AgroSpectrum Envisaging Future | Updating Present ASIA

Vietnam's VitaDairy partners with PanTheryx to deliver colostrum Immunonutrition

05 July 2023 | News

PanTheryx commits with 3-year extended strategic partnership to producer colostrum ingredient named ColosIgG 24h and supply to VitaDairy



PanTheryx commits with 3-year extended strategic partnership to producer colostrum ingredient named ColosIgG 24h and supply to VitaDairy

PanTheryxÂ®, Inc., an integrative digestive and immune health company, and VitaDairyÂ®, the leading Vietnamese dairy company, have mutually renewed a multi-year strategic partnership.

PanTheryx, VitaDairyâ??s No. 1 partner in Vietnam for U.S. bovine colostrum, will continue to be VitaDairyâ??s exclusive producer and supplier of the colostrum ingredient named ColosIgG 24h. This multimillion-dollar agreement reaffirms their commitment to advancing pediatric and adult immunonutrition, ensuring the well-being of Vietnamâ??s children, mothers, and vulnerable groups.

VitaDairy makes a wide range of products, including ColosBabyÂ® and CaloSureÂ® Americaâ?¡, using ColosIgG 24h from PanTheryx. ColosBabyÂ®, a growing-up milk brand, is specially created for children and mothers and provides a high level of IgG antibodies, which have scientifically demonstrated immune-boosting properties. The CaloSureÂ® America brand is sold as a multi-benefit nutrition product for aging adults.

Wes Parris, president and CEO of PanTheryx explained that, â??By leveraging PanTheryxâ??s extensive network to collect bovine colostrum within the first 24 hours after calving, VitaDairy ensures the highest levels of immune activity, including IgG antibodies. Together weâ??ll continue to deliver innovation, scientific expertise, and unwavering commitment to providing quality products that support the health and well-being of adults and children.â?

VitaDairy aims to develop 'natural immunity solutions' integrated into nutritional products for children and the elderly, providing them with fortified defenses and strengthening their immune systems as a personal arsenal to combat epidemics. VitaDairy's scientific applications of ColosIgG 24h colostrum has significantly extracted the full potential of bovine colostrum for human health benefits. It is estimated that $20B global growing-up milk industry is expected to grow at a CAGR of 6.1% from 2020 to 2025.