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A recent consumer survey reveals better-than-expected knowledge about maintaining a strong human immune system.

Why is this important to *DairyAdvisor* readers? Well, we're consumers, too, and we can do more to keep ourselves healthy.

The online survey, commissioned in January by Diamond V's subsidiary Embria Health Sciences based in Ankeny, IA, involved more than 1,000 respondents (72% women and 28% men living in the U.S.).



A large majority of survey respondents recognized that they needed a strong immune system every day, not just during illness.

Moreover, among those who used nutritional supplements, nearly half said they were likely to take a supplement daily in order to stay healthy, rather than after they became sick.

"These results are truly surprising," Embria President Paul Faganel said, "because this is such a big shift in consumer perceptions from just a few years ago."

Faganel noted that Embria introduced the human nutritional supplement EpiCor® in 2007 and has been promoting the benefits of daily immune support from the beginning. EpiCor's multiple modes of action support immune strength year-round without causing immune fatigue.

Advisor Access

Not so blue about cold and flu



By Clayton Gill
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The survey results, Faganel added, confirm the need for supplement and functional food marketers to change the way they look at every day immune support and focus on the benefit of "staying healthy."

"Of course," he said, "they'll need the science to substantiate those sorts of claims."

For more on the survey, [click here](#).

Likewise, dairy producers and their advisors "need the science," which we help provide through *DairyAdvisor* and other Diamond V services. If you'd like to share any question and see the answer in *DairyAdvisor*, please let me know:

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Thanks!



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