



HEALTH ▸ HYGIENE ▸ HOME



SOFICOPHARM
PHARMACEUTICALS S.A.E

Introduction to VMS

RB VMS Global by Brand

RB VMS Global by Brands

Brands	Ranking
Airborne	1
Move Free	2
MegaRed	3
Digestive Advantage	4
Neuriva	5
Schiff	6
Bodiome	7

*\$\$ Business Size



USA VMS Market Segment Landscape

SEGMENT	\$ %Share	\$ %CHG	\$ CHG %Share	
TOTAL VMS	100%	18.9	100%	
GENERAL HEALTH	29%	23.8	35%	
IMMUNITY	15%	40.2	27%	Top 3 fast growing segment
DIGESTIVE MANAGEMENT	9%	(2.3)	-1%	
HEART HEALTH	9%	0.5	0%	
SLEEP	9%	44.3	17%	Top 3 fast growing segment
BONE HEALTH	5%	7.2	2%	
GENDER/LIFE STAGE HEALTH	5%	10.9	3%	
HAIR/NAILS/SKIN	5%	18.2	4%	
BRAIN	4%	97.9	13%	Top 3 fast growing segment
WEIGHT/ENERGY	4%	2.6	1%	
EYE	3%	0.9	0%	
JOINT HEALTH	3%	(11.2)	-2%	
MOOD	1%	26.6	2%	

*Nielsen Latest 26 weeks



**AT AIRBORNE WE BELIEVE
GOOD HEALTH STARTS WITH
A HEALTHY IMMUNE SYSTEM...**



Who is Airborne?

- Airborne is a quirky, creative and charming brand
- The original Airborne recipe was developed by an ingenious teacher about 20 years ago
- The original tablet was handcrafted from a carefully considered blend of vitamins, minerals and herbs
- Airborne is proud to be the #1 Immune support gummy, effervescent and chewable¹, and the #1 Pharmacist recommended brand².



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



What's inside Airborne?

Airborne is more than Vitamin C.

It's a daily dose of confidence delivered through a uniquely crafted blend of vitamins, minerals, and herbs.

It's a blast of immune support that gives you the confidence to take on the day



The Airborne advantage



#1 in Unit Sales

We are proud to be the #1 Immune support gummy, effervescent and chewable¹.



#1 Pharmacist Recommended

We are proud to be the top Pharmacist recommended product in Immune Support².



Easy to Take

Airborne comes in gummies, liquid shots, effervescent, and chewable tablets so it's easy to get immune support anywhere.



Support for the Family

Made to taste great, everyone (including kids!) will love our delicious, easy-to-take gummies.



Crafted Blend

Airborne contains a carefully crafted herbal blend including Echinacea and Ginger.

Target consumer: Competitor Immune Support Supplement users with primary focus on Emergen C



- **Health is important to them.** They are busy, career oriented people that **cannot afford to get sick** and aren't always able to focus on staying healthy. At first sign of being under threat they turn to herbal supplements vs. OTC medicines. Within the immunity category, **they use products from Emergen-C, Ester-C, Zicam, Vitamin C, Iron, etc.**
- Age 25-54, core 25-44; adult, high school graduate or higher, HHI.
- **High efficacy consumer** who looks for a boost when they feel under threat



Career Oriented



Socially Active



Family Focused



Airborne product line up



Effervescent



Effervescent with natural ingredients



Gummies (adults and kids)



Chewable Tablets (adults and kids)



Airborne + Natural Energy



Airborne Gummy plus Probiotic



Elderberry Gummy



Elderberry Chewable



Elderberry Effervescent



Good Rest



Stress Away



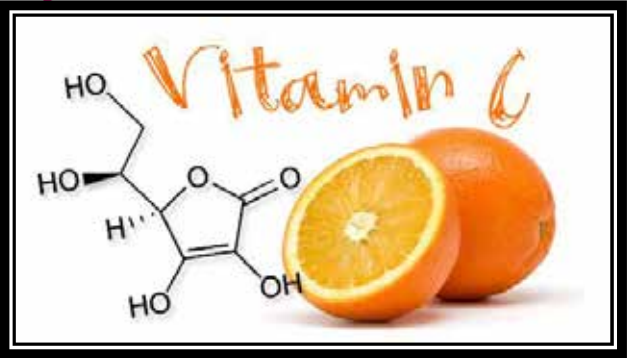
USA AIRBORNE top performer SKUs



Product	Growth %
AIRBORNE® Gummies - Assorted Fruit 12/63 ct.	669%
AIRBORNE® Gummies - Elderberry 24/60 ct.	495%
AIRBORNE® Gummies PDQ 20/75 ct. - COSTCO, SAMS, BJS	431%
AIRBORNE® Gummies - Assorted Fruit 12/42 ct.	312%
AIRBORNE® Effervescent Tablets - Zesty Orange Triple Pack 72/(3x10) ct. (Tube)	76%
AIRBORNE® Effervescent Tablets - Very Berry 72/10 ct. (Tube)	62%
AIRBORNE® Chewable Tablets - Citrus 36/32 ct.	55%
AIRBORNE® Effervescent Tablets - Zesty Orange 72/10 ct. (Tube)	37%
AIRBORNE® Zesty Orange & Very Berry Effervescent PDQ 48/2x18 ct. - COSTCO, SAMS, BJS	10%



Airborne formula contains many micronutrients (vitamins & minerals)



Vitamin C



Vitamin A



Vitamin E



Zinc



Sodium



Selenium



Magnesium



Manganese



Potassium

Airborne formulation contains a crafted herbal blend,



Lonicera flower (Japanese honeysuckle)



Forsythia fruit



Schizonepeta aerial parts



Echinacea



Ginger



Chinese vitex



Isatis indigotica

AB Effervescent

- Effervescent formula in tasty Orange Flavor. Add to your favorite beverage.
- 1,000 mg of Vitamin C per tablet to support your immune system
- High in antioxidants (Vitamins A, C & E) and excellent source of Zinc, Selenium, and Manganese
- Proprietary Herbal Blend including Echinacea & Ginger
- Gluten Free



Supplement Facts		
Serving Size 1 Tablet		
	Amount Per Serving	% Daily Value
Calories	5	
Total Carbohydrate	1 g	<1%*
Vitamin A (as retinyl acetate)	2000 IU	40%
Vitamin C (as ascorbic acid)	1000 mg	1667%
Vitamin E (as dl-alpha tocopheryl acetate)	30 IU	100%
Riboflavin	2.8 mg	165%
Magnesium (as magnesium oxide and magnesium sulfate)	40 mg	10%
Zinc (as zinc sulfate)	8 mg	53%
Selenium (as selenium amino acid chelate)	15 mcg	21%
Manganese (as manganese gluconate)	3 mg	150%
Sodium (as sodium bicarbonate)	230 mg	10%
Potassium (as potassium bicarbonate)	80 mg	2%
Proprietary Herbal Blend	350 mg	†
Maltodextrin, Lonicera japonica (flower), Forsythia suspensa (fruit), Schizonepeta tenuifolia (aerial), Ginger [Zingiber officinale (root)], Vitex trifolia (fruit), Isatis tinctoria (root), Echinacea purpurea (aerial)		
Proprietary Amino Acid Blend	50 mg	†
L-Lysine hydrochloride, L-Glutamine		
*Percent Daily Values are based on a 2,000 calorie diet.		
† Daily Value not established.		



AB Gummies – Adult and Kids

- Delicious Citrus, Mixed Berry, and Grapefruit flavored immune support chewable gummies
- 750 mg of Vitamin C per serving (3 gummies) to support your immune system *
- High in antioxidants (Vitamins C & E) and excellent source of Selenium *
- Proprietary Herbal Blend including Echinacea & Ginger
- Gluten Free



* Claim is for adult formula only

Supplement Facts

	Amount Per Serving	% Daily Value
Calories	45	
Total Carbohydrate	10 g	4%*
Total Sugars	7 g	†
Includes 7g Added Sugars		15%*
Protein	1 g	
Vitamin A (as retinyl palmitate)	60 mcg	7%
Vitamin C (as ascorbic acid and sodium ascorbate)	750 mg	833%
Vitamin E (as d-alpha tocopheryl acetate)	6.7 mg	45%
Magnesium (as magnesium oxide and magnesium sulfate)	10 mg	2%
Zinc (as zinc oxide)	1 mg	9%
Selenium (as selenium amino acid chelate)	15 mcg	27%
Manganese (as manganese gluconate)	0.1 mg	4%
Sodium	5 mg	0%
Proprietary Herbal Blend	35 mg	†
Maltodextrin, Lonicera japonica (flower), Forsythia suspensa (fruit), Schizonepeta tenuifolia (aerial), Ginger (Zingiber officinale (root)), Vitex trifolia (fruit), Isatis tinctoria (root), Echinacea purpurea (aerial)		

*Percent Daily Values are based on a 2,000 calorie diet.
†Daily Value not established.



AB Chewables – Adults and Kids

- Easy-to-take chewable tablets in tasty Citrus Flavor. No water needed.
- 1,000 mg of Vitamin C per serving to support your immune system *
- High in antioxidants (Vitamins A, C & E) and excellent source of Zinc, Selenium,* Manganese and Magnesium
- Proprietary Herbal Blend including Echinacea & Ginger



Supplement Facts		
Serving Size 4 Tablets		
Servings Per Container 24		
	Amount Per Serving	% Daily Value
Calories	15	
Total Carbohydrate	4 g	1%*
Sugars	3 g	
Vitamin A (as retinyl acetate)	2000 IU	40%
Vitamin C (as ascorbic acid and sodium ascorbate)	1000 mg	1667%
Vitamin E (as dl-alpha tocopheryl acetate)	30 IU	100%
Magnesium (as magnesium oxide and magnesium sulfate)	40 mg	10%
Zinc (as zinc sulfate)	8 mg	53%
Selenium (as selenium amino acid chelate)	15 mcg	21%
Manganese (as manganese gluconate)	3 mg	150%
Sodium (from sodium ascorbate)	45 mg	2%
Proprietary Herbal Blend	350 mg	†
Maltodextrin, Lonicera japonica (flower), Forsythia suspensa (fruit), Schizonepeta tenuifolia (aerial), Ginger (Zingiber officinale (root)), Vitex trifolia (fruit), Isatis tinctoria (root), Echinacea purpurea (aerial)		
*Percent Daily Values are based on a 2,000 calorie diet.		
† Daily Value not established.		

* Claim is for adult formula only



AB gummy plus probiotic



- Airborne Plus Probiotic Immune Support Gummies helps support your immune system with vitamins, minerals and herbs + Probiotic because 70% of your immune system lives in your gut*
- Contains 1,000 mg of Vitamin C per serving (3 gummies) combined with a Probiotic in tasty, chewable gummies you'll be sure to enjoy
- Specially crafted blend is also high in antioxidants (Vitamins C & E) and an excellent source of Selenium
- Proprietary Herbal Blend including Echinacea & Ginger
- Gluten Free with colors from fruits and vegetables

Supplement Facts		
Serving Size 3 Gummies Servings Per Container 14		
	Amount Per Serving	% Daily Value
Calories	45	
Total Carbohydrate	10 g	4%*
Total Sugars	8 g	†
Includes 8g Added Sugars		16%*
Protein	1 g	
Vitamin A (as retinyl palmitate)	60 mcg	7%
Vitamin C (as ascorbic acid and sodium ascorbate)	1000 mg	1111%
Vitamin E (as d-alpha tocopheryl acetate)	6.7 mg	45%
Magnesium (as magnesium oxide and magnesium sulfate)	10 mg	2%
Zinc (as zinc oxide)	1 mg	9%
Selenium (as selenium amino acid chelate)	15 mcg	27%
Manganese (as manganese gluconate)	0.1 mg	4%
BC ³⁰ <i>Bacillus coagulans</i> GBI-30, 6086	500 million viable cells	†
Proprietary Herbal Blend	35 mg	†
Maltodextrin, <i>Lonicera japonica</i> (flower), <i>Forsythia suspensa</i> (fruit), <i>Schizonepeta tenuifolia</i> (aerial), Ginger (<i>Zingiber officinale</i> [root]), <i>Vitex trifolia</i> (fruit), <i>Isatis tinctoria</i> (root), <i>Echinacea purpurea</i> (aerial)		
*Percent Daily Values are based on a 2,000 calorie diet. †Daily Value not established.		



AB Elderberry Gummy

- Delicious elderberry flavored immune support gummies
- 130 mg of Vitamin C per serving (2 gummies) to support your immune system *
- High in antioxidants (Vitamins C & E) and good source of zinc *
- Excellent source of vitamin D



DIRECTIONS: Adults and Children 4 years of age and older: Chew two (2) gummies daily. Chew thoroughly before swallowing. Not for younger children due to risk of choking.

Supplement Facts		
Serving Size 2 Gummies		
Servings Per Container 30		
	Amount Per Serving	% Daily Value
Calories	25	
Total Carbohydrate	6 g	2%*
Total Sugars	4 g	†
Includes 4g Added Sugars		8%*
Vitamin C (as ascorbic acid)	130 mg	144%
Vitamin D (as cholecalciferol)	6.3 mcg	31%
Vitamin E (as d-alpha tocopherol)	6.7 mg	45%
Zinc (as zinc gluconate)	2 mg	18%
Sodium	15 mg	1%
Black Elder (<i>Sambucus nigra</i>) (berry) juice powder	300 mg	†
*Percent Daily Values are based on a 2,000 calorie diet.		
†Daily Value not established.		



AB Elderberry Chewables

- Delicious chewable tablets with vitamin C and elderberry extract
- 200 mg of Vitamin C per serving (2 chewable tablets) to support your immune system *
- 100 mg elderberry extract



Supplement Facts		
Serving Size 2 Tablets		
Servings Per Container 16		
	Amount Per Serving	% Daily Value
Calories	5	
Total Carbohydrate	1 g	0%*
Total Sugars	0 g	†
Includes 0g Added Sugars		0%*
Sugar Alcohol	0 g	
Vitamin C (as ascorbic acid)	200 mg	222%
European Black Elderberry (<i>Sambucus nigra</i>) (Berry) Extract	100 mg	†
*Percent Daily Values are based on a 2,000 calorie diet.		
†Daily Value not established.		



AB Elderberry Effervescent

- Effervescent formula with elderberry extract. Add to your favorite beverage.
- 1000 mg of Vitamin C per serving (1 tablet) to support your immune system *
- High in antioxidants (Vitamins A, C & E) and excellent source of zinc, selenium, and manganese
- 50 mg of elderberry extract
- Proprietary Herbal Blend including Echinacea & Ginger



Supplement Facts		
Serving Size 1 Tablet		
	Amount Per Serving	% Daily Value
Calories	5	
Total Carbohydrates	2 g	1%*
Total Sugars	0 g	†
Includes 0g Added Sugars		0%*
Sugar Alcohol	1 g	
Vitamin A (as retinyl acetate)	180 mcg	20%
Vitamin C (as ascorbic acid)	1000 mg	1111%
Vitamin E (as dl-alpha tocopheryl acetate)	3 mg	20%
Zinc (as zinc sulfate)	2.2 mg	20%
Selenium (as selenium amino acid chelate)	11 mcg	20%
Manganese (as manganese gluconate)	0.46 mg	20%
Sodium (from sodium bicarbonate)	230 mg	10%
Potassium (from potassium bicarbonate)	80 mg	2%
European Black Elderberry (<i>Sambucus nigra</i>) (berry) Extract	50 mg	†
Proprietary Herbal Blend <i>Lonicera japonica</i> (flower), <i>Forsythia suspensa</i> (fruit), <i>Schizonepeta tenuifolia</i> (aerial), Ginger (<i>Zingiber officinale</i> [root]), <i>Vitex trifolia</i> (fruit), <i>Isatis tinctoria</i> (root), <i>Echinacea purpurea</i> (aerial)	35.5 mg	†

*Percent Daily Values are based on a 2,000 calorie diet.
†Daily Value not established.



Airborne is Going Beyond Immune Health

- Immune support
- Plus vitamin B6 to support energy metabolism
- Natural Energy Support
- Caffeine free



Airborne is Going Beyond Immune Health

- L-theanine joined AB ingredient family to help busy consumers manage everyday stress
- L-theanine is a non-protein amino acid, originally discovered in green tea, that was shown to promote relaxation by psychological as well as physiological responses under stressful conditions.
- The effect was generally seen in 30-60 minutes. *
- The level of L-theanine (200 mg) in Airborne products is equivalent to the amount of L-theanine in 24 cups of green tea



* Effect may have individual differences



AB Turmeric Effervescent

- Effervescent formula with turmeric extract
- 500 mg of Vitamin C per serving (1 tablet) to support your immune system *
- High in antioxidant Vitamins C and excellent source of zinc *
- Proprietary Herbal Blend including Echinacea & Ginger



Nutrient/Ingredient	Label Claim (per serving)
Turmeric Extract	250 mg
Vitamin C	250 mg
Zinc	3 mg
Sodium	230 mg
Potassium	90 mg
Herbal Extract Blend	35.5 mg

AB Honey Lemon Gummy

- Delicious honey lemon flavored immune support chewable gummies
- 250 mg of Vitamin C per serving (3 gummies) to support your immune system *
- High in antioxidants (Vitamins C & E) and excellent source of vitamin D *
- Good sources of vitamin A, zinc, and selenium *
- Proprietary Herbal Blend including Echinacea & Ginger



Nutrient/Ingredient	Label Claim (per serving)
Vitamin A (as beta-carotene)	90 mcg
Vitamin C	250 mg
Vitamin D	5 mcg
Vitamin E	3 mg
Zinc	1.1 mg
Selenium	10 mcg

Move Free joint health



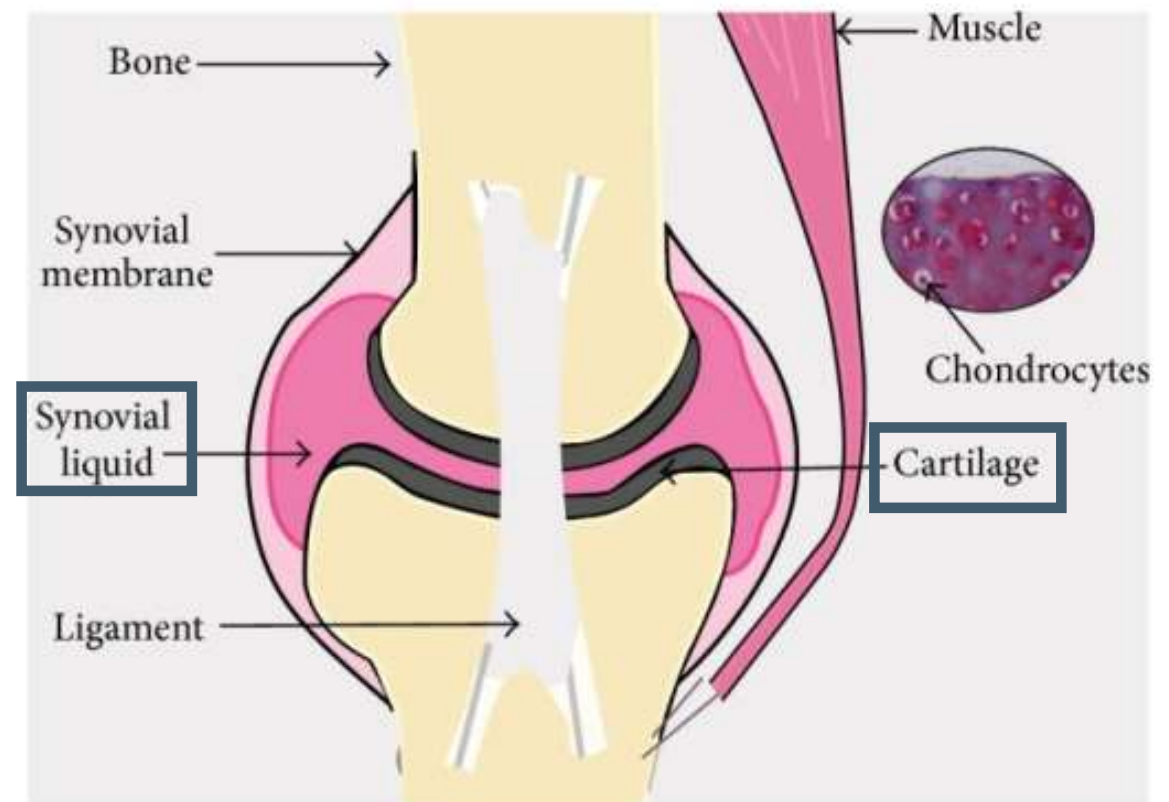


Joint health basics

Joint – where two or more bones are joined together

Cartilage - A hard slippery tissue that covers the ends of bones where they meet to form a joint.

Synovial fluid - a viscous fluid found in the cavities of synovial joint, helps reduce friction between articular cartilages during movement



Joint Discomfort

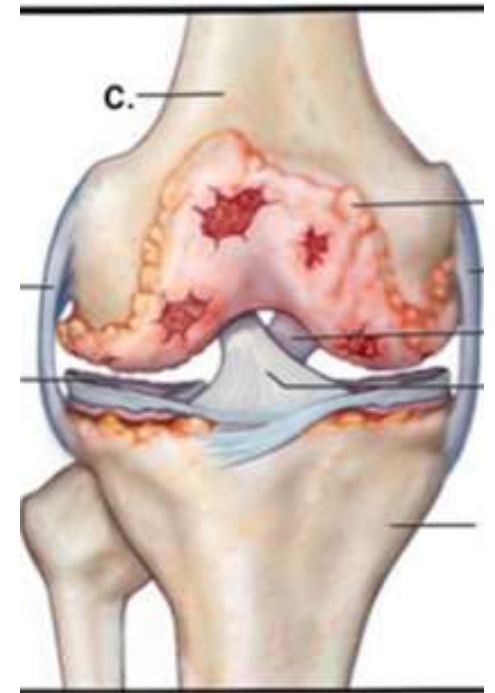
Joint discomfort affects over 30 million people annually and can be caused by many different factors.

As cartilage in the joints breaks down and wears away, bones rub together causing the pain most people associate with joint issues.

Usually defined by symptoms, pathology or a combination of both.

Risk factors:

- **Modifiable:** weight, joint injuries, infection, occupation
- **Non-modifiable:** age, gender, genetic



So who is dealing with joint issues?



Older (Age 45+)

56% of people age 45-54 (119 index) and 64% of those age 60+ (136 index) have joint problems

Currently Suffering

60% experience joint problems on a daily basis

Non-Severe Pain

The majority (60%) rate their pain as moderate/somewhat severe

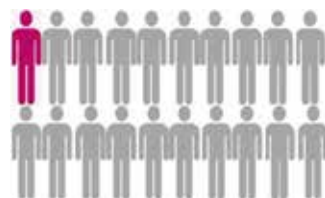


Arthritis is a rising problem



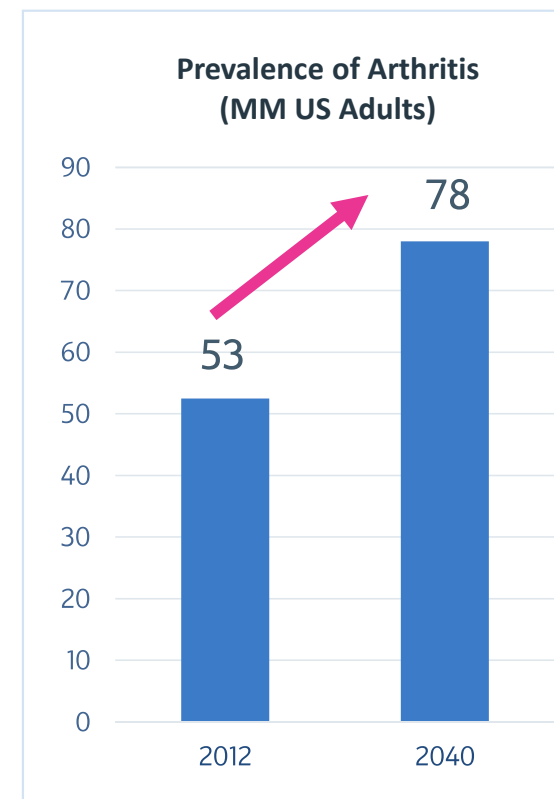
Arthritis affects about 1 in 4 adults, 50% of adults over 65 years.

Approximately 350 million people have doctor-diagnosed arthritis. That's 1 in 20 people globally.



43% of people with arthritis have activity limitations, 27% have severe joint pain.

172 million work days lost, 100 million outpatient visit, 6.7 million hospitalizations, >1 million knee/hip replacements.



Earning losses
due to OA
cost an estimated
\$80 billion
per year between 2008 and 2011.
(CMAA 2014)

Knee osteoarthritis
contributes more than
\$27 billion
in health care expenditures
annually.
(Source 2013)



Move Free portfolio is addressing different users



Traditional
Care

Joint sufferer who is looking for traditional solutions that are proven and superior

Source of Volume:
Users who are satisfied with the GC regimen



Holistic
Advantage

Joint sufferer who are looking for a holistic approach to joint health

Source of Volume:
Users who want to be assured they take care of multiple areas



Time
Advantage

Joint sufferer who wants faster relief with long lasting effects

Source of Volume:
Lapsed Users who left category due to efficacy concern

Clinically Proven Solutions



Move Free product portfolio



Move Free Advanced
Traditional Care

80 capsules/
2 capsules
dose

120 capsules/
3 capsules
dose

80 capsules/
2 capsules
dose



Move Free Ultra
Superior Care

30 capsules/
1 capsule dose

30 capsules/
1 capsule dose



USA MOVE FREE top performer SKUs



MOVE FREE® Ultra Triple Action w/UCII Value Pack - 12/64 ct.	106%
MOVE FREE® Ultra Triple Action w/UCII - 12/30 ct.	-10%
MEGARED® Advanced 4in1 2x Concentrated Omega - 500mg 12/25 ct.	-30%
MOVE FREE® Advanced - Plus MSM & Vit D 12/80 ct.	-32%
MOVE FREE® Advanced - Plus MSM 12/120 ct.	-35%
MOVE FREE® Ultra PDQ 20/75 ct. - COSTCO, SAMS, BJS	-69%
MOVE FREE® Advanced II PDQ 20/200 ct. - COSTCO, SAMS BJS	-74%



Move Free Ingredients



Glucosamine	V	V	V					
Chondroitin	V	V	V					
Hyaluronic Acid	V	V	V	V	V*			
FruiteX-B	V	V	V					V
MSM		V	V*					
Vitamin D3			V					V
Krill Oil+Astaxanthin					V			
Type II Collagen				V				
Boron				V				
ComfortMax						V		
Turmeric+Tamarind							V	
Vitamin K2								V

Move Free: Advanced vs. Ultra

	Advanced	Ultra
Active ingredients to Support Joint Health	Complex formula with multiple actives	Single active
Tablet Size	Large	Smaller
Servings per Day	2-3 tablets	1 pill
Mode of Action	Multiple	Focuses on 1 or 2 ways
Point of Differentiation	Glucosamine & Chondroitin base plus more	Novel actives with no glucosamine or chondroitin

Study Design & Results- FruiteX-B®

- A 14-day randomized, double-blind, placebo-controlled study with 60 subjects having self-reported joint discomfort received Calcium Fructoborate or placebo.
 - Significant improvement in **joint comfort** measured by Western Ontario and McMaster Universities Arthritis Index (WOMAC) score and McGill Pain Questionnaire (MPQ) index, as compared to placebo ($P < 0.05$)
- Another 90-day randomized, double-blind, placebo-controlled study with 120 subjects having self-reported joint discomfort received Calcium Fructoborate or placebo.
 - Significant improvement in **joint comfort** measured by MPQ index **starting from day 7** and statistical significance remained throughout the study until end of the treatment, as compared to placebo.
 - Significant improvement in **joint comfort** measured by WOMAC score starting from day 14 and statistical significance remain throughout the study until the end of the treatment, as compared to placebo.

UC-II Undenatured Type II Collagen Clinical Study



Study Design & Results- UC-II® Collagen

- A 180-day randomized, double-blind, placebo-controlled study with 191 subjects (164 completers) having mild to moderate OA received UC-II Collagen, GC, or placebo.
 - Significant improvement in total Western Ontario and McMaster Universities Arthritis Index (WOMAC) score, as compared to placebo ($P=0.002$).
 - Significant improvement in WOMAC-pain subscale ($P=0.0003$), stiffness subscale ($P=0.004$), and physical function ($P=0.007$), as compared to placebo
 - Significant improvement in VAS pain scale, as compared to placebo ($P=0.002$)
 - Significant improvement in LFI score, as compared to placebo ($P=0.009$)



BUILDING THE **MegaRed**[®] BRAND



A Global Issue: The Omega-3 index

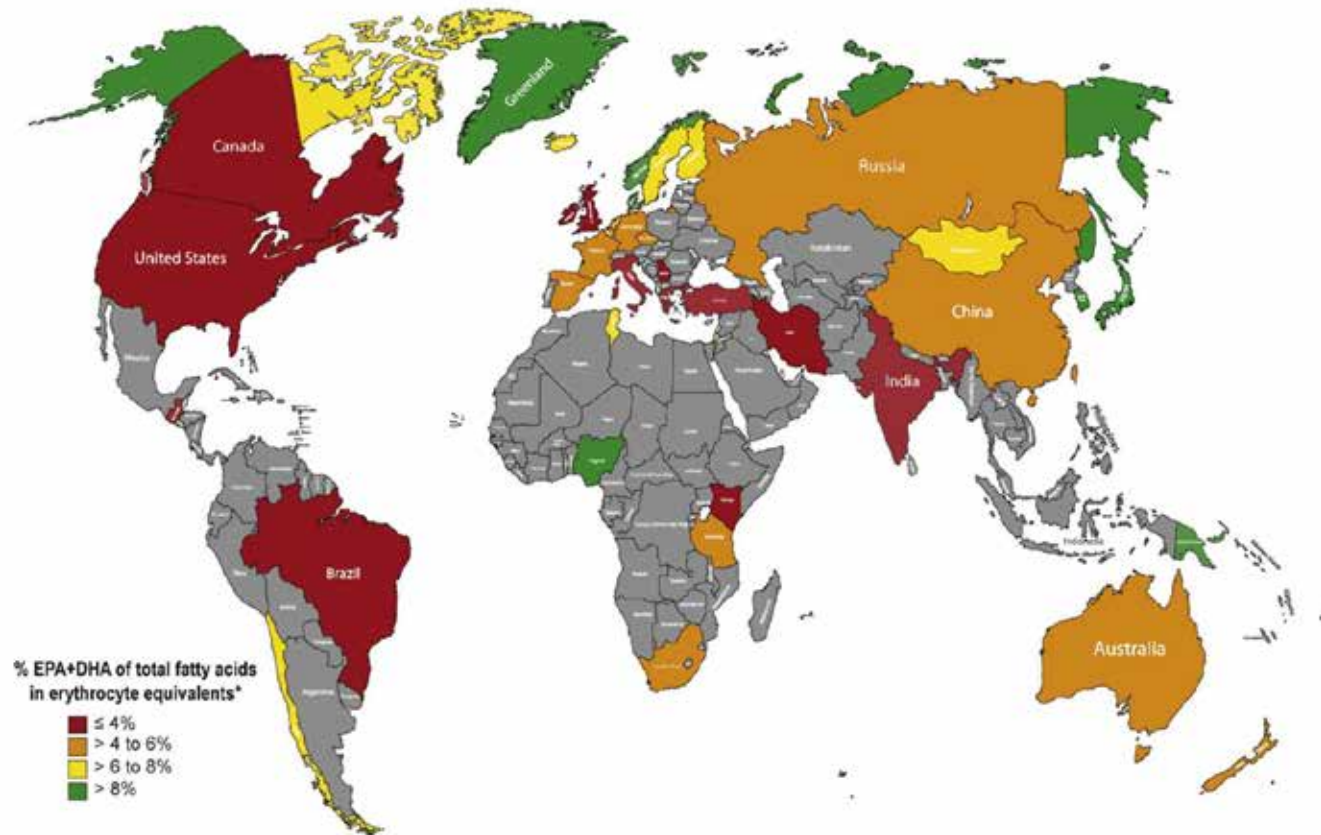
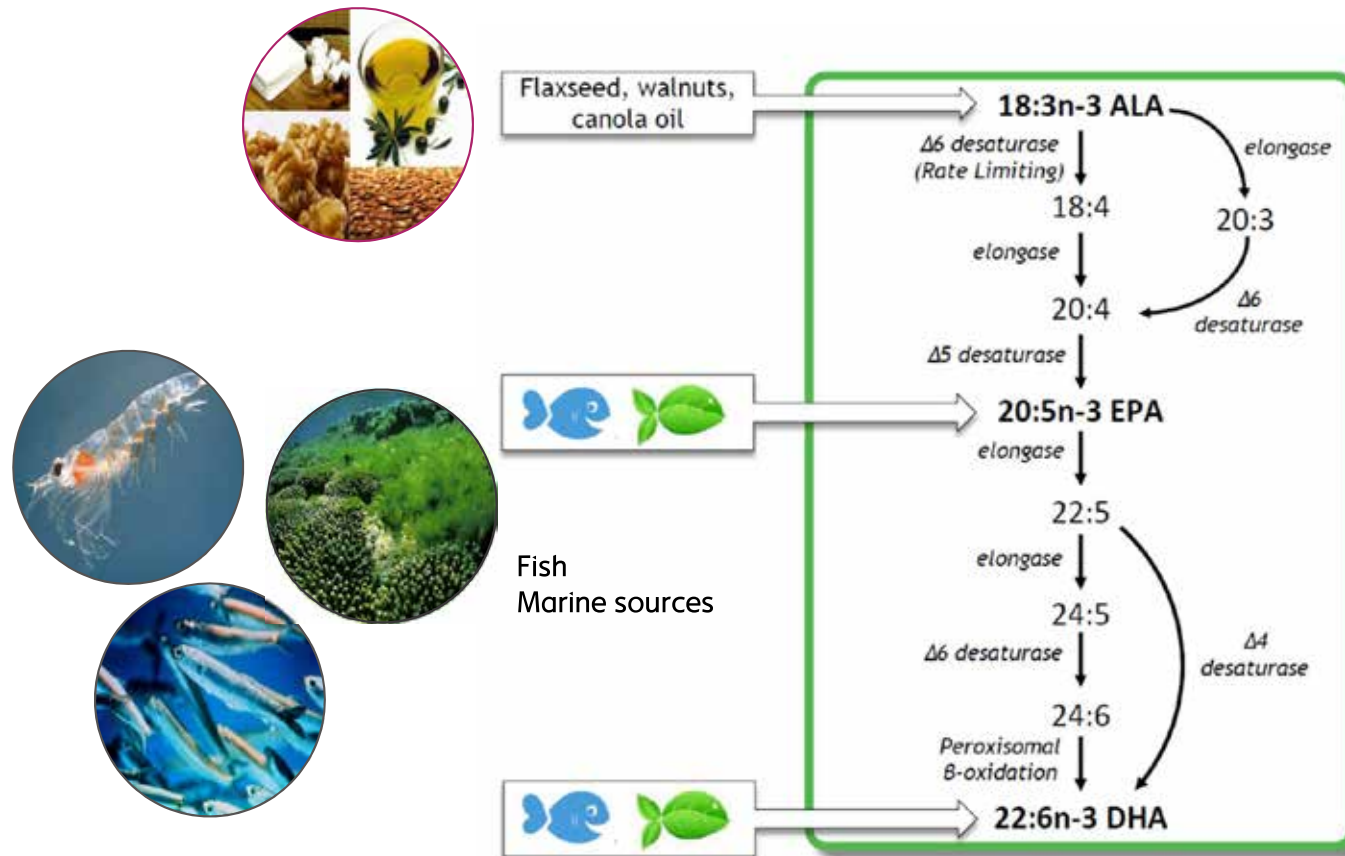


Fig. 2. Global blood levels of the sum of eicosapentaenoic acid and docosahexaenoic acid. *Fatty acid composition data from plasma total lipids, plasma phospholipids and whole blood were assigned to categorical ranges that were estimated as equivalent to erythrocyte categories [314].

Stark et al (2016). Prog Lipid Res. 63; 132 - 152



Why are Omega-3 fatty acids essential?



Our body cannot synthesize ALA on our own

The conversion of ALA to EPA and DHA is severely limited

There are limited sources of EPA and DHA naturally found in the diet

Krill Oil – Why It Works

Essential fatty acids – Absorption is a key to efficacy



Fish Oil

TRIGLYCERIDE

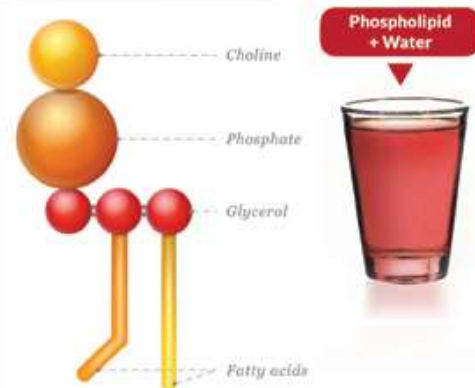


Fish Oil in Water:

- Does not mix with water
- Fat droplets on water surface

Krill Oil

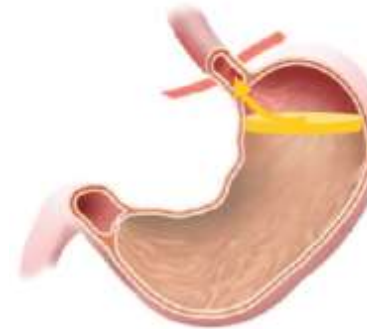
PHOSPHOLIPID



Krill Oil in Water:

- Mixes directly with water
- Homogeneous and stable suspension in water
- Forms small fat micelles in water

Fish oil swims up in our stomach and creates fishy burps and fishy aftertaste



Krill oil mixes immediately with water in our stomach and gives no fishy burps and no aftertaste



Behavior of fish oil and krill oil in the stomach





KRILL OIL – WHY IS IT UNIQUE



Crustacean
Low on the food chain



Antarctic Ocean
Pure environment



MSC Certified
Sustainability



With naturally occurring
astaxanthin



HEALTH • HYGIENE • HOME



Phospholipid form
Easy Absorption



Omega-3s are at the heart of MegaRed

KRILL OIL



KRILL & FISH OIL



FISH OIL





OMEGA-3s ARE AT THE HEART OF MEGARED



HEALTH • HYGIENE • HOME

KRILL OIL



Major claims:

- Easily absorbed
- Purity
- Concentration
- Omega-3 Index
- No fishy aftertaste
- Contains antioxidant astaxanthin
- Just one small softgels
- Phospholipid form
- MSC
- Guaranteed quality

	350 mg Krill Oil	500 mg Krill Oil	750 mg Krill Oil	1000 mg Krill Oil	Joint Care
Krill Oil	350 mg	500 mg	750 mg	1000 mg	321 mg
Total Omega-3s	90 mg	115 mg	225 mg	230 mg	Did not quantify
EPA+DHA	74 mg	94 mg	180 mg	188 mg	Did not quantify
Astaxanthin	17 mcg	25 mcg	60 mcg	50 mcg	2 mg Astaxanthin + 30 mg Hyaluronic acid



MegaRed's base krill range



Name	Omega-3 Krill Oil	Omega-3 Krill Oil Extra Strength	Ultra Concentration Omega-3 Krill Oil	Omega-3 Krill Oil Ultra Strength
Total MG	350	500	750	1000
Claims	3X More Pure than Regular Krill Oil	3X More Pure than Regular Krill Oil	30% More Omega Power per mg vs standard pure krill oil	2X More Omega-3s in 1 Softgel



USA MEGARED top performer SKUs

MEGARED® Advanced 6X Absorption Omega - 800mg 12/80 ct.	119%
MEGARED® Advanced Total Body Refresh Omega - 500mg 12/65 ct.	34%
MEGARED® UltraCon 750mg - 360/80ct - Pallet (Costco)	15%
MEGARED® Omega-3 - Krill Oil 350mg 12/120 ct.	11%
MEGARED® Advanced 4in1 2x Concentrated Omega - 500mg 12/80 ct.	9%
MEGARED® Omega-3 - Krill Oil 350mg 12/60 ct.	8%
MEGARED® Advanced 4in1 2x Concentrated Omega - 900mg 12/40 ct.	7%
MEGARED® UltraCon 750mg PDQ 18/80 ct.	2%
MEGARED® Omega-3 - Krill Oil Extra Strength 500mg 12/80 ct.	-2%
MEGARED® Advanced 4in1 2x Concentrated Omega - 500mg 12/25 ct.	-30%





MR JOINT CARE- SCIENCE REVIEW



Formula:

Proprietary blend 353 mg
krill oil
(contains Omega-3 fatty acids from krill oil, Hyaluronic Acid, and Astaxanthin)

	Joint Study
Study Design	RDBPC, 56 days, 3 arms (1500mg Glucosamine+ 1200mg Chondroitin; Joint Care Blend; Placebo)
Inclusion Subjects	107 completers, aged 18-80 who suffered from temporary or recurring joint pain but have not been diagnosed as OA or RA
Measurements	WOMAC; VAS (perceived pain); Joint Flexibility; Joint Mobility; Range of Motion; Blood Test; # of rescue medications used
Significant Findings	<p><u>WOMAC</u></p> <ul style="list-style-type: none"> - Sig. reduction in total WOMAC, as compared to placebo at Day 28 and Day 56 (P=0.008 & P=0.001) - Sig. reduction in total WOMAC, as compared to GC at Day 56 (P=0.006) <p><u>VAS</u></p> <ul style="list-style-type: none"> - Sig. reduction in total VAS, as compared to placebo from Day 14 to Day 56 (P=0.028 & P<0.001) - Sig. reduction in total VAS, as compared to GC at Day 42 and Day 56 (P=0.030 & P= 0.028)

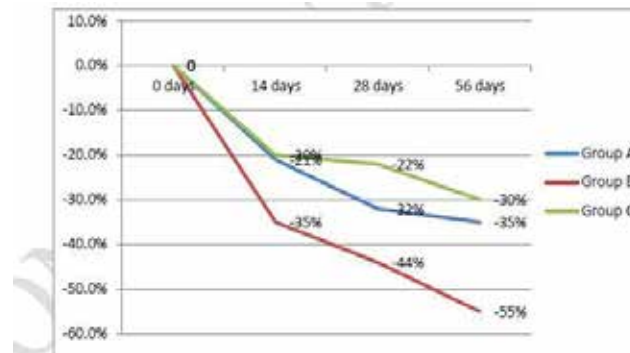


Figure 1. Percentage Drop In Pain As Determined by WOMAC from Day 1, After 14, 28 and Days for Group A (Blue Line), Group B (Red Line) and Group C (Green Line)

(Pending Publication)





MR TOTAL BODY- SCIENCE REVIEW



Formula:

Proprietary Omega-3 Blend 500 mg
(fish oil concentrate and krill oil,
providing 350 mg EPA+DHA)
Marigold Flower Extract (*Tagetes erecta*), providing lutein and
zeaxanthin 30 mg

	Skin	Stress	Sleep
Study Design	RDBPC, 12 weeks, 2 arms (10 mg L + 2 mg Z; placebo)	RDBPC, 1 year, 3 arms (27 mg of L+Z; 13 mg of L+Z; placebo)	RDBPC, 6 months, 2 arms (24 mg of L+Z; placebo)
Inclusion Subjects	46 subjects, aged 18-45, with mild to moderate dry skin	59 subjects, aged 18-25, generally healthy	48 subjects, aged 18-25, with prolonged screened time use
Measurements	Skin color (Chromameter); photoprotective activity (MED); overall skin tone; skin elasticity (Cutometer MPA 580)	MPOD, Serum cortisol, psychological stress score (PSM-9), Suboptimal health status questionnaire (SHSQ-25), Beck Anxiety Inventory (BAI)	MPOD, Sleep Quality (PSQI), Disability Glare/ Photostress Recovery
Significant Findings	<ul style="list-style-type: none"> - Sig. improvement in skin elastic recovery as compared to placebo (P<0.05) - Sig. improvement in overall skin tone as compared to placebo (P<0.05) 	<ul style="list-style-type: none"> - Sig. improvement in MPOD in both active groups as compared to placebo - Sig. reduction in serum cortisol level in both treatment groups as compared to placebo - Sig. reduction in PSM-9 score in both treatment groups as compared to placebo 	<ul style="list-style-type: none"> - Sig. improvement in MPOD as compared to placebo - Sig improvement in sleep quality as compared to placebo (P=0.01) - Sig improvement in DG/PSR as compared to placebo

(Juturu et al. 2016; Stringham et al. 2017)





MR 6X ABSORPTION- SCIENCE REVIEW

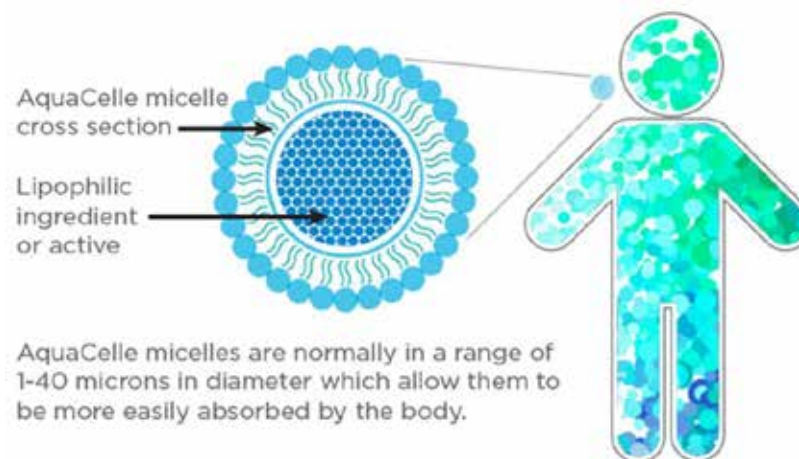


What is AquaCelle® ?

- Self-Emulsifying Delivery System
- Matrix: lipids, surfactants, co-surfactants and co-solvents



How does it work?



Formula:

Proprietary Fish Oil Blend
(Fish oil concentrate +
polyglycerol esters of fatty
acids, oil blend [citrus, coconut,
oat, olive], lecithin)

800 mg

Total EPA and DHA

476 mg

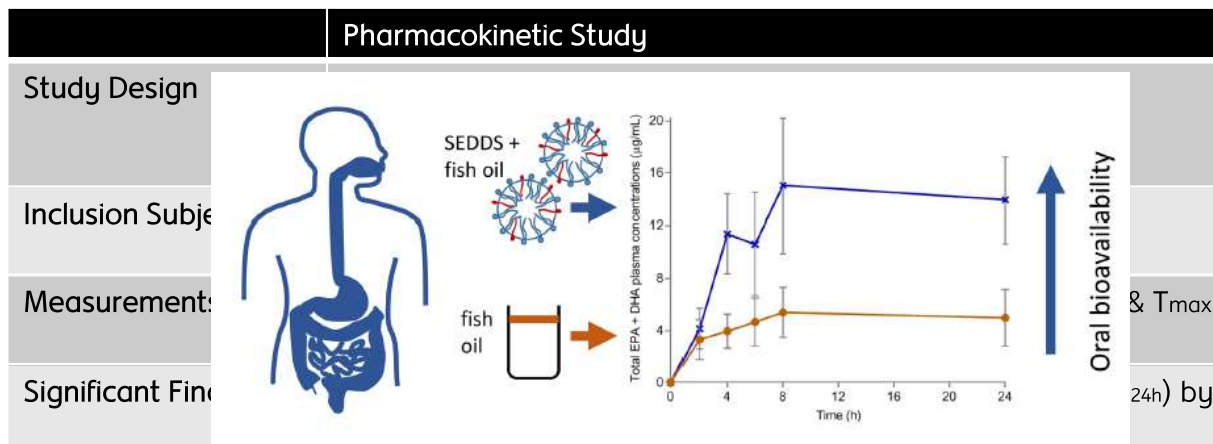




MR 6X ABSORPTION- SCIENCE REVIEW



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Formula:

Proprietary Fish Oil Blend 800 mg

(Fish oil concentrate + polyglycerol esters of fatty acids, oil blend [citrus, coconut, oat, olive], lecithin)

Total EPA and DHA 476 mg

Table 5 Summary of pharmacokinetic parameters for the total EPA + DHA by treatment

PK parameters	DHA + EPA						R
	Standard fish oil			AquaCelle [®] fish oil EE			
	AM	GM	SE	AM	GM	SE	
AUC _(0-24h)	150.2	50.40	40.50	460.32*	305.94*	69.83	6.10
C _{max} (µg/mL)	12.94	7.45	2.61	34.81	23.49*	5.43	3.15
T _{max} (h)	10.24	7.61	1.32	13.10	11.12	1.34	

R is the ratio of the geometric mean for the pharmacokinetic parameters, AM arithmetic mean, GM geometric mean and SE standard error

*Significant difference $p < 0.05$

(Bremmell et al. 2019)

48





OMEGA-3s ARE AT THE HEART OF MEGARED



HEALTH • HYGIENE • HOME

2021 NPD

- Omega-3s plus heart health nutrients for more comprehensive heart health support
- With vitamin C to support immune health
- Having a heart healthy lifestyle includes maintaining a healthy diet and physical exercise.
- A healthy diet ensures we get enough nutrients for our body's daily function, with each nutrient playing it's own unique role



Nutrient/Ingredient	Label Claim (per serving)
EPA+DHA (from Fish Oil)	250 mg
Vitamin B1	1.2 mg (100% DV)
Vitamin B6	1.7 mg (100% DV)
Folic acid	100 mcg DFE (25% DV)
Vitamin B12	2.4 mcg (100% DV)
Vitamin C	90 mg (100% DV)
Vitamin K2	36 mcg
Magnesium	105 mg (25% DV)
Vitamin D3	15 mcg/600 IU (75% DV)





Digestive
Advantage®





Family-friendly digestive and immune support

For over 15 years, we have been dedicated to supporting digestive health for you and everyone in the family with breakthroughs and patented probiotic strains.

We are determined to support happy tummies everywhere. That's why we are here to support your digestive health with innovations and patented probiotic strains like BC30.* Because when your digestive health is supported, you can take on whatever comes your way.



Digestive & Immune Support



3in1 Support

Enjoy our Digestive and Immune Support Gummies that supports minor abdominal discomfort, occasional bloating and immune health.*



The #1 Probiotic Gummy Brand

Great tasting probiotic gummies that are easy to fit into your daily routine.



Patented Probiotics

Our patented probiotic BC30 is designed to survive stomach acid 100X better vs. leading yogurts.



Ultra Gummy

Our premium range of gummies include 4X more good bacteria vs. Digestive and Immune Support Gummies.



Digestive Advantage: Current product landscape

Probiotic



Probiotic + fiber



Probiotic + enzymes



Ultra



USA DIGESTIVE ADVANTAGE top performer SKUs



DIGESTIVE ADVANTAGE® Probiotic Gummies PDQ 24/120 ct. - COSTCO, SAMS, BJS	65%
DIGESTIVE ADVANTAGE® Probiotic - Gummies 12/60 ct.	57%
DIGESTIVE ADVANTAGE® Probiotic - Gummies Superfruit Blend 12/90 ct.	44%
DIGESTIVE ADVANTAGE® Probiotic - Gummies 12/80 ct.	34%
DIGESTIVE ADVANTAGE® Probiotic - Gummies Kids 12/60 ct.	18%
DIGESTIVE ADVANTAGE® Daily Probiotic PDQ 24/80 ct. - COSTCO, SAMS, BJS	17%
DIGESTIVE ADVANTAGE® Daily Probiotic - Capsule 36/30 ct.	3%
DIGESTIVE ADVANTAGE® Daily Probiotic - Capsule 36/50 ct.	1%
DIGESTIVE ADVANTAGE® Daily Probiotic - Capsule 36/60 ct.	-7%
DIGESTIVE ADVANTAGE® Probiotic Gummies Pallet 432/120 ct. - COSTCO	-22%



BC30 probiotic: Claims*

- Supports GI/digestive health
- Supports digestive balance
- Helps reduce occasional abdominal discomfort, bloating, and diarrhea
- Supports immune health
- Probiotic survives stomach acid 100x better. Based on median survivability of DA probiotic vs. leading yogurts in a simulated gastric environment.
- Survives better than 50 billion vs. products offering 50 billion live cultures
- The probiotic in 1 capsule survives better than 8+ cups of yogurt. Based on median survivability of DA probiotic vs. leading yogurts in a simulated gastric environment.
- The probiotic in 2 gummies survives better than 8+ cups of yogurt. Based on median survivability of DA probiotic vs. leading yogurts in a simulated gastric environment.
- Exclusive use in dietary supplements

***Not all claims are appropriate for every product in the DA line. See next slide for specifics.**

Smaller font denotes footnote attached to claim.



Digestive Advantage BC30 claims: Per product*



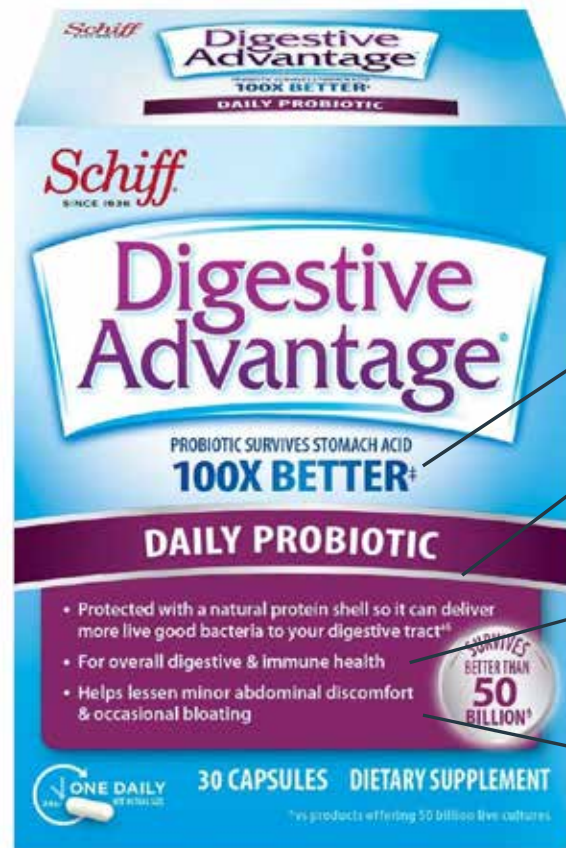
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	100x survivability	Survives 50B	Vs. 8+ cups yogurt	Immune health	GI health	Digestive balance	Abdominal discomfort	Bloating	Occasional diarrhea	Exclusivity
Daily capsule	X	X	X	X	X	X	X	X	X	X
Daily gummy/Kids everyday health	X	X	X	X	X	X	X	X		X
Prebiotic + Probiotic capsule	X	X		X	X	X	X	X		X
Prebiotic + Probiotic gummy (kids & adult)	X	X		X	X	X	X	X		X
Fast-acting enzymes	X	X		X	X	X	X	X	X	X
Intensive bowel support	X	X		X	X	X	X	X		X
Lactose defense	X	X		X	X	X	X			X
Gas defense	X	X		X	X	X	X	X	X	X

*These claims are shorthand – see previous slide for full version.



Digestive Advantage Daily Capsule: Claim breakdown



Survivability

- 100x survivability vs. leading yogurts
- Survives better than 50 billion
- 1 capsule = 8+ yogurts
- Based on internal data

Digestive & Immune Health Support

- Supported by 4 published human clinical studies

Minor Abdominal Discomfort & Occasional Bloating

- Supported by 1 published, double-blind, placebo-controlled study



Digestive Advantage Daily Gummy: Claim breakdown



Survivability

- 100x survivability vs. leading yogurts
- Survives better than 50 billion
- 2 gummies = 8+ yogurts
- Based on internal data

Digestive & Immune Health Support

- Supported by 3 published human clinical studies

Minor Abdominal Discomfort & Occasional Bloating

- Supported by 1 double-blind, placebo-controlled study



Digestive Advantage Straws for Kids – Launching 2021



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Digestive & Immune Health Support

- Primary support from one study in children
- Secondary support from several studies in adults



Digestive Advantage Advanced/Ultra Capsule

Description

- Design: Triple-blind, randomized, placebo-controlled
- Subjects: Inpatient adults 30 - 70 years, in-patient, prescribed antibiotics for 3-14 days
- Treatment: Randomized to either high (17B CFU) or low dose (4B CFU) probiotic blend (equal amounts of *L. acidophilus* NCFM, *L. paracasei* Lpc-37, *B. lactis* Bi-04, *B. lactis* Bi-07) or placebo ($n=167-168/\text{group}$).
- Primary Outcome: Antibiotic-associated diarrhea (AAD, ≥ 3 liquid stools/24 hrs)
- Efficacy. Significant reduction in AAD, fever, blood in stool, abdominal pain, bloating in high dose vs. placebo; significant reduction in diarrhea duration and liquid stools in both probiotic groups vs. placebo



Ouwehand 2014. Vaccine 32:458-463.



Digestive Advantage Advanced/Ultra Gummy



- BC30 alone supports digestive and immune health
- B subtilis DE111 additional supports digestive health, future studies will support immune health as well

Description

- Design: Double-blind, randomized, placebo-controlled
- Subjects: Healthy adults age 18-65 years with occasional bowel irregularity (n=24 or 26/group)
- Treatment: Randomized to either probiotic (1 billion CFU B. subtilis DE111) or placebo for 3 months
- Primary Outcome: Daily diary of bowel movements using Bristol Stool Chart and digestive health questionnaire at multiple timepoints
- Efficacy. Supports digestive health.



2 billion CFU blend
1B *BC30* + 1B *B.subtilis DE111*



Clinical studies: Digestive health support



Description & Results

- Design: Double-blind, randomized, placebo-controlled
- Subjects: Adults 23 - 70 years with irritable bowel syndrome (IBS) with diarrhea
- Treatment: Randomized to either BC30 800 million CFU/day or placebo for 8 weeks (n=22/group)
- Assessment: Self-reported severity (5 point scale) of abdominal pain and bloating
- Efficacy. Statistically significant reduction in abdominal pain and bloating compared to baseline in BC-30-treated group

Clinical study #1 supports a reduction in occasional abdominal discomfort and bloating & digestive health

Hun L. *Postgrad Med.* 2009;121(2):119-124.

Description & Results

- Design: Double-blind, randomized, placebo-controlled
- Subjects: Adults 18 - 75 years with irritable bowel syndrome (IBS) with diarrhea
- Treatment: Randomized to either BC30 2 billion CFU/day or placebo for 8 weeks (n=26/group). Two week baseline period.
- Assessment: Self-reported daily stool count and consistency. VAS: abdominal pain, tightness, flatulence, urgency symptoms
- Efficacy. Significant reduction in average number of bowel movements per day.

Clinical study #2 supports a reduction in occasional diarrhea & digestive health

Dolin BJ et al. *Methods Find Exp Clin Pharmacol.* 2009;31(10):655-659.



Clinical studies: Immune health support (1)



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Description & Results

- Design: Open-label, each subject served as their own control
- Subjects: Healthy adults 18 - 75 years
- Treatment: Received BC30 2 billion CFU/day for 30 days (n=9). Blood drawn before and after treatment.
- Assessment: In-vitro assay of immune response to antigens (adenovarius, influenza A – two types, LPS), using blood samples from patients before and after treatment. Difference between baseline and post-treatment were calculated.
- Efficacy. Increase in some immune markers in response to antigen exposure.

Baron et al 2009. Postgraduate Medicine 2009; 121:71508e 1-5.

Description & Results

- Design: Open-label, each subject served as their own control
- Subjects: Healthy adults age 18 - 43 years
- Treatment: Received BC30 500 M CFU/day for 28 days (n=9). Blood drawn before and after treatment.
- Assessment: In-vitro assay of immune response to antigens (adenovarius, influenza A – two types, LPS), using blood samples from patients before and after treatment. Difference between baseline and post-treatment were calculated.
- Efficacy. Increase in some immune markers in response to antigen exposure.

Clinical studies #3 and #4 support immune health

Kimmel M et al. *Methods Find Exp Clin Pharmacol*. 2010;32(2):129-132.



Clinical studies: Immune health support (2)



Description & Results

- Design: Double-blind, randomized, placebo-controlled, crossover study
- Subjects: Healthy senior adults 65 - 80 years (n=36, crossover)
- Treatment: Received BC30 1 billion CFU/day or placebo for 28 days, with 21 day washout in-between (n=36);
- Assessment: Blood drawn before and after treatment for ex-vivo measurement of LPS-stimulated PBMCs
- Efficacy. Supports a healthy immune response to stress. In response to LPS (source of stress) → increase in anti-inflammatory cytokine IL-10 and decrease in pro-inflammatory cytokine IL1 β after treatment with probiotic, and increase in pro-inflammatory cytokine TNF- α in placebo group, not observed in probiotic group.

Nyangale 2015. *J Nutr.*;145(7):1446-1452. .

Description & Results

- Design: Double-blind, randomized, placebo-controlled, crossover study
- Subjects: Healthy children age 6 - 8 years (n=40/group)
- Treatment: Received BC30 1 billion CFU/day or placebo for 3 months.
- Assessment: Weekly health condition questionnaires for parents
- Efficacy. Supports digestive and immune health in kids. Significant reduction in upper respiratory tract symptoms and gas.

Anaya-Loyola 2019. *Food Res Int.*;125:108567. .

Clinical studies #5 and #6 support immune health. #6 also supports digestive health in kids.





Fuels 5 indicators of brain health

Neuriva works to help fuel the 5 important indicators of brain health vs. just 1 in competitors' products.

Fuel focus, accuracy, memory, literacy, learning and concentration.*

We take pride in our support in both brain health and in your well-being. So, go out there and live life on your terms to. It's time to brain better.





NEURIVA IS LEADING THE BRAIN SEGMENT



1

We are THE CATEGORY BUILDER

83% of Neuriva shoppers are incremental to the category

2

We have THE BEST SCIENCE

Peer Reviewed Publications w/ Clinically Proven Ingredients

3

We are THE THOUGHT LEADER

Beyond the pill approach new formats & benefits

4

We DRIVE AWARENESS & EDUCATION

2020 Media DOUBLE-DOWN plan





THE UNIQUE SCIENCE

ADVANCED FORMULA: Combination of natural ingredients

aqueous extract of the whole
coffee berry



Neurofactor

Patented extract, RB
Proprietary Ingredient in
FDM

Increases BDNF levels, in as fast as 60 minutes.

Supports three indicators of brain performance:
accuracy, focus and concentration.



Soy derived phosphatidylserine

Sharp PS

Most Researched
Brain Ingredient To Date

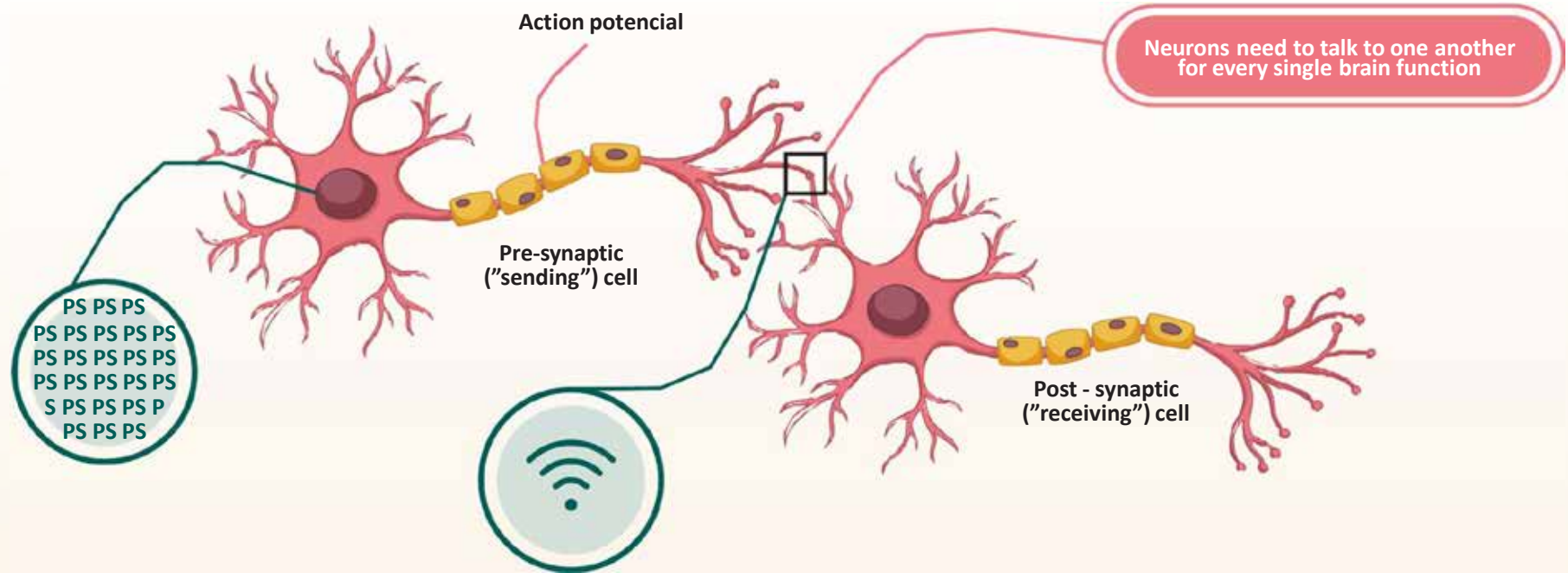
Promotes neuron health and long - term brain
cell connections

Supports two indicators of brain performance:
memory and learning





THE TALE OF 2 NEURONS (OUT OF 86 BILLION OUT THERE)



Neurons are mostly built from lipids like Phosphatidylserine (PS), the more PS the better long-term neuronal health.

Brain-Derived Neurotrophic Factor (BDNF) defines strength of the signal between neurons and helps create new connections. BDNF is critical to higher thinking, focus and accuracy



THE UNIQUE SCIENCE BDNF (BRAIN-DERIVED NEUROTROPHIC FACTOR)

→ WHAT IS IT?

-BDNF, a key neuroprotein involved in overall brain health, regulates the development and differentiation of new neurons and promotes neuron survival.

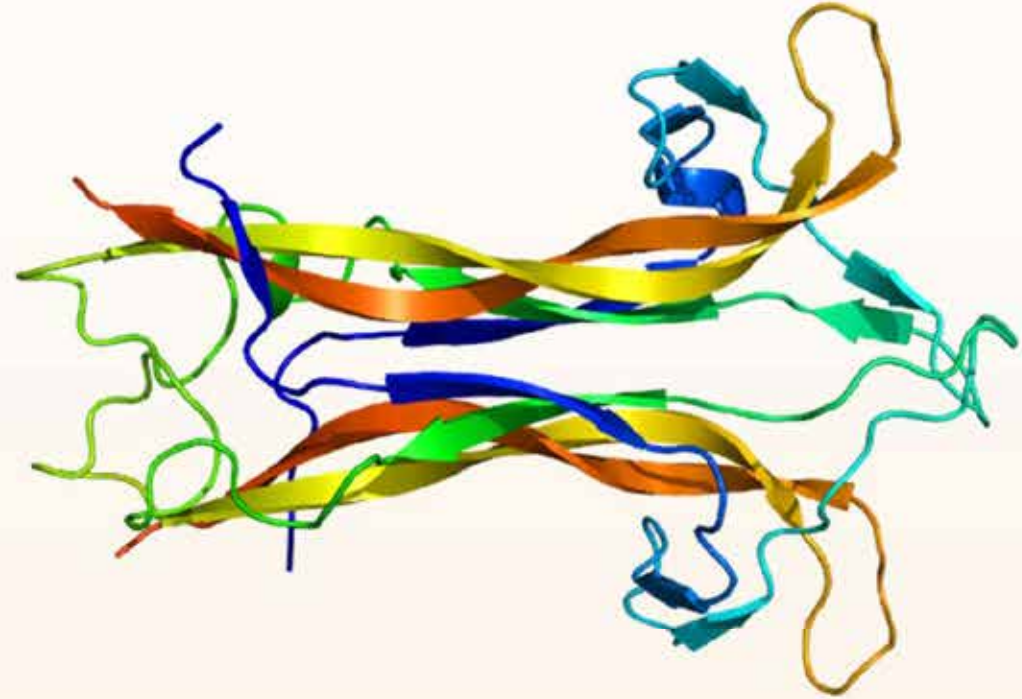
-Promotes long-term plasticity, which is the dominant model for how the brain stores information to create and remember new memories.

→ WHY IS IT IMPORTANT?

- Low levels associated with obesity, diabetes, MCI, Alzheimer's and depression.
- High levels associated with increased spatial, episodic, recognition and verbal memory.
- BDNF enlarges the hippocampus, the part of the brain involved in memory function.

→ WHAT HAS BEEN SHOWN TO INCREASE BDNF?

- Exercise
- Caloric restriction
- Sleep
- Dietary Supplements





HOW DO WE SUPPORT OUR CLAIMS?



Accuracy

React with greater speed and precision

- Neurofactor 28 day study (Robinson et al., 2019)



Focus (Focused Attention)

Zoom in and filter distractions

- Neurofactor 28 day study (Robinson et al., 2019)
- Neurofactor containing drink. Alertness and fatigue. (Reed et al., 2018)



Memory (Recall & working)

Record and recall information better.

- PS studies (Kato-Kataoka et al., 2010, Yong et al., 2011)
- 2 Neurofactor studies with BDNF production (Reyes-Izquierdo et al., 2012, 2013)
- Neurofactor 28 day study (Robinson et al., 2019)



Learning

Retain and integrate new information

- PS studies (Kato-Kataoka et al., 2010, Yong et al., 2011)
- 2 Neurofactor studies with BDNF production (Reyes-Izquierdo et al., 2012, 2013)



Concentration (Sustained Attention)

Stay on task longer

- Neurofactor 28 day study (Robinson et al., 2019)
- Neurofactor containing drink. Alertness and fatigue. (Reed et al., 2018)





THE UNIQUE SCIENCE PS (Phosphatidylserine)



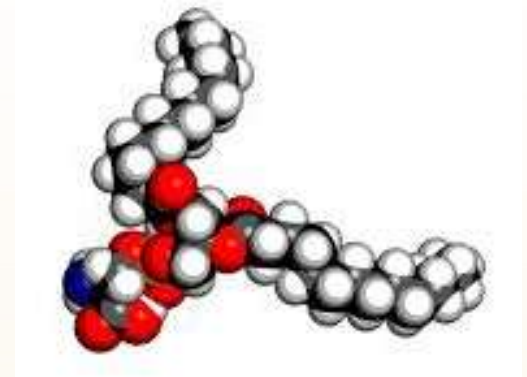
**Memory
Learning**

Study 1

The oral administration of Soy-PS for 6 months improved memory function, especially delayed recall, in the elderly with memory complains

Study 2

100 mg of Soy-PS for 40 days improved directed memory, associative learning, free memory of images, recognition of images and total memory scores, in healthy students (17-18 years old)



1. Kato-Kataoka, A., Sakai, M., Ebina, R., Nonaka, C., Asano, T. and Miyamori, T. (2010) 'Soybean-derived phosphatidylserine improves memory function of the elderly Japanese subjects with memory complaints', Journal of Clinical Biochemistry and Nutrition, pp. 1009240057-1009240057.

2. Yong, T., Qianrong, Z., Mantian, M., Gang, H. and Jing, W. (2011) 'Research on human memory enhancement by phosphatidylserine fortified milk', Chongqing Medicine, 30.





THE UNIQUE SCIENCE A CLOSER LOOK AT NEUROFACTOR AND BDNF



Memory
Learning

Study 1

Modulatory effect of coffee fruit extract on plasma levels of BDNF in healthy subjects

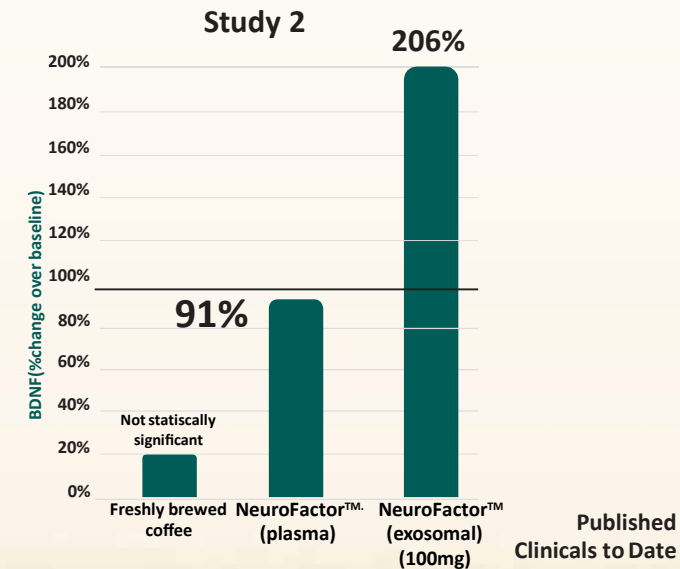
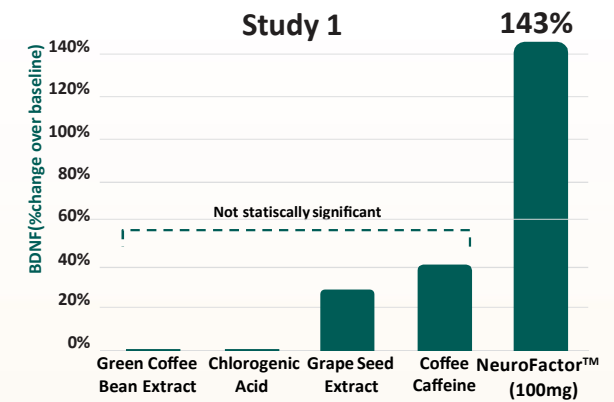
Study 2

Effect of whole coffee fruit on plasma levels of total and exosomal BDNF in healthy subjects

Current claims

Promotes BDNF production in as fast as 60 minutes

Supports long-term brain health



1. Reyes-Izquierdo, Nemzer B, Shu C, Huynh L, Argumedo R, Keller R, Pietrzkowski Z. Modulatory effect of coffee fruit extract on plasma levels of brain-derived neurotrophic factor in healthy subjects. Br J Nutr. 2013 Aug 28;110(3):420-5. doi: 10.1017/S0007114512005338. Epub 2013 Jan 14.

2. Tania Reyes-Izquierdo, Ruby Argumedo, Cynthia Shu, Boris Nemzer, Zb Pietrzkowski Stimulatory Effect of Whole Coffee Fruit Concentrate Powder on Plasma Levels of Total and Exosomal Brain-Derived Neurotrophic Factor in Healthy Subjects: An Acute Within-Subject Clinical Study. Food and Nutrition Sciences, 2013, 4, 984-990 <http://dx.dor.org/10.4236/fns.2013.49127>





THE UNIQUE SCIENCE Alertness and Fatigue Study

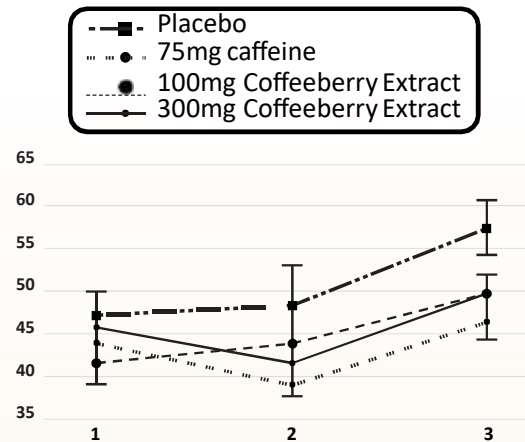


Fig.2 Mean (\pm SE) self-reported feelings of mental fatigue at baseline (1) and both post-treatment testing times (2 and 3). Visual analogue scores were presented as part of the cognitive demand battery and can range from 0 (no feelings of mental fatigue) to 100 (strongest feelings of fatigue)

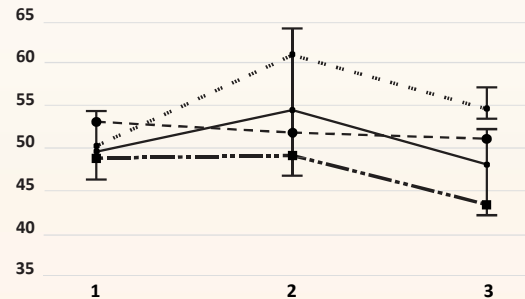
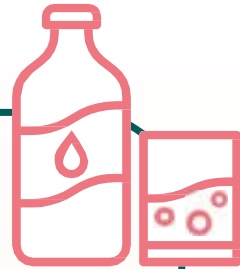


Fig.3 Mean (\pm SE) self-reported feelings of alertness at baseline (1) and both post-treatment testing times (2 and 3). Visual analogue scores were presented as part of the cognitive demand battery and can range from 0 (no feelings of alertness) to 100 (strongest feelings of alertness)



**Focus
Concentration**



Acute Low and Moderate Doses of Caffeine-Free Polyphenol-Rich Coffeeberry Extract Improve Feelings of Alertness and Fatigue

- Neurofactor studied as a drink
- 100mg and 300 mg doses
- 30 healthy volunteers college age or graduate students
- DBRPC study - placebo, 75mg caffeine, 100mg Neurofactor and 300mg Neurofactor
- Results: No significant difference in dosing
- Conclusion: Attenuates self-reported alertness and mental fatigue

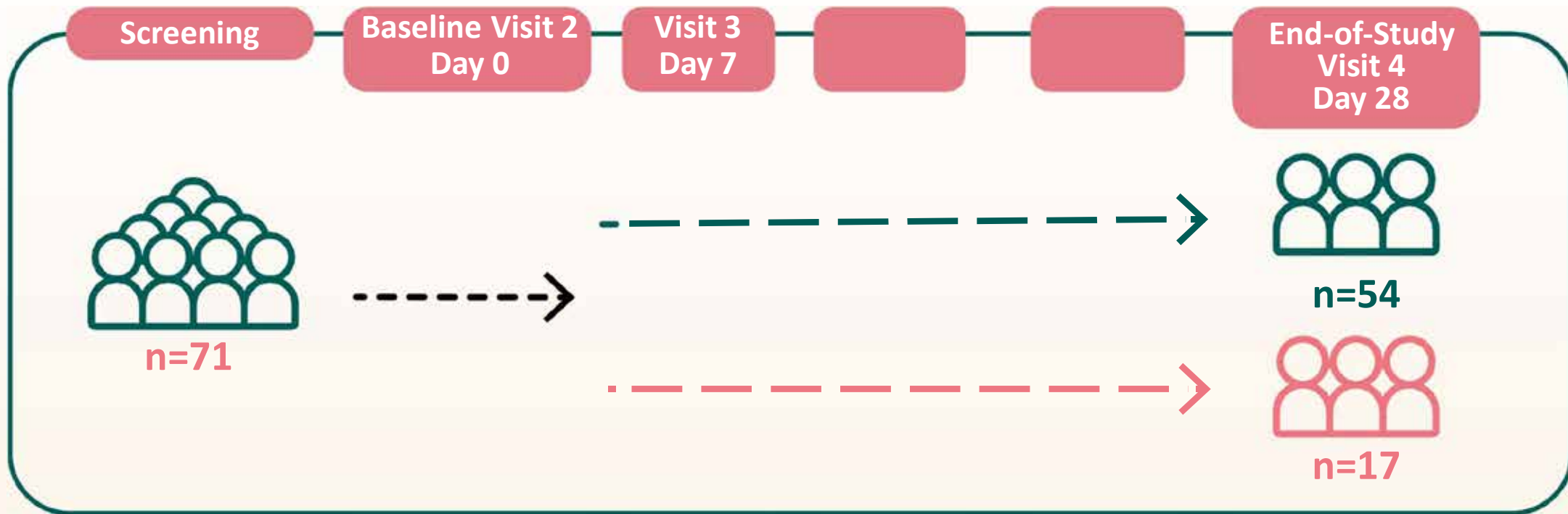
Rachelle A. Reed. & Ellen Siobhan Mitchell & Caroline Saunders & Patrick J. O'Connor. Acute Low and Moderate Doses of a Caffeine-Free Polyphenol-Rich Coffeeberry Extract Improve Feelings of Alertness and Fatigue Resulting from the Performance of Fatiguing Cognitive Tasks. Journal of Cognitive Enhancement <https://doi.org/10.1007/s41465-018-0118-8>.





NEUROFACTOR 28 DAY STUDY

CLINICAL STUDY DESIGN



- 55-65 years of age generally healthy.
- Have self-reported memory problems (MoCA score between 18-25).

Objective#1

- Effect of Neuriva on cognitive performance/working memory as assessed by the measurement of improvement in reaction time and accuracy by day 7.

Objective#2

- Persistence of 7 day effect at 28 days.





NEUROCOGNITIVE DOMAINS



Perceptual-motor function

Visual perception
Perceptual-motor coordination



Executive function

Decision-making

Working memory

Responding to
Feedback Inhibition



Complex attention

Sustained attention
Selective attention
Processing Speed

Neurocognitive domains

Language

Word finding
Grammar and syntax
Receptive language



Learning and memory

Free recall
Cued recall
Recognition memory
Semantic and autobiographical
long-term memory
Implicit learning



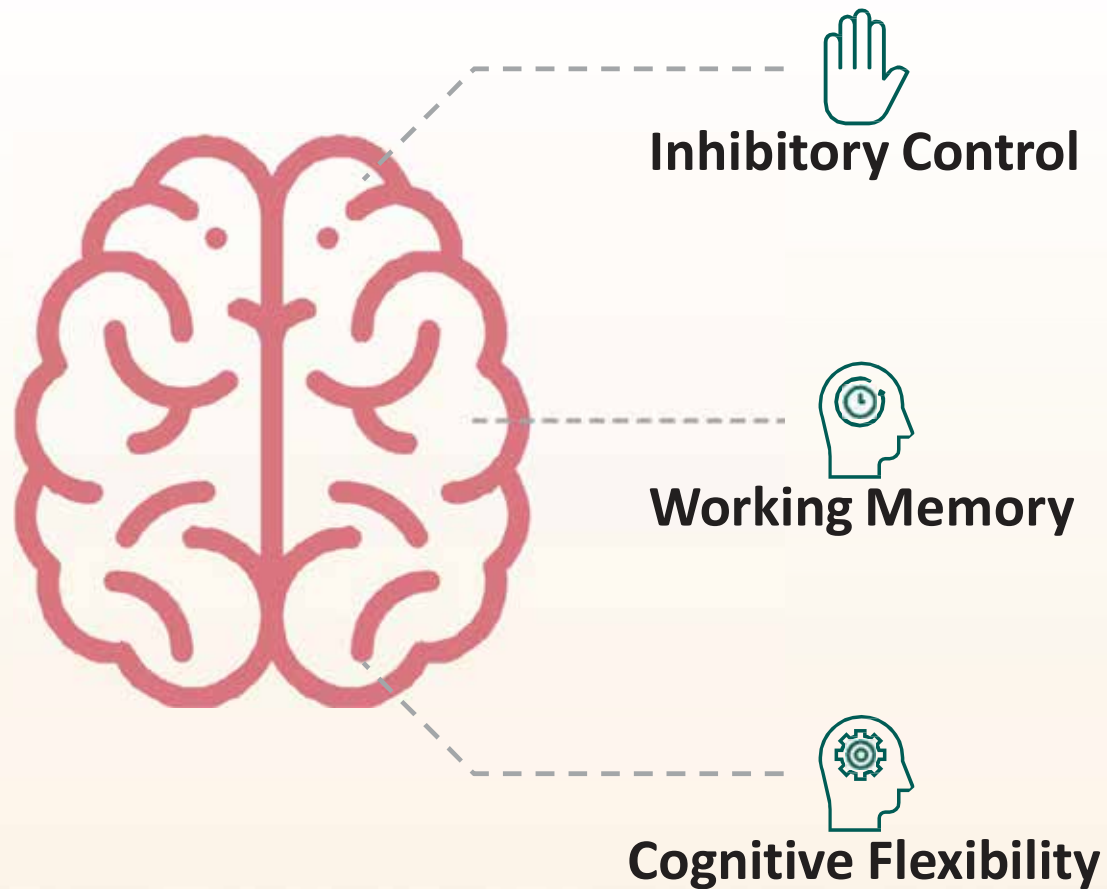
Social cognition

Recognition of emotions





EXECUTIVE FUNCTION



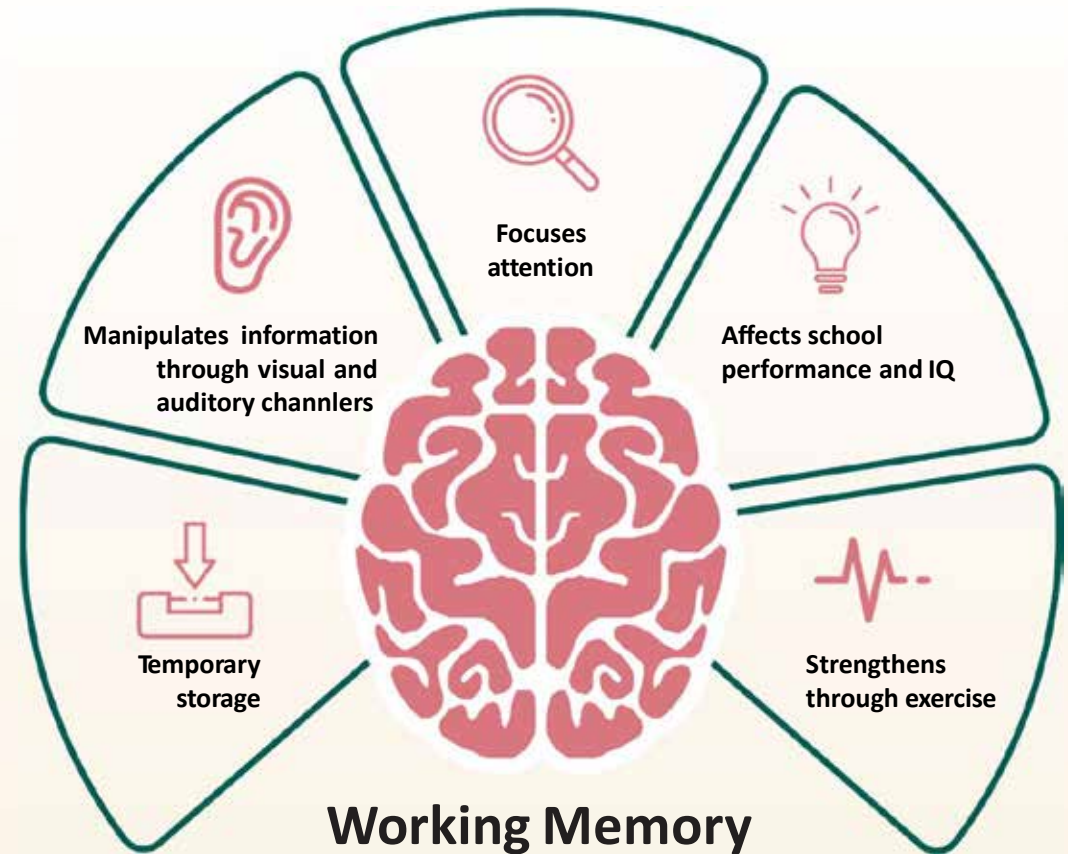
The ability to get stuff done

- Plan effectively
- Organize
- Focus
- Stay on task
- Avoid distractions
- Make good decisions
- Manage time
- Persist
- Regulate your thoughts, emotions, and actions to accomplish your goals



WORKING MEMORY

- Verbal and visual strategies that help us work through things
- Being able to track the important details during a process
- Holding information in mind, short-term
- Passing information to long-term memory
- Limited capacity
- Active
- Always being updated





WHAT IS NEURIVA

Ingredients:

- 100mg Neurofactor
- 100mg Phosphatidylserine

Access to Neuriva Brain Gym app

Claims:

- Focus
- Memory
- Learning
- Accuracy
- Concentration



Portfolio

Original

Original Brain Health Supplement with coffee cherry extract & phosphatidylserine

Original Brain Health Supplement gummies



Size
7 ct
30 ct

Size
50 ct

Plus

Plus, Brain Health Supplement with coffee cherry extract & phosphatidylserine

Brain Performance - Plus Gummies

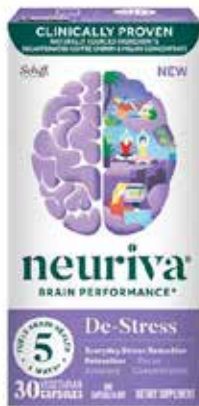


Size
7 ct
30 ct

Size
50 ct

De-stress

Brain Performance De-Stress



Size
30 ct



USA NEURIVA top performer SKUs

NEURIVA® Brain Performance - Original Gummies 12/50 ct.

NEURIVA® Brain Performance Plus Gummies - 12/50 ct.

NEURIVA® Brain Performance De-Stress - 12/30 ct.

NEURIVA® Brain Performance Capsules Original 18/42CT

NEURIVA® Brain Performance - 12/30 ct.

NEURIVA® Brain Performance - 24/7 ct.

NEURIVA® Brain Performance Plus - 24/7 ct.

NEURIVA® Brain Performance Plus - 12/30 ct.

283%

-14%

-32%

-42%

-50%



Scientific breakthroughs from naturally-sourced ingredients

Schiff
SINCE 1936



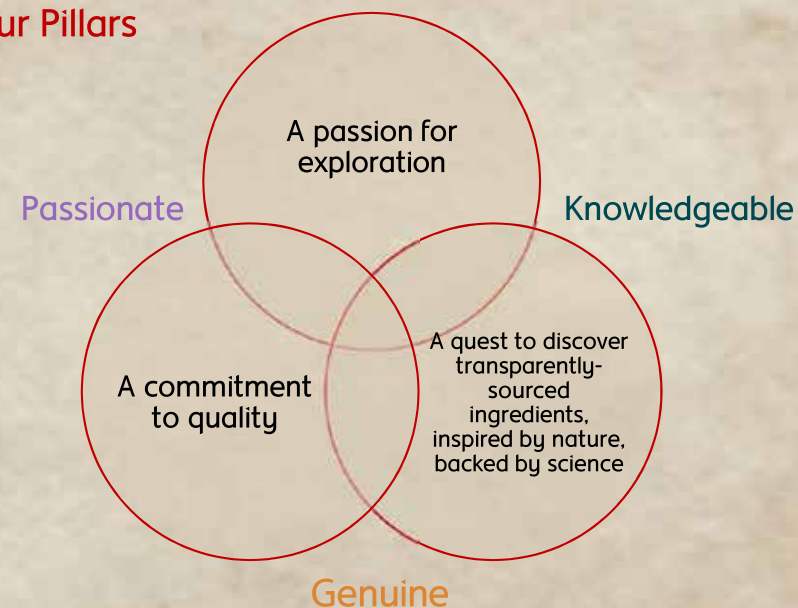
Introducing the NEW Schiff

Our Story

Trained as a pharmacist in the 1920's, Dr. Eugene Schiff's quest to find natural sources of nutrition led to the birth of Schiff Bio-foods. The company was **the first to produce a naturally sourced multi-vitamin** and also **first to discover that rose hips offer a more concentrated source of Vitamin C than oranges**. Over 80 years later, Eugene's legacy lives on as the Schiff brand continues its **relentless search for new sources of nutrition**.

Our **time-tested commitment to quality** backs all our innovation. Though we aim to deliver the latest discoveries, we are **uncompromising in our safety standards**. We are passionate about finding new solutions to **help you achieve your very best**— whether that's finding **new sources of existing nutrients**, collecting tried and true remedies from **around the globe**, or uncovering the next **breakthrough ingredient**. So step forward with us. **Explore. Discover. Advance.**

Our Pillars



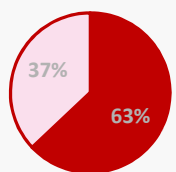
Reckitt Benckiser Group plc (RB)

83

Bullseye Consumer

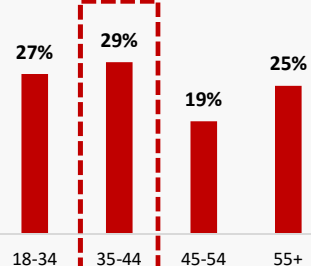
HOLISTIC ACTORS

Gender



■ Female ■ Male

Age

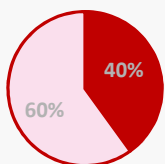


DIFFERENTIATED NEEDS

- Solutions made from natural and trending ingredients
- Most environmentally sustainable options available whenever possible
- Passionate and outgoing

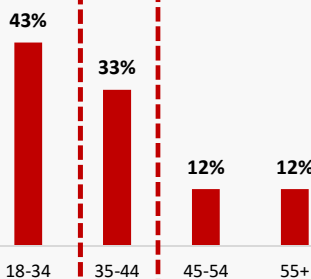
ADVANCING ACHIEVERS

Gender



■ Female ■ Male

Age



DIFFERENTIATED NEEDS

- Wants to impress & inspire others
- Boost energy and mood
- Relaxed, happy and uplifted

Meet: Emma

"While I don't always feel in my best health, I make an effort to live a natural, holistically healthy life. I used VMS as a natural alternative to pharma medicines"



Emma's day is busy. She bounces from yoga, to dropping her four-year-old off at daycare, to work, and then to Whole Foods to buy dinner's ingredients. Despite her busy life, she strives to be healthy – both body & mind – and so she seeks out products to help her look and feel her best.

While she keeps up with the latest trends and looks to the Hollywood elite and her curated list of influencers to tell her what's hot (and what's not), she also seeks natural transparently sourced authentic products she can trust.

AMZ shopper data:



62%
Female



70%
25 -54



50%
+ \$100K



83%
married



DISCOVER QUALITY INGREDIENTS BACKED BY SCIENCE

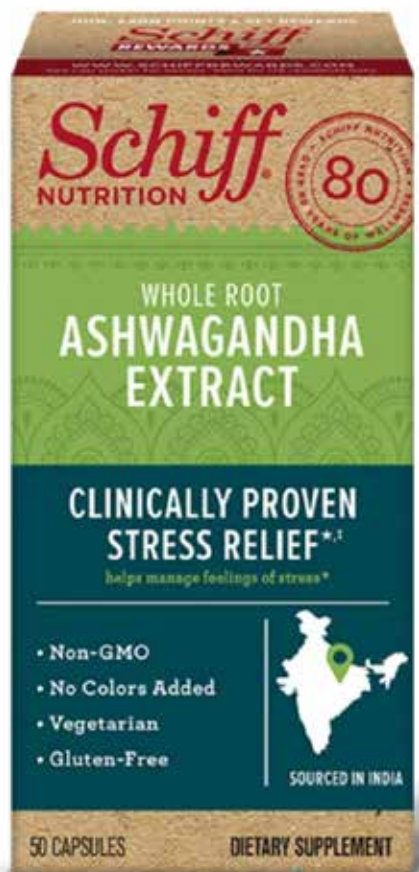
From Elderberry extract sourced in Austria to Krill Oil sourced in Antarctica, we searched the globe for ingredients inspired by nature and supported by science.

Driven by our commitment to safety and quality, Schiff Nutrition Dietary Supplements were created to help you live your best life.





Schiff Whole Root Ashwagandha Extract Capsules

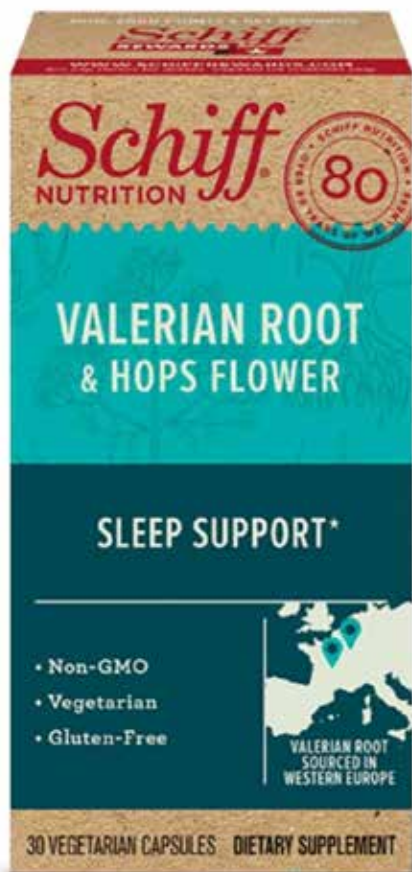


Schiff Whole Root Ashwagandha Extract is a supplement that is clinically proven to help manage feelings of stress and help support healthy stress hormone levels.* ¹ . Ashwagandha has been used for centuries as a traditional Indian herbal remedy in Ayurvedic medicine. Our Ashwagandha is sourced from India.

- **HIGH QUALITY INGREDIENTS:** Our Whole Root Ashwagandha Extract capsules are vegetarian, non-GMO, and gluten-free with no colors added
- **ASHWAGANDHA FROM INDIA:** Our Ashwagandha is sourced in India and is guaranteed for purity & freshness.
- **ROOT EXTRACT VS. POWDER:** While the entire Ashwagandha plant has been traditionally used for medicinal purposes, the extract sourced from the root offers a higher concentration than powder.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable & compostable, post-consumer recycled natural kraft paper.
- **HIGH QUALITY INGREDIENTS & TRANSPARENTLY SOURCED ASHWAGANDHA:** At Schiff we use only high quality ingredients. These Whole Root Ashwagandha Extract capsules are VEGETARIAN, NON-GMO, and GLUTEN-FREE with NO COLORS ADDED. We've specially crafted this product to have high quality ingredients that you can trust. Our Ashwagandha is sourced in India and is guaranteed for purity & freshness

†Based on two randomized, double-blind, placebo controlled studies measuring the impact of ashwagandha extract vs. placebo

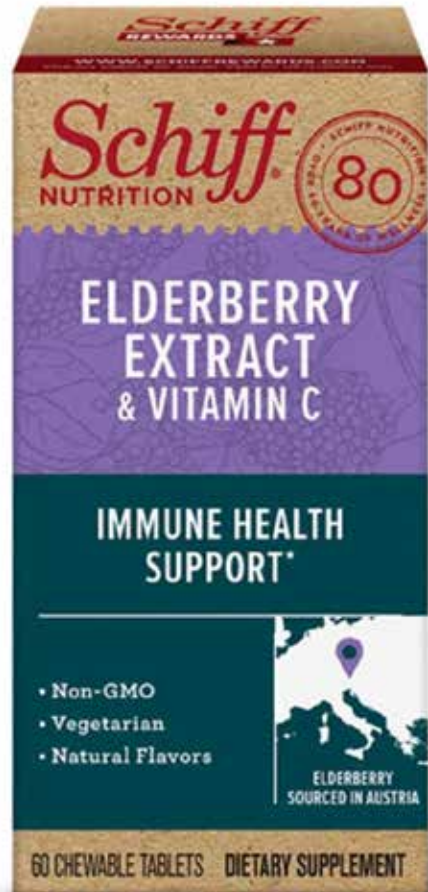
Schiff Valerian Root & Hops Flower Capsules



Schiff Valerian Root & Hops Flower Capsules are a sleep support supplement made with Valerian Root and Hops Flower. The combination of valerian root and hops flowers have been traditionally used for hundreds of years. Our Valerian Root, sourced from Western Europe, contains valerenic acid, which may help support a healthy level of GABA (a key brain neurotransmitter associated with quality sleep).*

- **HIGH QUALITY INGREDIENTS & TRANSPARENTLY SOURCED VALERIAN ROOT & HOPS:** At Schiff we use only high quality ingredients. These Valerian Root Extract & Hops Flower capsules are VEGETARIAN, NON-GMO and GLUTEN-FREE. We've specially crafted this product to have high quality ingredients that you can trust. Our Valerian Root is sourced in Western Europe and is guaranteed for purity & freshness.
- **WHY TO USE & TRUST VALERIAN ROOT:** Valerian Root is a perennial plant native to Europe. It contains valerenic acid which may help support a healthy level of GABA (a key brain neurotransmitter associated with quality sleep).
- **WHY HOPS FLOWER:** Hops Flowers are cone shaped flowers that are native to Eurasia and temperate regions of North America. While hops are primarily associated with their role in beer brewing, they have also been traditionally combined with other herbs such as Valerian Root for various benefits.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** The box that holds your Schiff Valerian Root & Hops Flower is made from post-consumer recycled natural kraft paper, which is also 100% recyclable & compostable. At Schiff we value the environment and know you do as well. It is our commitment to provide sustainable solutions to protect the future for EVERYONE.
- **A BRAND YOU CAN TRUST:** Dr. Eugene Schiff began his quest to find natural sources of nutrition over 80 years ago and Schiff was the first company to produce a naturally sourced multi-vitamin. Eugene's legacy lives on as the Schiff brand continues its relentless search for new sources of nutrients. Our commitment to safety & quality backs all our innovation. We guarantee ALL our products' purity, freshness and labeled potency.

Schiff Elderberry Extract & Vitamin C Chewable Tablets



Schiff Elderberry Extract & Vitamin C is specially crafted to help support a healthy immune system and cellular health.* Made with Elderberry Extract sourced from Austria, our chewable tablets are vegetarian, non-GMO, and are naturally flavored.

- **HIGH-QUALITY INGREDIENTS:** Our Elderberry Extract is sourced directly from Austria.
- **ANTIOXIDANT SUPPORT:** Schiff Elderberry Extract & Vitamin C contains antioxidants¹ that help support cellular health.*
- **THE POWER OF VITAMIN C:** Our Elderberry Extract is combined with Vitamin C, which together supports immune health.*
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable & compostable, post-consumer recycled natural kraft paper.

Schiff Biotin + Vitamin C Capsules

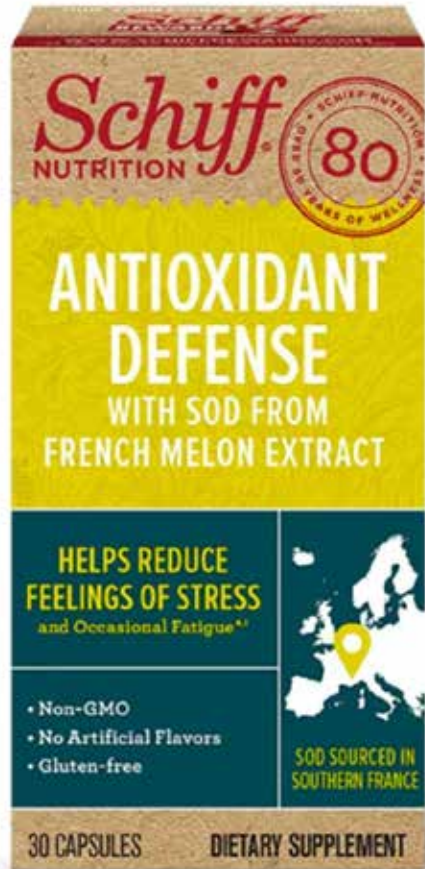


All NEW from Schiff comes Biotin + Vitamin C. We've specially crafted this product to have high quality ingredients which you can trust. Schiff Biotin + Vitamin C not only supports hair, skin & nails, but it also supports natural collagen production and with our combination of nutrients it helps support a healthy appearance. *

- **HIGH QUALITY INGREDIENTS:** At Schiff we use only high quality ingredients. These BIOTIN + VITAMIN C capsules are GLUTEN-FREE, NON-GMO, and have colors from natural sources. We've specially crafted this product to have high quality ingredients that you can trust.
- **WHY TO USE & TRUST SCHIFF BIOTIN PLUS VITAMIN C:** Part of the Vitamin B family, Biotin serves a vital role in day-to-day metabolism. It is also a key vitamin needed for healthy hair, skin and nails.*
- **WHY BLEND WITH VITAMIN C, A , ZINC & SELENIUM:** Vitamin C supports the body's natural collagen production in addition to overall immunity. When combined with Vitamin A, Zinc and Selenium, these nutrients help support antioxidant activity in the body.*
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** The box that holds your Schiff Biotin + Vitamin C is made from post-consumer recycled natural kraft paper, which is also 100% recyclable & compostable. At Schiff we value the environment and know you do as well. It is our commitment to provide sustainable solutions to protect the future for EVERYONE.
- **A BRAND YOU CAN TRUST:** Dr. Eugene Schiff began his quest to find natural sources of nutrition over 80 years ago and Schiff was the first company to produce a naturally sourced multi-vitamin. Eugene's legacy lives on as the Schiff brand continues its relentless search for new sources of nutrients. Our commitment to safety & quality backs all our innovation. We guarantee ALL our products' purity, freshness and labeled potency.



Schiff Antioxidant Defense



Schiff Antioxidant Defense With SOD is specially crafted to help reduce feelings of stress and occasional fatigue.*¹ Harmful environmental factors can induce the creation of free radicals, which can cause oxidative stress. Antioxidants help ease this and defend against cell damage. We use SOD (Superoxide Dismutase), an enzyme naturally present as part of the body's antioxidant defenses.

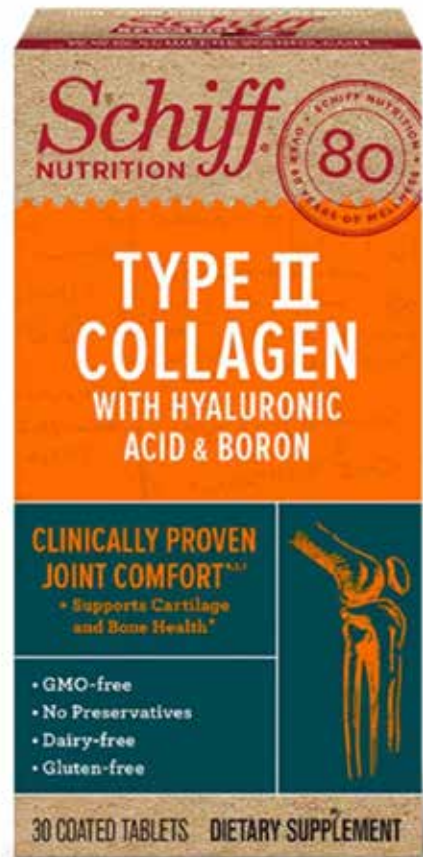
- **HIGH-QUALITY INGREDIENTS:** Schiff Antioxidant Defense with SOD uses high quality, non-GMO & gluten-free ingredients with no artificial flavors.
- **ANTIOXIDANT SUPPORT:** Schiff Antioxidant Defense helps reduce feelings of stress and occasional fatigue.*¹
- **SOD FROM FRENCH MELONS:** SOD (Superoxide Dismutase) is an enzyme naturally present as part of the body's antioxidant defenses. Our SOD is naturally sourced from melons (*Cucumis melo* L.) grown exclusively in the south of France.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable and compostable, post-consumer recycled natural kraft paper.

¹ Based on an 84-day, randomized, double-blind, placebo-controlled clinical study, measuring the impact of a proprietary coated freeze-dried melon juice concentrate (Extramel®) vs. placebo on perceived stress and perceived physical fatigue. (Carillon J. et al., *Nutrients*, 2014.)

Schiff Type-II Collagen With Boron & Hyaluronic Acid

All **NEW** from Schiff comes Type II Collagen With Hyaluronic Acid & Boron.

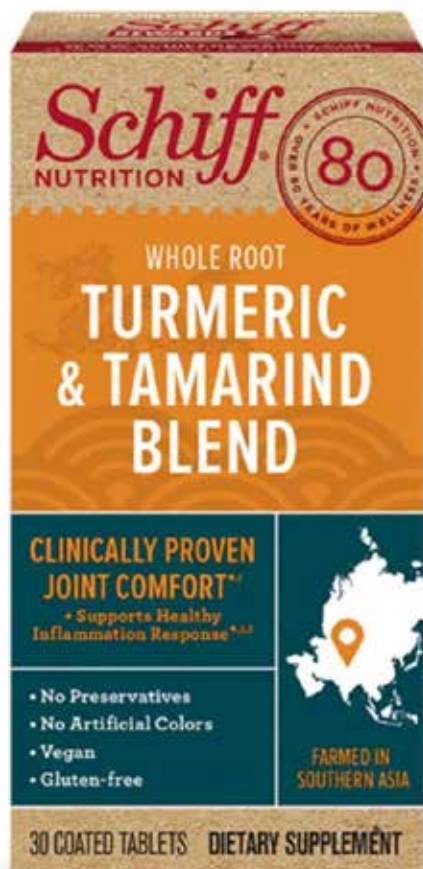
We've specially crafted this product to have high quality ingredients which you can trust to deliver clinically proven joint comfort that improves over time.* ‡¹ This formula has 3 benefits in just 1 tiny pill daily, supporting your joint, cartilage and bone health for greater freedom of movement.



- **HIGH-QUALITY INGREDIENTS:** At Schiff we use only the highest quality ingredients. These Type II Collagen tablets with Hyaluronic Acid & Boron have NO ADDED PRESERVATIVES and are GMO-FREE, DAIRY-FREE & GLUTEN-FREE.
 - **What is Type II Collagen?** It is the same protein found in healthy cartilage and it works with your immune system to help preserve & maintain healthy cartilage.¹
 - **What is Hyaluronic Acid?** Hyaluronic Acid, also known as HA, is the same molecule found naturally in healthy joint fluid that supports joint lubrication and smooth movement. As we get older, our levels of hyaluronic acid tend to decrease.
 - **What is Boron and why is it important?** Boron helps to support healthier bones by maintaining healthy levels of Vitamin D, Calcium and Magnesium. Because joints receive their essential nutrients through their adjoining bones, healthy bones are key for healthy joints.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable and compostable, post-consumer recycled natural kraft paper.

‡ Udenatured Type II Collagen 1 Based on a 180-day clinical study comparing 40mg Type II Collagen to 1,500mg Glucosamine & 1,200mg Chondroitin (Lugo et al, Nutrition Journal, 2016)

Schiff Whole Root Turmeric & Tamarind Blend



Schiff Whole Root Turmeric & Tamarind Blend is a patented blend of whole root turmeric and tamarind seed extracts to support a healthy inflammation response.¹

Each tablet delivers antioxidants² that protect against cell damage. The blend is clinically proven to deliver joint comfort in as little as 2 weeks, with comfort that improves over time.³ Take 1 tablet a day instead of 2 large Glucosamine and Chondroitin tablets for joint comfort.*

- **HIGH-QUALITY INGREDIENTS:** Each tablet is vegan, gluten-free, dairy-free, and has no artificial colors or preservatives.
- **CLINICALLY PROVEN JOINT COMFORT:** Our TamaFlex™ blend has been proven to deliver joint comfort in as little as two weeks, with comfort that improves over time.^{*,3}
- **TURMERIC AND TAMARIND SOURCED FROM SOUTHERN ASIA:** We use quality, naturally sourced whole root turmeric and tamarind, farmed in Southern Asia.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable & compostable, post-consumer recycled natural kraft paper.

¹Inflammation is a normal response to situations like physical exertion.

²Proprietary TamaFlex™ blend.

³Based on a 90 day, randomized, double-blind clinical study measuring the impact of a proprietary composition containing extracts from Tamarindus indica seed and Curcuma longa rhizome vs. placebo.

Schiff Antarctic Krill + Fish Oil Blend 500 mg



Schiff Krill + Fish Oil Blend (500mg) is a special combination of high concentration fish oil and high absorption krill oil that has 2X more concentrated Omega-3s vs. standard fish oil alone. It is a quality source of EPA & DHA Omega-3 fatty acids, which help support heart, brain, joints and eyes.*

- **HIGH QUALITY INGREDIENTS:** Our krill oil softgels are gluten-free and dairy-free.
- **SUSTAINABLY SOURCED:** Our krill oil comes directly from Antarctica through a fishery that has been independently certified to the MSC's standard for a well-managed & sustainable fishery.
- **4 BENEFITS:** Heart - May reduce the risk of coronary heart disease¹; Joint - Promotes joint comfort; Brain - Supports brain health; Eyes - Building block for eye health.*
- **KRILL OIL WITH 3X THE PURITY:** Schiff Krill + Fish Oil Blend uses krill oil with PureTech™ which is 3X purer than regular krill oil.
- **ENVIRONMENTALLY FRIENDLY AND SUSTAINABLE PACKAGING:** Each box is made from 100% recyclable & compostable, post-consumer recycled natural kraft paper.

¹Supportive, but not conclusive research shows that consumption of EPA & DHA Omega-3 fatty acids may reduce the risk of coronary heart disease.

Schiff Glucosamine Tablets with Hyaluronic Acid 2000mg



Schiff Glucosamine Plus Vitamin D3 helps lubricate and protect joints by helping you maintain healthy structure and function of cartilage in your joints.* It contains Glucosamine Hydrochloride (HCl) which has a high potency of active Glucosamine. Glucosamine HCl is about 83% Glucosamine while some brands use Glucosamine Sulfate that is only about 65% Glucosamine. The recommended serving size is 2 softgels daily. Guaranteed for purity, freshness and labeled potency.

- 2 coated tablets provides 2000mg of Glucosamine, 2000 IU of Vitamin D3 and 3.3mg of Hyaluronic Acid
- Glucosamine helps you maintain healthy structure and function of cartilage in your joints
- High potency Glucosamine HCl (about 83% active Glucosamine compared to 65% in Glucosamine Sulfate)
- Vitamin D3 helps maintain healthy levels of Calcium and Magnesium for strong bones, and Hyaluronic acid (HA) supports joint lubrication and smooth movement
- Guaranteed for purity, freshness and labeled potency

These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Schiff Glucosamine Tablets with Hyaluronic Acid 2000mg



Schiff Glucosamine helps lubricate and protect joints by helping you maintain healthy structure and function of cartilage in your joints.* It contains Glucosamine Hydrochloride (HCl) which has a high potency of active Glucosamine. Glucosamine HCl is about 83% Glucosamine while some brands use Glucosamine Sulfate that is only about 65% Glucosamine. The recommended serving size is 2 softgels daily. Guaranteed for purity, freshness and labeled potency.

- 2 coated tablets provides 2000mg of Glucosamine and 3.3mg of Hyaluronic Acid
- Glucosamine helps you maintain healthy structure and function of cartilage in your joints
- High potency Glucosamine HCl (about 83% active Glucosamine compared to 65% in Glucosamine Sulfate)
- Hyaluronic acid (HA) supports joint lubrication and smooth movement
- Guaranteed for purity, freshness and labeled potency

These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Schiff Glucosamine Tablets Plus MSM and Hyaluronic Acid 1500mg



Schiff Glucosamine Plus MSM helps lubricate and protect joints by helping you maintain healthy structure and function of cartilage in your joints.* It contains Glucosamine Hydrochloride (HCl) which has a high potency of active Glucosamine. Glucosamine HCl is about 83% Glucosamine while some brands use Glucosamine Sulfate that is only about 65% Glucosamine.

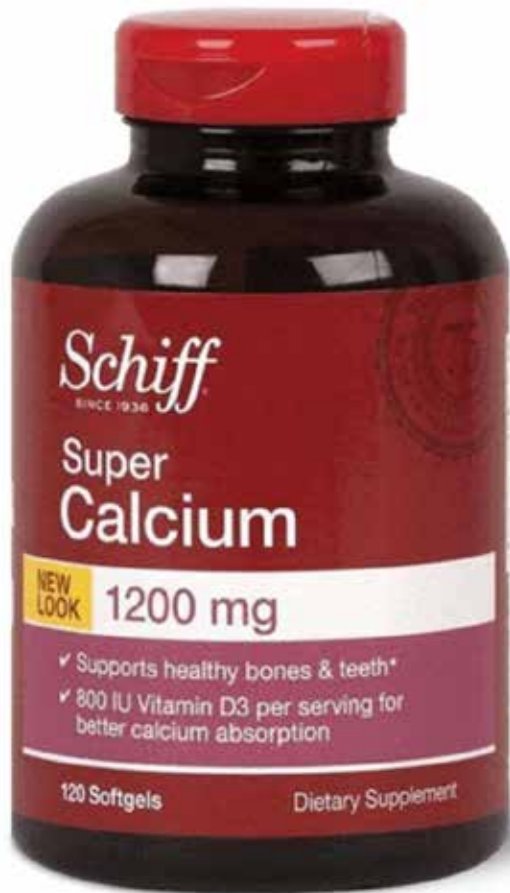
It also contains MSM (methylsulfonylmethane) and hyaluronic acid (HA) to help promote overall joint mobility so that you can move with ease. The recommended serving size is 3 softgels daily. Guaranteed for purity, freshness and labeled potency.

- 3 coated tablets provides 1500mg of Glucosamine, 1500mg of MSM and 3.3mg of Hyaluronic Acid
- Glucosamine helps you maintain healthy structure and function of cartilage in your joints
- High potency Glucosamine HCl (about 83% active Glucosamine compared to 65% in Glucosamine Sulfate)
- MSM is a source of sulfur that is important in the formation of collagen in joints which is a vital part of your joints because it supports the structure of cartilage
- Hyaluronic acid (HA) supports joint lubrication and smooth movement

These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Schiff Super Calcium Softgels with Vitamin D3 1200mg

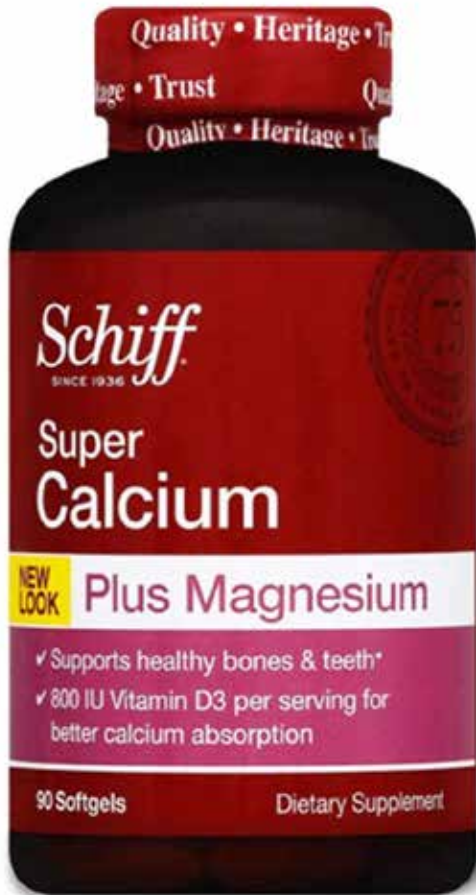


Schiff Calcium combines calcium and Vitamin D3 to promote bone and teeth health and healthy muscle, nerve, hormone and enzyme function.* Calcium is an essential nutrient for a body and supplementing with adequate Calcium and Vitamin D are important factors that may reduce the risk of osteoporosis.* Vitamin D has been found to help regulate the absorption of calcium in the body making it a good combination. The recommended serving size is 2 softgels daily. Guaranteed for purity, freshness and labeled potency.

- 2 softgels provides 1200mg of Calcium and 800 IU of Vitamin D
- Calcium carbonate promotes strong bones and teeth and assists muscle, nerve, hormone and enzyme function
- Magnesium helps promote cardiovascular health
- Vitamin D3 and magnesium regulate the absorption of calcium carbonate
- Guaranteed for purity, freshness and labeled potency

These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Schiff Super Calcium Softgels Plus Magnesium with Vitamin D3



Schiff Super Calcium Plus Magnesium combines calcium, magnesium and Vitamin D3 to promote bone and teeth health and healthy muscle, nerve, hormone and enzyme function.* Calcium is an essential nutrient for a body and supplementing with adequate Calcium and Vitamin D are important factors that may reduce the risk of osteoporosis.* Magnesium and Vitamin D are also present as it has been found to help regulate the absorption of calcium in the body making it a good combination. The recommended serving size is 3 softgels daily. Guaranteed for purity, freshness and labeled potency.

- 3 softgels provides 1200mg of Calcium, 400mg of Magnesium and 800 IU of Vitamin D3
- Calcium carbonate promotes strong bones and teeth and assists muscle, nerve, hormone and enzyme function
- Magnesium helps promote cardiovascular health
- Vitamin D3 and magnesium regulate the absorption of calcium carbonate
- Guaranteed for purity, freshness and labeled potency

These statements have not been evaluated by the food and drug administration. This product is not intended to diagnose, treat, cure or prevent any disease.

April 2020



— INTRODUCING —

TARGETED PROBIOTICS

FOR THE GUT AND BEYOND

Bodi-Ome

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION.
THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.



BODi-OME
MICROBIOME HEALTH

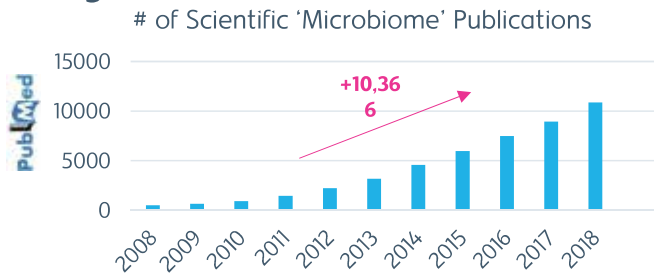




The Microbiome Mega Trend

1 SCIENCE

Scientific publications, patents and funding on Microbiome science have grown exponentially in recent years



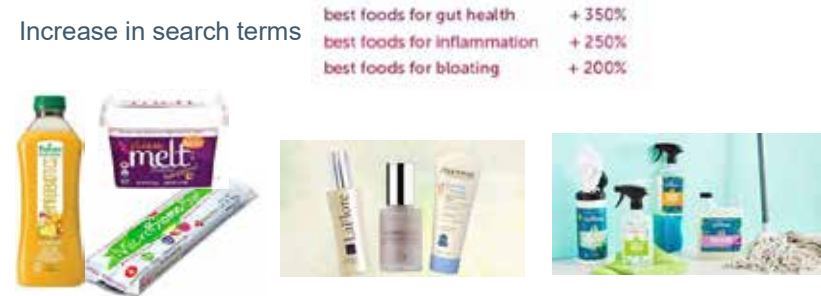
2 MEDIA

Increasing and significant coverage in mainstream media. Across multiple different disease states and category's .



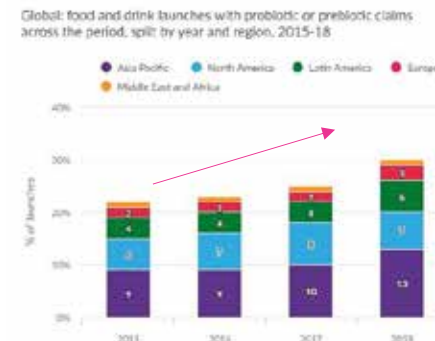
3 CONSUMER

Consumers increasingly looking for and exposed to microbiome friendly/probiotic/good for gut claims



4 INNOVATIONS

Increase innovations with new ingredients with Prebiotic + Probiotic Claims



Postbiotics will follow in the footsteps of probiotics to support gut health and wellness



Prebiotics are starting to take off



NEW

BODi-OME

MICROBIOME HEALTH

100 trillion microbes are living in and on the human body, together they make up a diverse network of bacteria called the **MICROBIOME**. This bacteria influences the functions of our brain, heart, skin, immunity, digestion and many more. Science tells us that a well nourished and supported microbiome is crucial to our physical and emotional wellbeing.

BODIOME helps you feed your microbiome, providing it with the proper nourishment to unlock a world of targeted health benefits beyond the gut, for YOU. Unlike regular probiotics, our **clinically proven strains** provide tailored solutions for your physical and emotional health.

We are obsessed about nourishing your Microbiome. We love and care about **your bacteria** so they can love and care for you. **Feed your microbiome to feed your possibilities.**



We are not just Probiotics.

We are **TARGETED PROBIOTICS**.

- ✓ Clinically proven strains
- ✓ Clinically studied amounts
- ✓ For the targeted health benefit beyond the gut

✓ **Why believe us?**

- ✓ Clinically Proven Strain
- ✓ Clinically Proven Amount
- ✓ Backed by gold standard designed clinical studies; led by team of Medical experts

✓ **Why trust us?**

- ✓ Rooted in science
- ✓ Influencer program and reviews to support launch
- ✓ Do good and feel good with Feeding America partnership
- ✓ Positive credibility, approachability and intent to buy from consumers via standout pack
(via custom pack research on digital shelf)



5 Exciting Launch SKUs

TARGETED PROBIOTICS CLINICALLY PROVEN FOR HEALTH BENEFITS BEYOND THE GUT



Delivering on health benefits consumers are looking for: PROBIOTICS FOR HEALTH BENEFITS BEYOND THE GUT

					
VMS Benefit Areas (among Probiotic Consumers)	Immune Health 784 Index	Heart Health 592 Index	Mood/Mental Health 552 Index	Gender Specific 256 Index	Digestive Health 994 Index
Bodi-ome Product Benefits	<ol style="list-style-type: none"> 1. Supporting immune health 2. Helping relieve minor abdominal discomfort 3. Helping reduce occasional bloating 	<p>*Cardiologist Recommended*</p> <ol style="list-style-type: none"> 1. Healthy cholesterol levels already within the normal range, 2. Overall digestive health 	<ol style="list-style-type: none"> 1. Support positive mood balance 2. Moderate everyday stress 3. Support healthy cortisol levels 4. Support digestive health 	<ol style="list-style-type: none"> 1. Natural balance of bacteria in the vagina 	<ol style="list-style-type: none"> 1. Reduction of occasional diarrhea 2. Minor bloating and abdominal discomfort 3. Supports immune health



HEALTH ▾ HYGIENE ▾ HOME



Address: 12 Ismail El kabana Street Of EL
Tayaran Street - Nasr City - Cairo - EGYPT

P.O. Box 11371

Website: www.soficopharm.com

Tel. : +20-2-24045892

Fax.: +20-2-22604897

Mob.: +201005206977

Email: partner@soficopharm.com