

Sunflower Plant Sterols for Cardiovascular Health

Phytosterols (plant sterols and stanols) are natural lipid components found in seeds, grains, nuts, legumes, vegetables, and fruit seeds. Structurally similar to cholesterol, phytosterols help lower cholesterol levels and support healthy blood lipids when included in the diet.

Science-Backed Cholesterol Reduction

- Studies have shown that phytosterols lower levels of blood total and LDL-cholesterol through competition with cholesterol absorption.
- Daily intake of 1.5-3 g plant sterols can reduce blood cholesterol levels dose-dependently by 7-12.5% in a period of 2-3 weeks⁵.
- Supported by 140+ clinical studies.
- Can also be used in combination with statins.

Sunvasterol™ is the first and only EFSA compliant sunflower phytosterol range, meeting all EU regulatory conditions for both maintenance (≥0.8 g/day) and cholesterol-lowering (1.5–3 g/day) claims.



Sunflowers - Good for the Earth, good for the Heart

We combine quality with care for people and the planet. Sunvasterol™ is upcycled from sunflower oil distillates, reducing waste and minimizing its environmental impact. We operate an integrated supply-chain that positions us as the global leader in sunflower natural vitamin E, Sun E®, and now, with Sunvasterol™, we offer a comprehensive and sustainable solution for heart health and wellness.

Meet with our team to discover the next generation of heart health solutions.

Sources:
⁵ EFSA 2012. Commission Regulation (EU) No. 686/2014.

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The Sunflower Route to Heart-Health Formulations

Europe's only EFSA-authorized sunflower sterols





Clean-label, Allergen-Free Sunflower-Sourced Plant Sterols

Sunvasterol™ is Kensing’s sunflower-origin plant sterols, allergen-free by origin, non-GMO, and EFSA approved. Upcycled from European sunflower oil distillates, it delivers the clinically supported cholesterol-lowering benefits of plant sterols while meeting clean-label expectations.



From Sunflower to Heart-Health

Imagine a field of sunflowers, each turning toward the light. Kensing unites nature with science to deliver sunflower-derived heart wellness. It’s pure, safe, and trusted for cholesterol support.

Meeting New Demands

Brands and CMOs seek sterols that are label-friendly, safe, and trusted. Sunvasterol™ aligns with EFSA specifications for phytosterols, offering consumers peace of mind and straightforward labeling across foods, beverages, and supplements. Clinically backed to reduce LDL-cholesterol, meeting demands for foods that support cardiovascular health.

32% of all global deaths are attributed to Cardiovascular disease¹

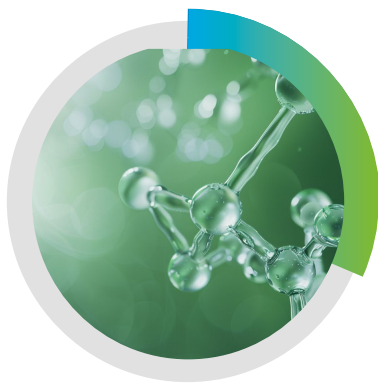
Cardiovascular disease is the leading cause of death in women²

80% of premature CVD mortality is preventable through healthy diet & lifestyle³

44% of consumers turn to dietary supplements for Heart Health⁴

Sources:
¹ World Health Organization, Cardiovascular diseases (CVDs), 2025. ([https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-\(cvds\)](https://www.who.int/news-room/fact-sheets/detail/cardiovascular-diseases-(cvds)))
² National Library of Medicine, The Lancet women and cardiovascular disease Commission: reducing the global burden by 2030, 2021. (<https://pubmed.ncbi.nlm.nih.gov/34010613/>)
³ European Society of Cardiology, Cardiovascular Disease Statistics 2019.
⁴ Global Burden of Disease Study-Lancet.
⁵ Commission Implementing Regulation (EU) 2025/1509 of 25 July 2025 amending Implementing Regulation (EU) 2017/2470 as regards the specifications of the novel food phytosterols/phytostanols.

Why Sunvasterol™?



Exclusive EFSA Approval for Sunflower Phytosterols⁵

Benefits from EFSA's Novel Food application process and the new EFSA approval grants Kensing five years of commercial exclusivity in Europe.



Allergen-Free Advantage

Product is naturally free from allergens, making it the preferred choice for brands aiming to serve sensitive consumers or simplify labeling.



Clean Label & Sustainable Sourcing

Sourced from upcycled sunflower oil distillates, **Sunvasterol™** is non-GMO, deforestation-free, and produced with a low environmental footprint.

TRUSTED. CERTIFIED. RESPONSIBLE.

One ingredient. Versatile applications

Sunvasterol™ is composed of concentrated phytosterols (primarily beta-sitosterol, stigmasterol, and campesterol) in the form of free sterols and sunflower fat-linked esters. Esterification makes plant sterols fat-soluble. This means they can easily be incorporated into fat-containing foods, including margarines and spreads, yogurts, milk-type products, and salad dressings. Better-for-you product makers can easily make these everyday foods carry heart-health functionality.

- **Nutritional Supplements:** Heart health formulas, multivitamin blends, single-ingredient cholesterol support products.
- **Functional Foods & Beverages:** Yogurts, dairy and plant-based alternatives, spreads, and salad dressings.

Applications

Dairy and Plant-Based Beverages

Yogurts

Spreads

Salad Dressings and Sauces

Rye Breads

Food Supplements