

The COVID-19 Prevention Players – Companies that Build Health and Boost the Immune System!

Older age, poor health (underlying conditions), a weak immune system, male gender, smoking, and even obesity (and diabetes), have been cited as risk factors leading to higher death rate from COVID-19 (coronavirus). As global confirmed cases now exceed 3 million and over 218,000 deaths, we take a look at companies that help make people healthier and help boost our immune system. These companies' products and services are currently in huge demand and should therefore be potential winners during the pandemic.

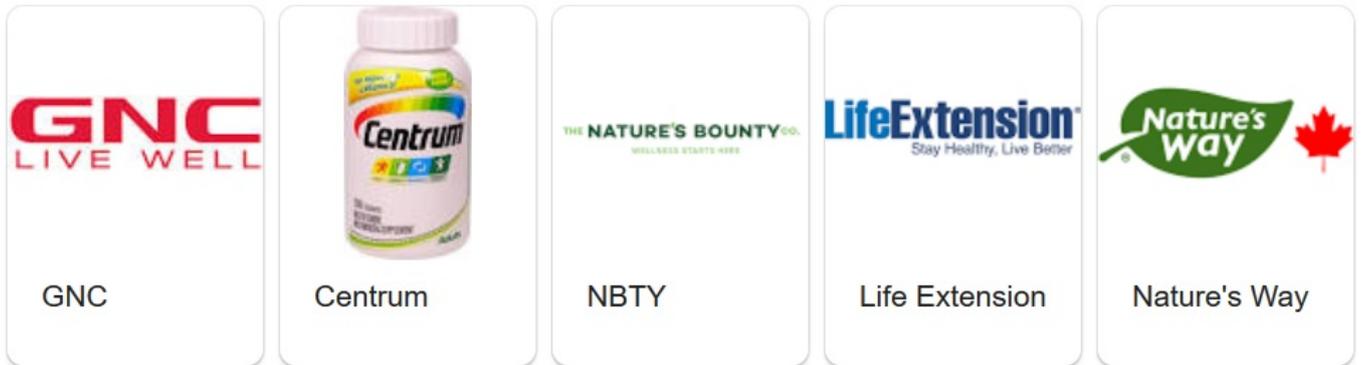
For example, COVID-19 deaths in those with no underlying conditions is only 0.9%. The death rate in confirmed cases (probability of dying if infected by the virus) in males is 4.7% compared to women at 2.8%, so almost twice the chance of dying if you are a male.

People with risk factors may be more likely to need hospitalization or intensive care if they have COVID-19, or they may be more likely to die of the infection. This means most of the world's population, especially in COVID-19 hot spots, will be focused to get healthier and reduce their risk factors. COVID-19 solutions will include exercise and weight loss, rest/sleep/relaxation, sunshine (Vitamin D), eating healthier foods, and taking nutritional supplements (with zinc) to boost immune system.

The global market for vitamins supplements was US\$48.5 billion in 2017. It is forecast to grow to US\$81 billion by 2025. This was before COVID-19 so we may see even higher global sales.

Popular vitamin brands

Popular vitamin brands



Zinc deficiency leads to a weakened immune system and is more common in males

I do find it very interesting that the early signs of COVID-19 can be a loss of taste and smell. This is also a sign of zinc deficiency. And guess what, zinc is perhaps the most important mineral to boost the immune system. Zinc deficiency is more common in men (also the elderly and pregnant women), and men are much more likely, statistically, to get COVID-19 than women. Finally, the COVID-19 leading drug Chloroquine works by enhancing zinc uptake into the cells to help the body kill the virus. I will leave you to make your own conclusions on zinc, the immune system, and preventing viral infections.



Zinc is a mineral required by the body to support immune function and assist in various cellular activities.

ZINC DEFICIENCY SYMPTOMS

- Spots on Fingernails
- Low Energy
- Insomnia
- Infertility
- Loss of Taste or Smell
- Skin Rashes / Eczema
- Loss of Appetite
- Lowered Immunity
- Poor Memory
- Sinus Problems and Allergies
- Breast and Prostate Cancer
- Loss of Libido
- Frequent Colds or Flus
- Abnormal Hair Loss
- Slow Thinking Process

FUNCTIONS

- Decreases inflammation
- Suppresses abnormal tissue growth
- Boosts healthy Immune function
- Supports progesterone production, essential for balancing estrogen
- Reduces risk and development of any cancers including esophageal, bladder, breast, skin, prostate and head and neck cancers
- Supports the p53 Gene, which protects against breast and prostate cancer
- Inhibits angiogenesis

Source

Some companies that focus to build better health and boost our immune systems (the health and wellness market)

WW International Inc. (NASDAQ: WW)

WW International Inc. (formerly Weight Watchers International) is a global company headquartered in the U.S. that offers various products and services to assist in healthy habits, including weight loss and maintenance, fitness, and mindset such as the Weight Watchers comprehensive diet program. Investors can consider buying WW International after the recent 2020 price fall and on a PE of 13.5.

Blackmores Limited (ASX: BKL | OTC: BLMMF)

Blackmores Limited is an Australian health supplements company founded in the 1930s by naturopath Maurice Blackmore. They are

really one of the only listed global near pure play vitamin companies. Their brands include Blackmores, BioCeuticals (a practitioner range), Impromy (pharmacy based weight management program), Fusion Health & Oriental Botanicals (Chinese herbal medicine), IsoWhey (weight management range), and Pure Animal Wellbeing (natural health products for pets). The Company does not come cheap and trades on a 2021 PE of 35.

Blackmores Immune Recovery & another option – Metagenics (owned by Alticor/Amway) Ethical Nutrients Mega Zinc



Reckitt Benckiser Group PLC (LON: RB)

Reckitt Benckiser Group is a British multinational consumer goods company headquartered in Slough, England. It is a producer of health, hygiene and home products. In 2012 Reckitt Benckiser acquired U.S. group Schiff Nutrition for \$1.4 billion. Schiff's Airborne Original product is promoted to "help boost your immune system". It contains Vitamin C plus 13 vitamins/minerals/herbs, including zinc. As covered in an earlier COVID-19 InvestorIntel article, Reckitt Benckiser also

make the very well known cleaning and disinfectant products 'Dettol' and 'Lysol'.

Schiff's Airborne Original product to help boost your immune system



Source

Pfizer (NYSE: PFE)

Pfizer is a New-York based large pharmaceutical company. It's known for its products like Advil, Viagra, Xanax and Zoloft. But they also sell the highly popular brand Centrum vitamins, as well as Emergen-C and Caltrate.

Bayer AG (ETR: BAYN | OTC: BAYRY)

Bayer is a German multinational pharmaceutical and life sciences company and one of the largest pharmaceutical companies in the world. They sell vitamins under their 'One A Day Vitamins' brand.

The Procter & Gamble Company (NYSE: PG)

P&G is a well known American maker of diapers, home cleaning supplies, including hand sanitizers. In 2012 they bought New Chapter Inc., a vitamin and supplement company based in

Brattleboro, Vermont. New Chapter sells herbs and dietary supplements.

Nestle (SWX: NESN | OTC: NSRGY)

Swiss company Nestle is famous for their dairy products and is one of the largest food and drink companies in the world (based on revenues). In the supplements space, Nestle owns Genestra brands, Garden of life, and Pure Encapsulations.

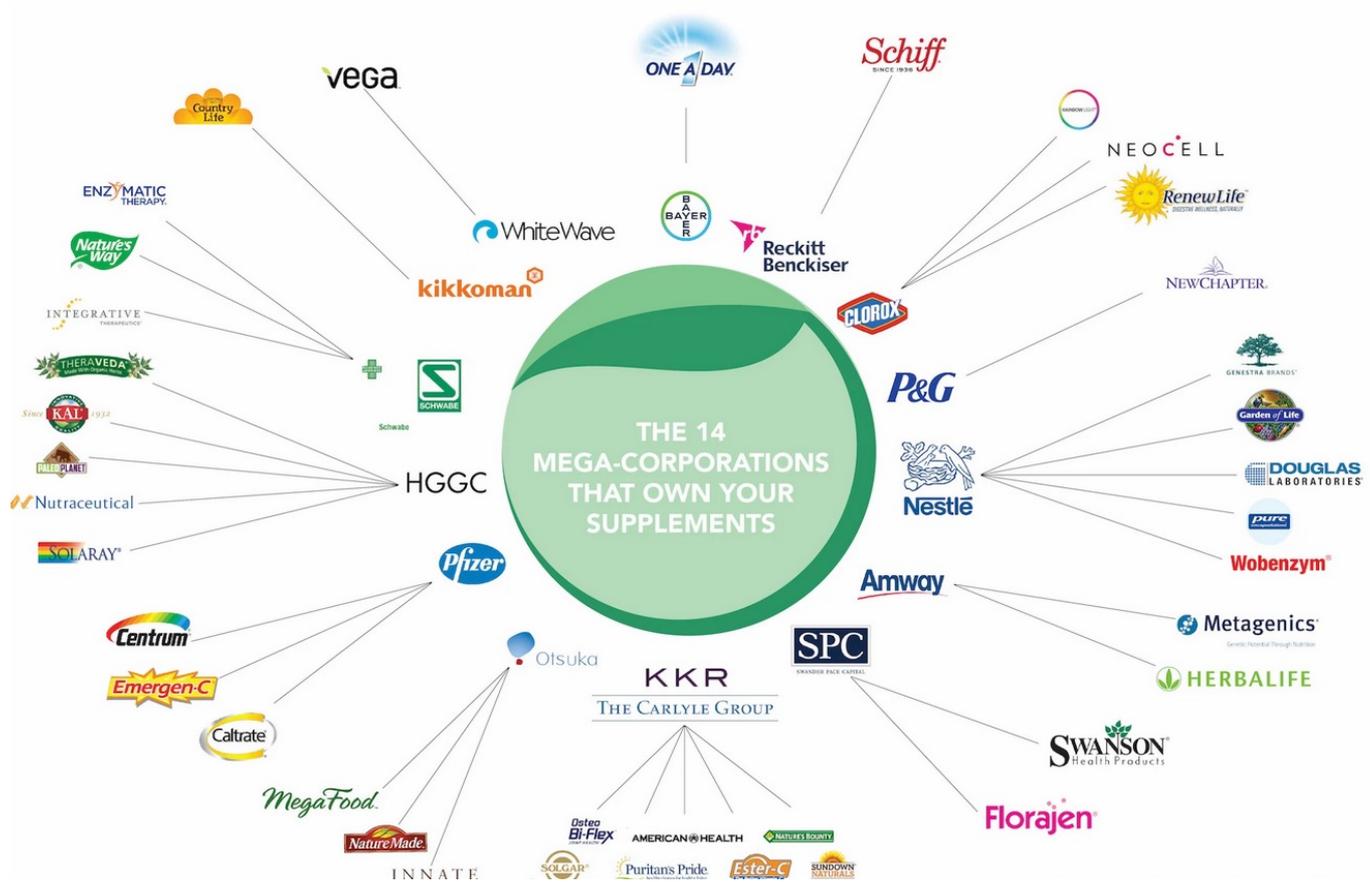
Otsuka Pharmaceutical Co. Ltd (TYO: 4578 | OTC: OTSKF)

Otsuka is a pharmaceutical company headquartered in Japan with health brands MegaFood, NatureMade, and Innate.

Private companies

Several big name supplement companies such as Swanson Health Products and Nutragenics (Altacor/Amway) are privately owned; others are owned by private equity groups such as KKR, and various Hong Kong/Chinese groups. Some popular brands taken private include Swisse and Nature's Care.

14 mega corporations own your supplements



Source: Created by VillageVitality.com

Closing remarks

Whilst there are several risk factors in getting COVID-19 the good news is many of them can be improved by our actions. Exercise, sunlight, sleep, eating healthier, and taking immune boosting supplements are all easy to do.

Right now the world's 7.7 billion population is more focused on health than ever before. This means those companies that can help improve people's health and immune systems stand to do very well in 2020. It also means these stocks should be considered by investors wanting to boost their financial health.

Chocolate lovers should stock up as Ebola threat sparks speculation in cocoa futures

☒ Ebola and chocolate don't have much in common; however, the price of the latter has become inextricably linked to the spread of the former. Chocoholics don't have to visit West Africa to be affected by the Ebola virus; chocolate is at risk because the price of cocoa is skyrocketing. Fear of the Ebola virus spreading to the Ivory Coast, the world's largest producer of cocoa, and to its neighbor Ghana, one of the fastest growing cocoa producers. Neither country have yet recorded any cases. Ivory Coast has long shut its borders with neighboring Liberia and Guinea, which supply many of the seasonal workers who would now have been arriving on the cocoa plantations to supply the labor for the harvest. The Ivory Coast produces an average of about 1.6 million tons of cocoa a year, 33% of the world's total and the shortage of laborers combined with market speculation over the Ebola epidemic will send prices of chocolate products skyrocketing ahead of the Christmas season, when demand for the delicious bean is highest. Prices – and quality chocolate consumers – have already felt the shock on prices (cocoa futures have surged), while major international companies in the sector are organizing to raise funds to donate in aid to combat and prevent the virus.

The World Cocoa Foundation (WCF) has asked its 15 members, including Nestlé and Mars, to donate while Barry Callebaut, one of the largest international companies operating in Ivory Coast's cocoa sector, have already adopted on the spot preventative measures for all employees. The Ivorian government has ordered the closure of borders with its neighbors since last August and September the cost of cocoa futures have surged from an average of between USD\$

2,000-2,700/ton to between USD\$ 3,100 – 3,400/ton thanks to unfettered speculation in global markets. As is the case for so many commodities from oil to iron ore and agricultural basics, there are inevitable consequences for consumers. Financial speculators have already laid their hands on cocoa, whose crops in the Ivory Coast and Ghana have been threatened, but not yet touched by the Ebola epidemic. West Africa, hard hit by the Ebola virus, is an area dominated by agriculture. Agriculture is the leading productive sector and the major source of income for most of the population in the three countries where the virus has left its biggest mark while neighboring countries suffer the consequences. Their main products are palm oil, cereals, rice and cocoa are the main products, most of which are for export. Increased use of mineral fertilizers such as potash have contributed to the increased and more efficient cocoa bean production. Yara International has sponsored various initiatives in Ghana to train farmers on such 'best practices' as correct fertilizer application techniques to improve cocoa yields.

The epidemic threatens to generate some USD\$ 33 billion dollars in losses in West Africa alone. The agriculture sector is the most affected by the spread of Ebola. Panicking farmers have abandoned the countryside leaving their plantations behind, especially cocoa plantations that are the most profitable for the area. In recent weeks, in fact, the cocoa bean has been the target of a kind of 'splash and dash' financial speculation on the international market. In late September, cocoa price levels were starting to match the record highs set in 2011 levels only to collapse dramatically in the first week of October. Cocoa bean futures touched record values at the London stock exchange (GBP 2,187 pounds/ton and USD\$ 3,399/ton on Wall Street. Values not seen since 2011, on the eve of the civil war in Ivory Coast. The enthusiasm, however, lasted for the space of a few days. The value has dropped to GBP 1,990 pounds in London and USD\$ 3,079 in New York.

This sort of swing reflects the kind of speculation borne in fear and crisis even though the numbers one and two in global cocoa production – Ivory Coast and Ghana – have not been touched by the contagion and have put in place preventive health measures to reduce the risk of infection, while speculators have been ‘banking’ on the high probability of the epidemic spreading from Guinea, Sierra Leone and Liberia. The main problem is that in October, the traditional month of the cocoa bean harvest, seasonal workers from Liberia and Sierra Leone cross the border with the Ivory Coast to find work in the plantations. Thousands of people who could act as a vehicle for the virus enter the Ivory Coast. The consequences would start at a quarantining of the country, closing of borders and an export ban. The risks, however, may still be overblown and several organizations consider the export bans as representing unjustified alarmism and peaks of a speculative game designed to trigger panic in the market, in order to reduce the price and check the conditions more favorable. The risk, many say, certainly exists, but it is quite low. The Ivory Coast has long since closed the border to Sierra Leone and Liberia and deployed a health cordon sanitaire. Moreover, the authorities have invested a lot of energy on prevention.

Measures that seem to work judging by the fact that since March, the month in which the Ebola virus reappeared in Guinea, there has yet to be even a suspect in the Ivory Coast. However, the cocoa plantations are located in an area of □□the country in which it would be difficult to monitor the comings and goings of people, and this is the part that worries investors. The World Cocoa Foundation still believes that 2014 could still be a very bullish year for cocoa as the Ivory Coast has yet to revive forecasts that it will produce close to the 1.74 million tons collected harvested in 2011 after the civil war. But, should the Ebola virus cross the border and also affect the Ivorian population the consequences would be devastating and incalculable.