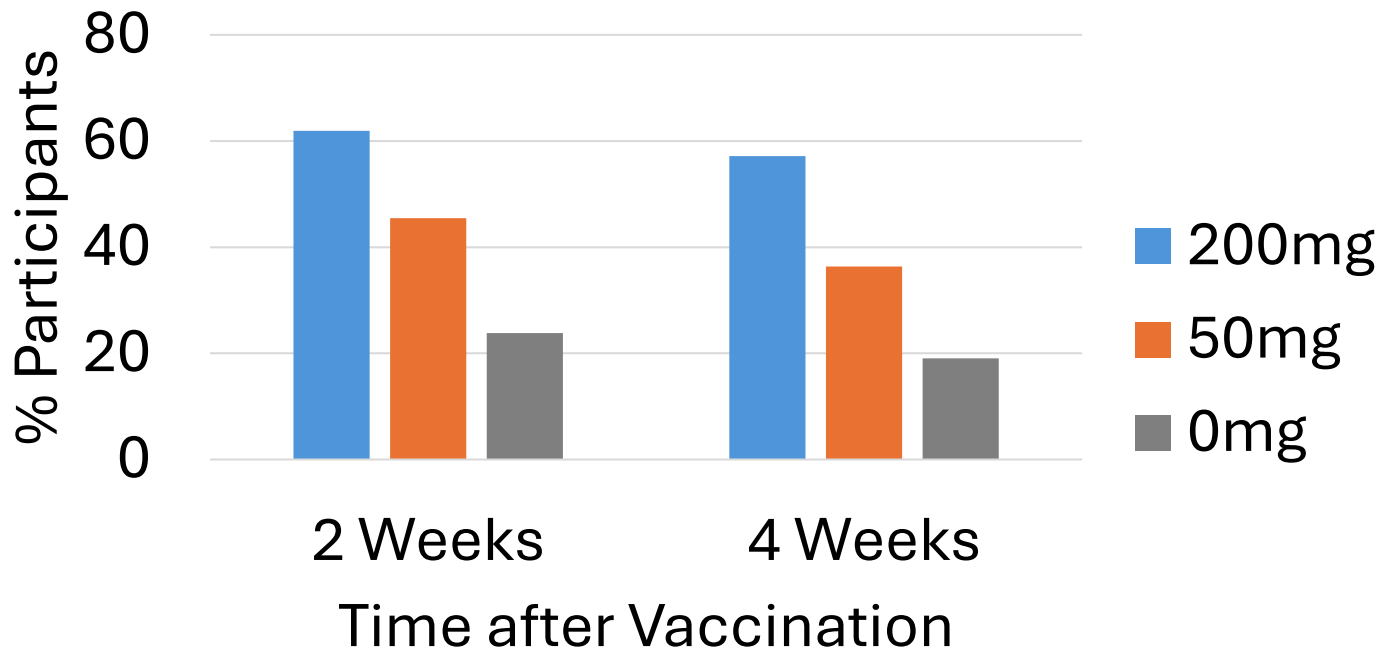
- Placebo
- 50mg IDP
- 200mg IDP



Antibody Response 4-Fold Increase



Antibody Response 4-Fold Increase



4-fold increase in antibodies a strong indication of protection from infection

Advanced IDP dose 4-fold response compared with placebo $p < 0.05$

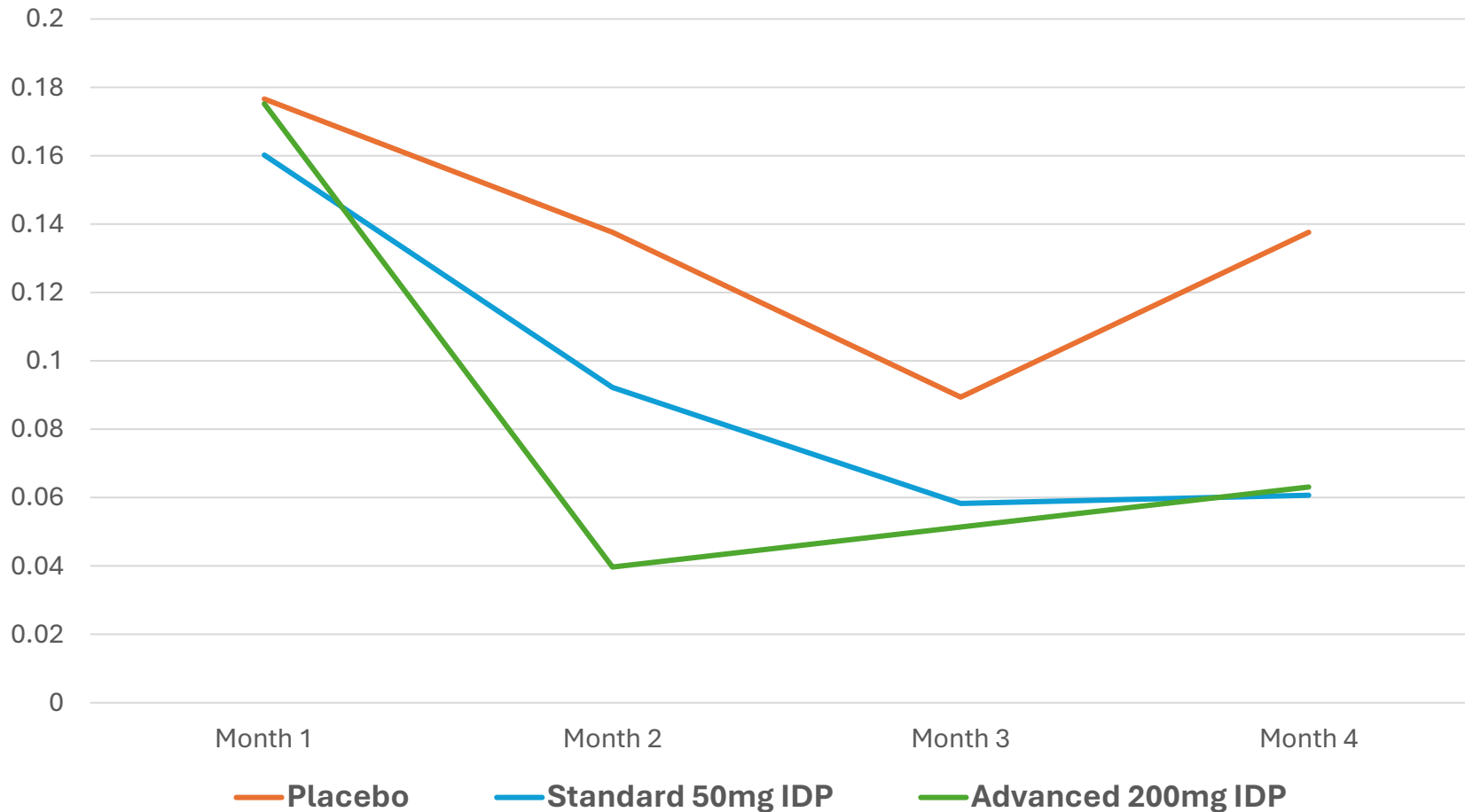
IDP supplementation may help enhance vaccine protection for those at higher risk of immunosenescence



IDP[®] Clinical validation

- Double blind Placebo Controlled Human study
- Population: 319 healthy children (ages 3 – 7)
- Study Arms: Placebo (0 mg), Standard Dose (50 mg IDP/day), Advanced Dose (200 mg IDP/day)
- Duration: 16 weeks
- Endpoints:
 - Primary: Cold/flu (URTI) incidence & duration
 - Secondary: cough, fever, rhinorrhea, antibiotic usage, absenteeism
- Safety: Urinalysis + AE monitoring

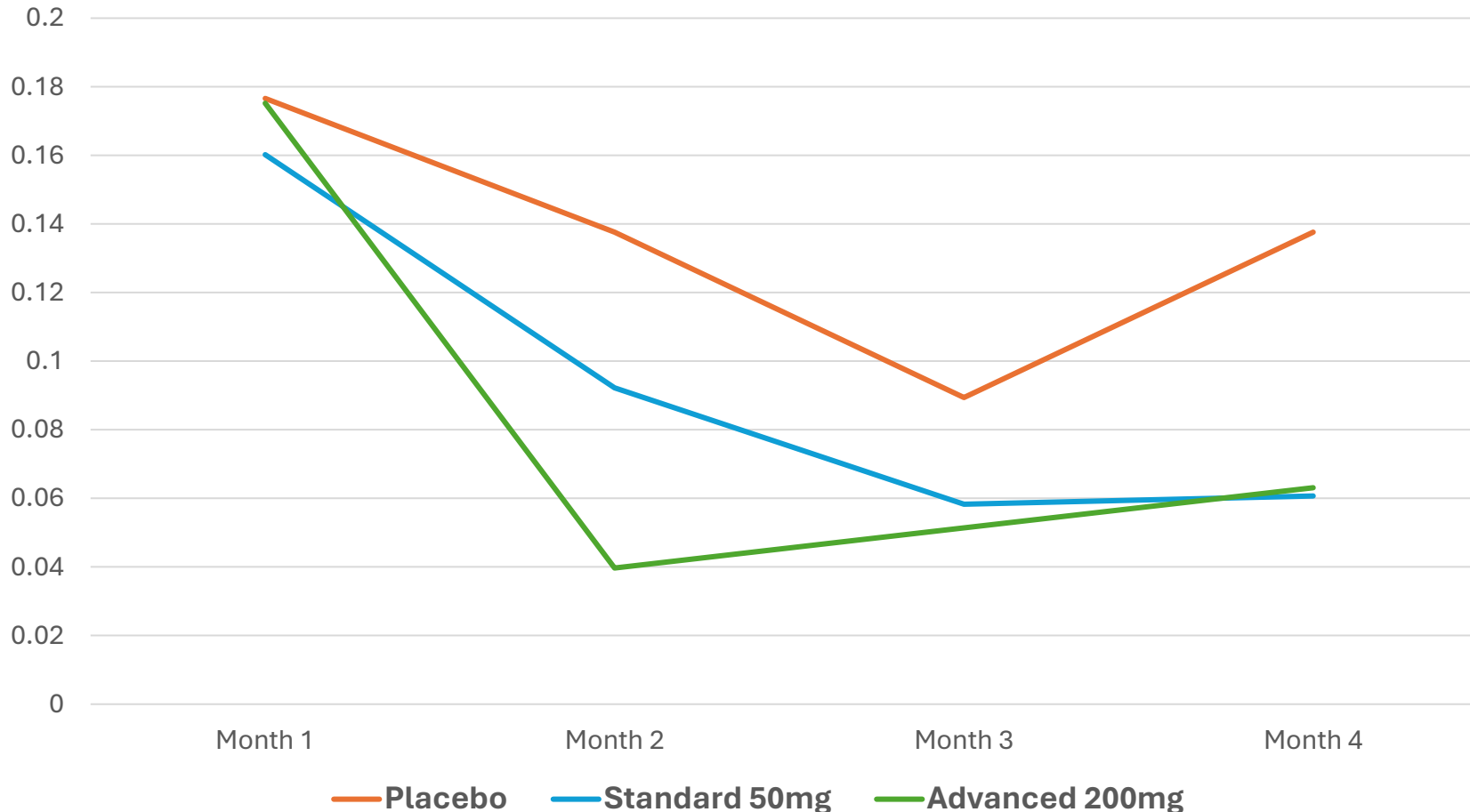
Significant Reduction in Cold and Flu Frequency – Compared to Baseline



Advanced IDP dose
Up to 77% reduction
from baseline
p<0.001

Standard IDP dose
Up to 63% reduction
from baseline
p=0.001

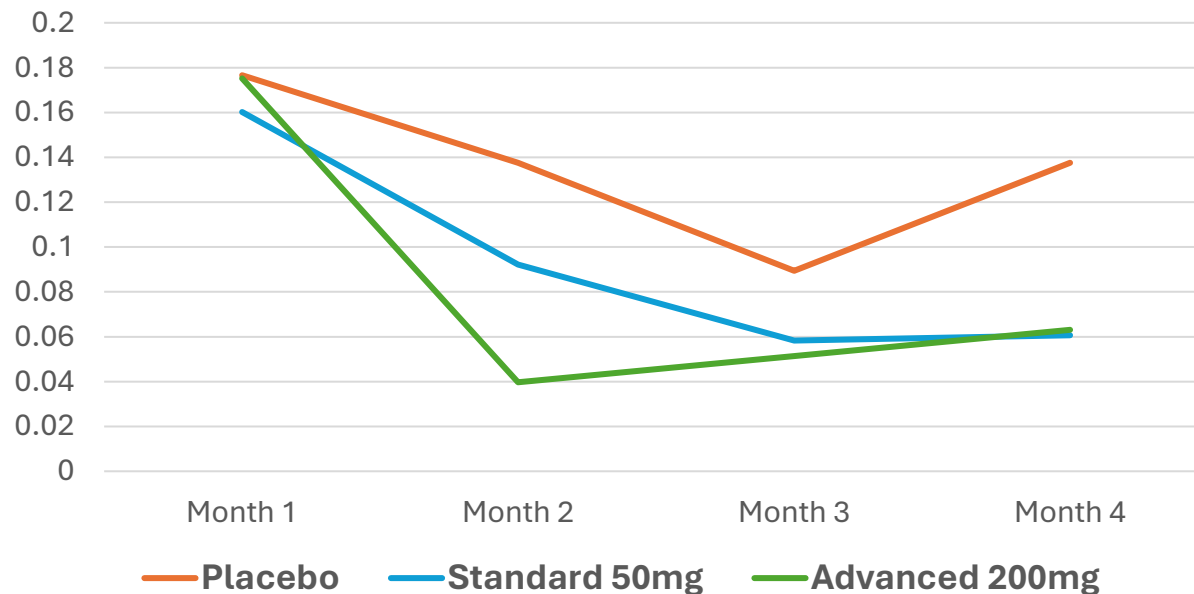
Significant Reduction in Cold and Flu Frequency – Compared to Placebo



Advanced IDP dose
Up to 71% reduction
compared to placebo
P<0.001

Standard IDP dose
Up to 56% reduction
compared to placebo
P=0.005

Significant Reduction in Cold and Flu Frequency



2x fewer colds for IDP v placebo (p=0.005)

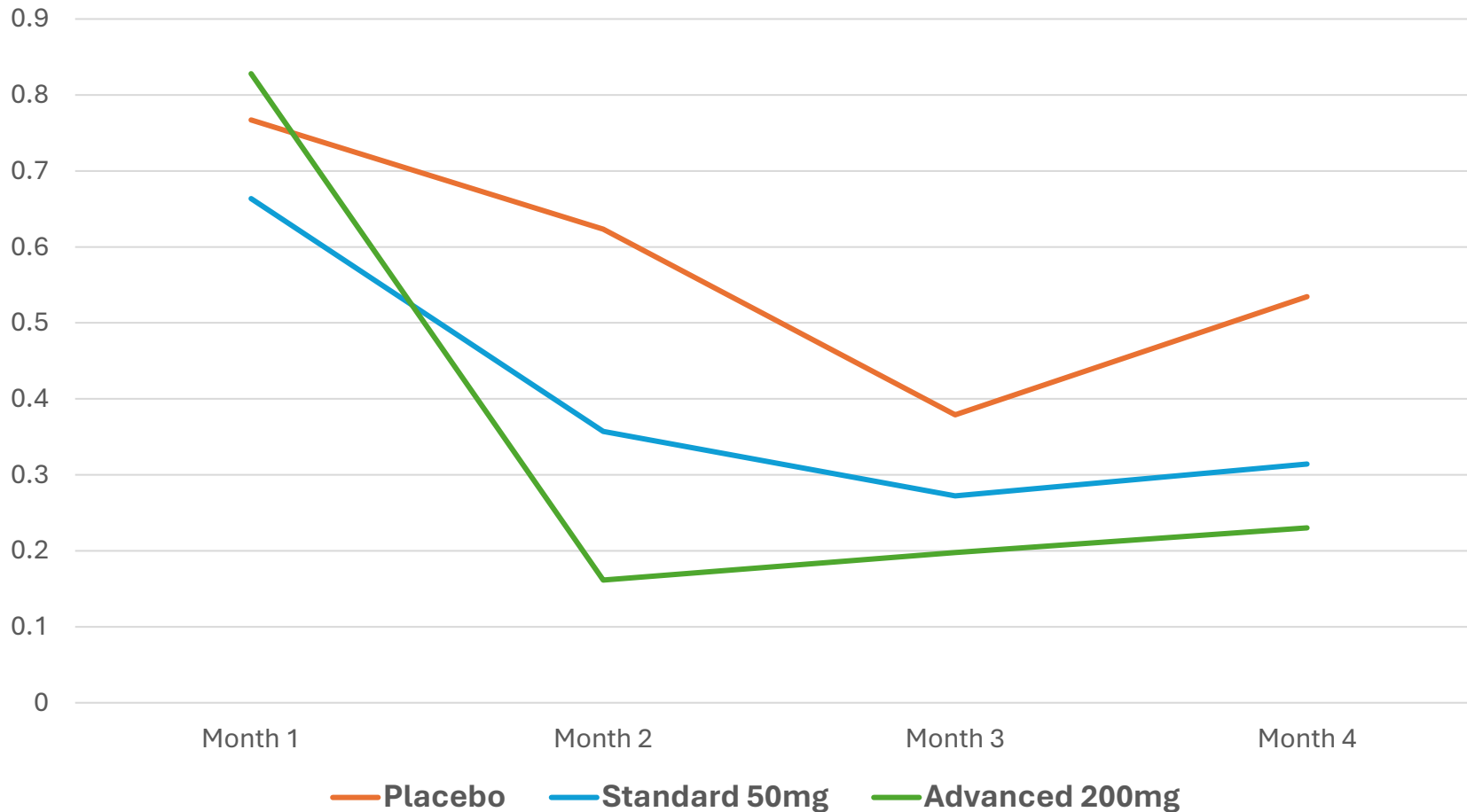
Up to 77% reduction v baseline infection rate

Both IDP doses are effective



IDP[®] - Faster Recovery/Fewer Symptoms

Significant Reduction in Cold and Flu Duration – Compared to Baseline



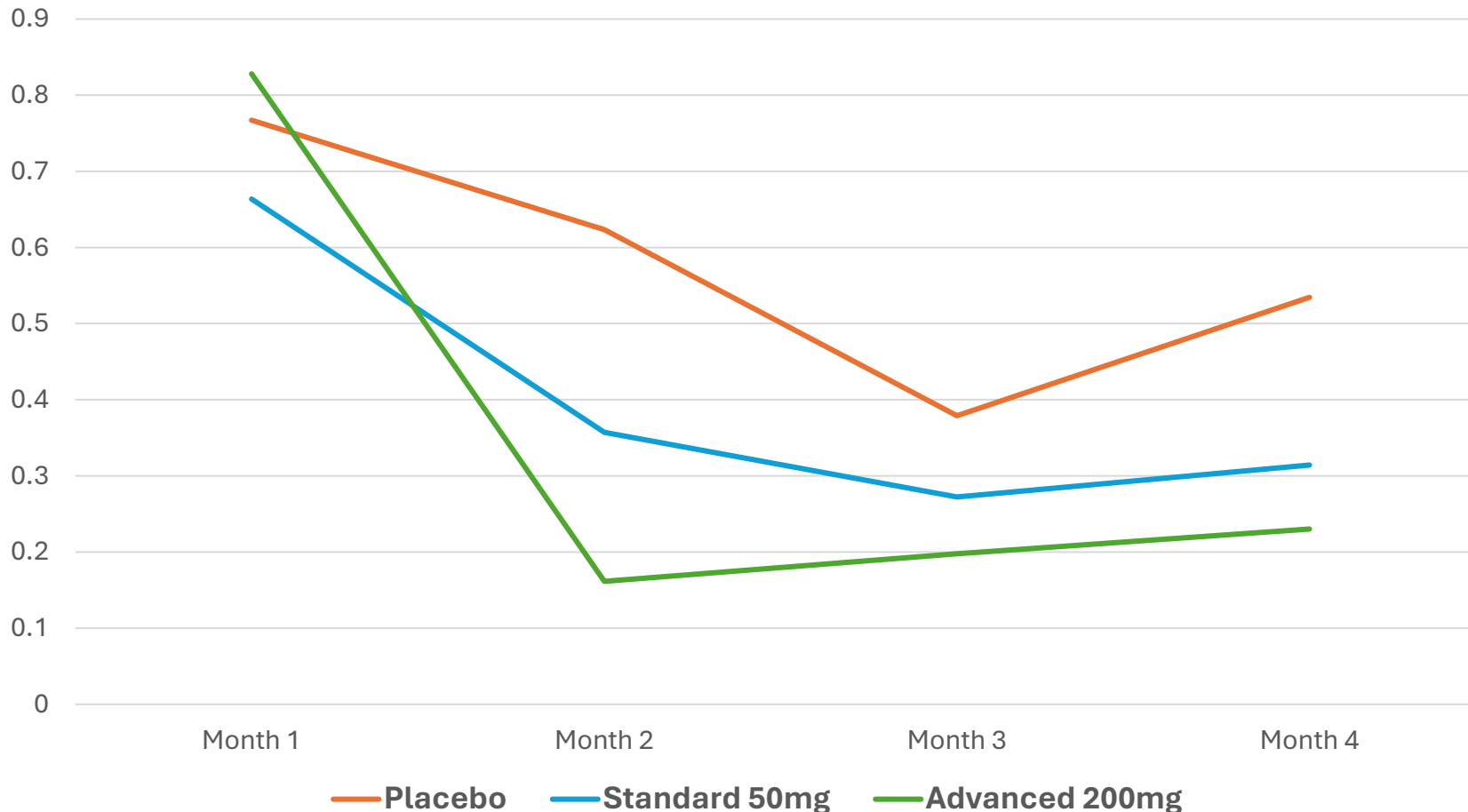
Advanced IDP dose
Up to 80% reduction
compared to baseline
P<0.001

Standard IDP dose
Up to 50% reduction
compared to baseline
P=0.001



IDP[®] - Faster Recovery/Fewer Symptoms

Significant Reduction in Cold and Flu Duration – Compared to Placebo



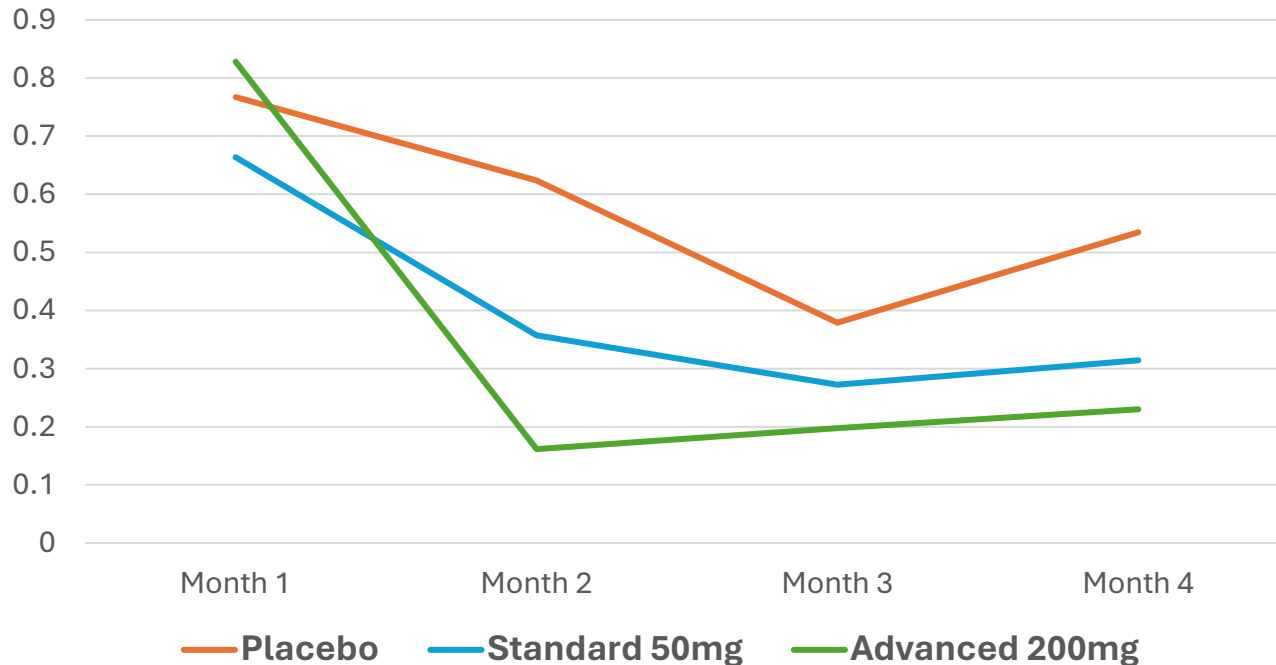
Advanced IDP dose
Up to 71% reduction
compared to placebo
P<0.001

Standard IDP dose
Up to 56% reduction
compared to placebo
P=0.005



IDP[®] - Faster Recovery/Fewer Symptoms

Significant Reduction in Cold and Flu Duration



Shorter illness duration (by ~ 1.5 – 2 days)

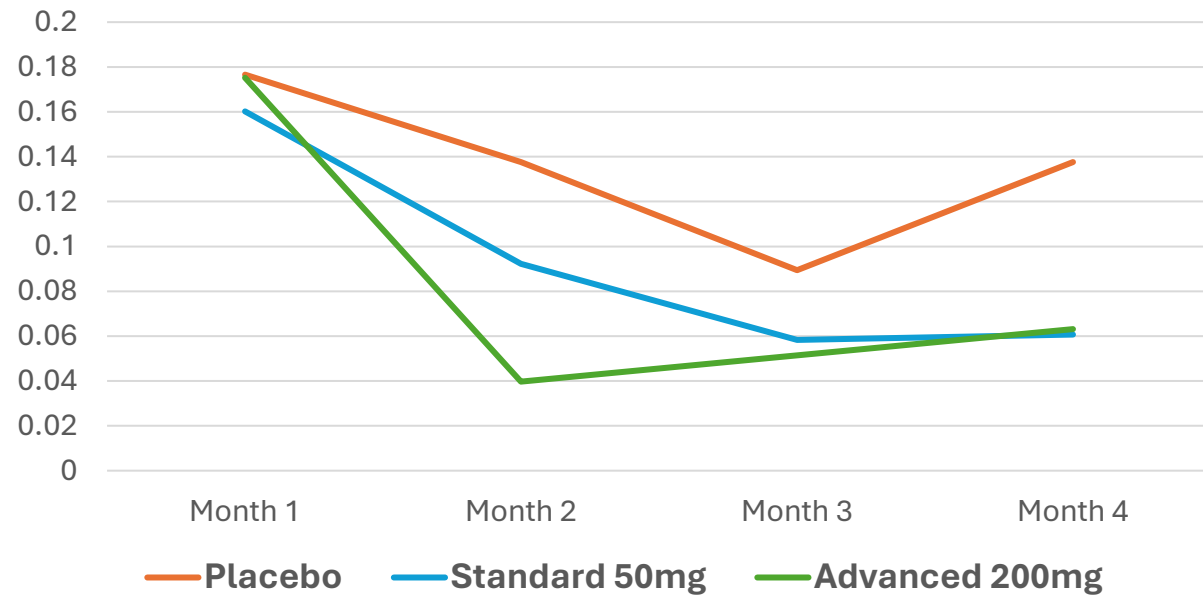
Lower rates of fever and cough

Reduced antibiotic use and absenteeism



IDP[®] - Clinically Proven Support – Backed by Real Human Outcomes

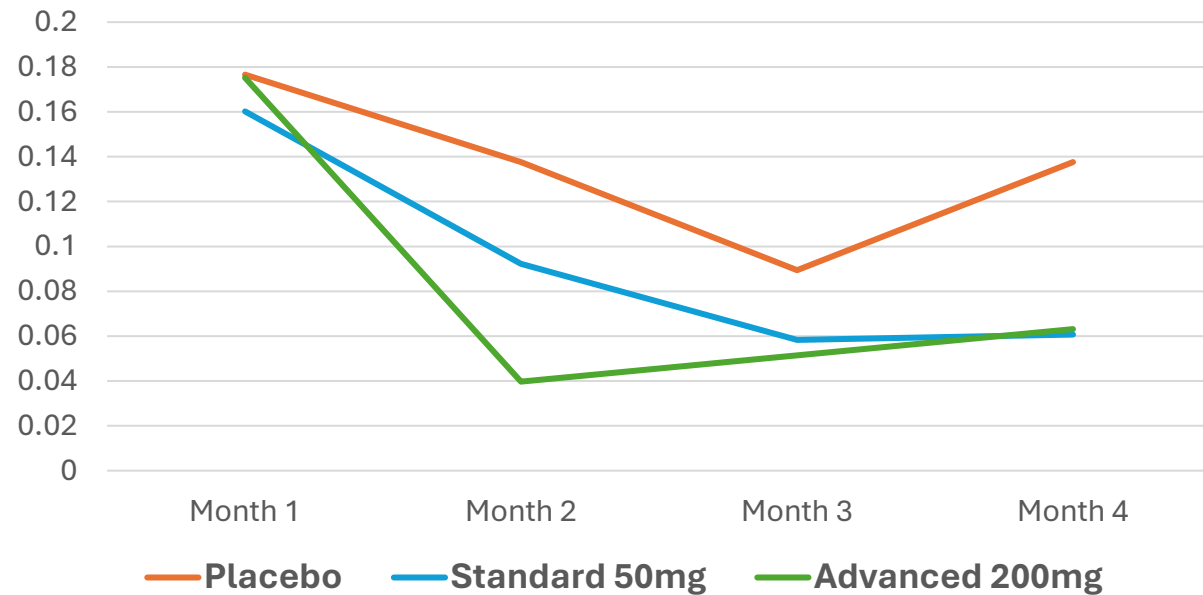
Significant Reduction in Cold and Flu Frequency



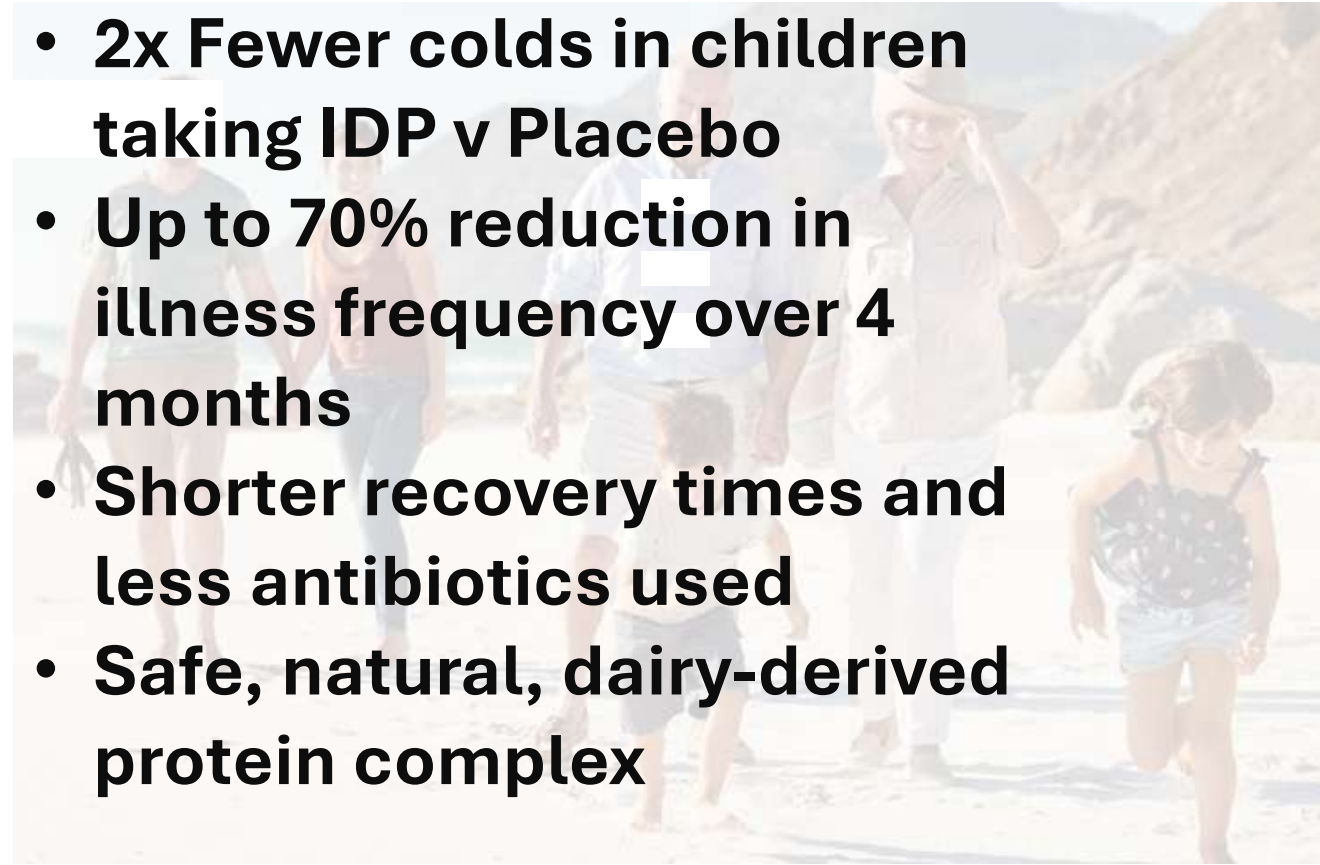


IDP[®] - Clinically Proven Support – Backed by Real Human Outcomes

Significant Reduction in Cold and Flu Frequency



- **2x Fewer colds in children taking IDP v Placebo**
- **Up to 70% reduction in illness frequency over 4 months**
- **Shorter recovery times and less antibiotics used**
- **Safe, natural, dairy-derived protein complex**





IDP[®] - Provides an Opportunity for Supplement Brands

- Consumers are moving from ‘immune boost’ marketing claims → clinically proven results.
- IDP[®] bridges science and shelf appeal - human data, real outcomes, premium NZ provenance.
- Compatible with dairy & plant-based blends, powders, tablets or capsules





IDP[®] Clinically Proven Health Benefits



IDP[®] represents the next generation of immune-support ingredients: **clinically validated, safe, and effective** - delivering measurable consumer health outcomes.

