



Baby Bump and Beyond

Timeless Wellness Support for Women



What Women Want

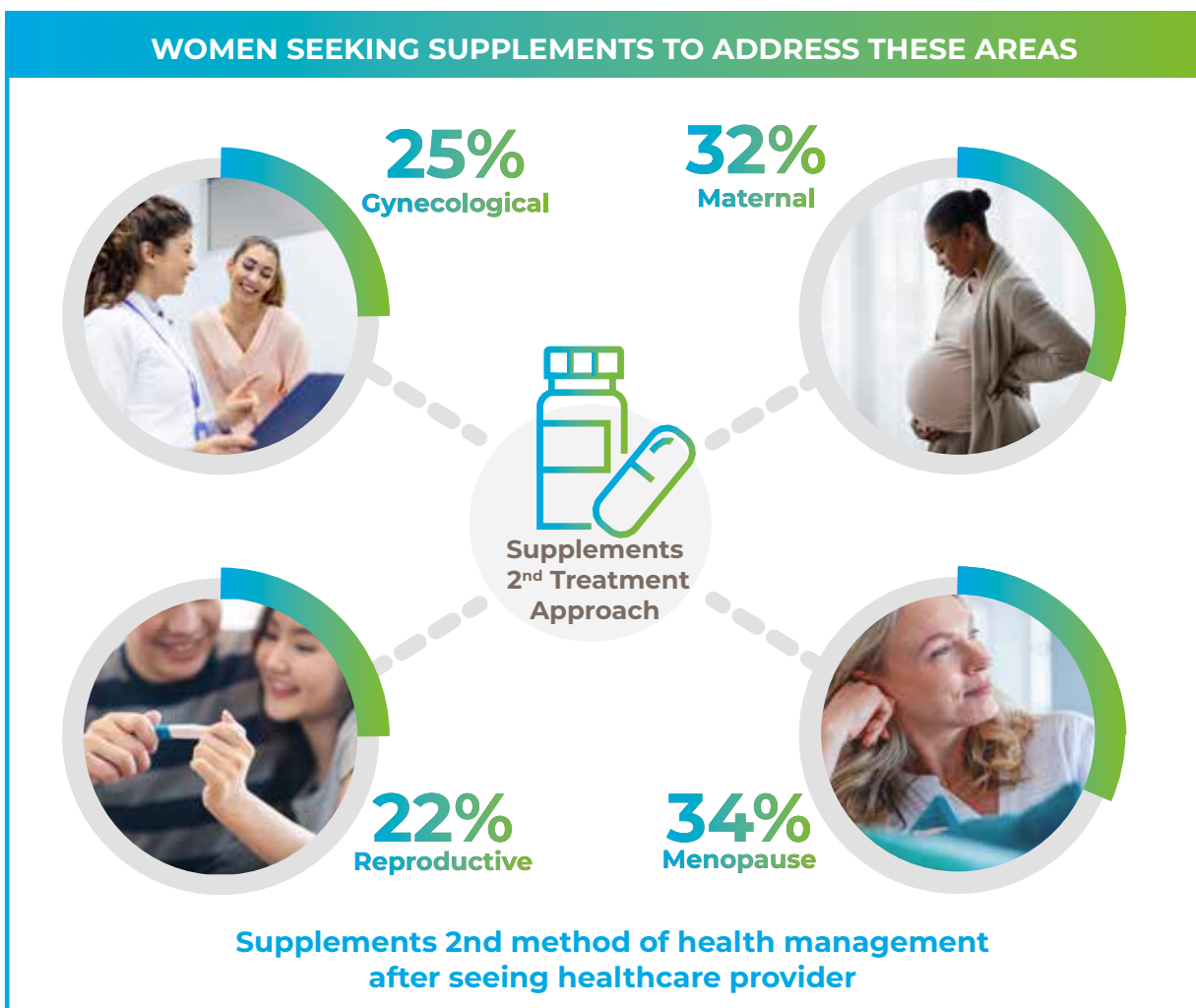
While their first inclination is to pay their doctor a visit, women are turning to natural supplements as their second “go-to” solution to address female-specific and general aging concerns. The women’s dietary supplement space was valued at US\$55.45 billion in 2022. This number is projected to grow by a CAGR of more than 5% by 2030.

As the global population ages, the demand for supplements supporting menopause and maternal health is at an all-time high. Additionally, with more women choosing to have children later in life, there is a growing need for products that provide gynecological and reproductive support.

Despite these growing needs, product offerings do not support women throughout the different stages of their journey. Of the 45,000 health products launched in 24 countries between 2021 and 2023, 30% have focused on pregnancy and maternal care. Only 8% of launches addressed menopause, 6% perimenopause, and 3% menstrual needs.

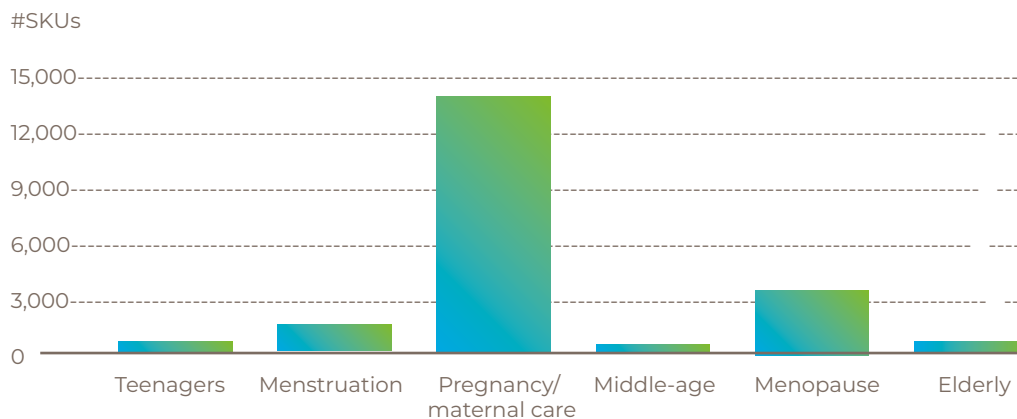
Women not only want their life stage need met, but they also want them met with natural offerings. Within the products launched in the women and infant nutrition category since 2020, 60% of them had clean-label and all-natural claims, 20% were labeled vegan, and 18% were non-GMO.

Women Seeking Supplements to Address Life Stage Concerns



GAP IN HEALTH PRODUCTS TO ADDRESS THESE AREAS

Consumer Health SKUs by Women's Life Stage 2021-2023 (2)



Source: Euromonitor International Via database










45,000 Health Products, Launched in 24 countries from 2021-2023

Kensing's plant-based portfolio provides women holistic support through every chapter of life

Vitamin E is often hailed as the ultimate women's health vitamin because of its wide-ranging benefits tailored to women's unique wellness needs. As the major fat-soluble antioxidant in the human body, vitamin E shields the body from the harmful impact of free radicals, helping to maintain good health as we age.

But not all vitamin E forms are created equal. Our unique line of plant-based vitamin E and plant sterols responds to the demands for all-natural, clean-label supplements, while significantly outperforming synthetic alternatives.

Our Vegan Ingredients for Women's Health

		
WOMEN'S LIFE STAGES	CHOLESTEROL MANAGEMENT	NON-GMO PRODUCT PRESERVATION
 	 	 
Sun E®	Vitasterol S-80®	Nutripherol®
RRR-Alpha-Tocopherol Non-GMO Non-Soy Source Deforestation-Free Fertility, Menopause, Bone and Eye health	Most Broadly Clinical Tested 140+ Clinical Studies Showing 7% to 12% total and LDL-C Reduction With 2 g to 3 g/day in 2 to 3 Weeks*	Natural Antioxidant Protection No-GMO Non-Soy Source Deforestation free

*EFSA 2012

Putting the 'E'ase into Women's Wellness with Sun E[®]

Sun E[®] is a 100% plant-based and highly bioactive clean-label tocopherol derived from sunflower seeds. As an upcycled ingredient from sunflower oil production, it reduces waste and is kind to the planet.

Clinical studies have shown that natural vitamin E is twice as potent as synthetic forms. Sunflower oil naturally has an RRR-alpha-tocopherol concentration above 90%. It is the form most easily recognized by the body, and therefore the form best absorbed and retained. This makes Sun E[®] an excellent source for high-concentration, all-natural vitamin E.

Studies have shown key Benefits for Women's Health*

- May help regulate the menstrual cycle, 'E'asing pelvic pain and discomfort linked to menstruation and endometriosis. (Kavtaradze et al., Fertility and Sterility 2003)
- May support fertility by improving integrity of uterine lining and quality of eggs. (Cicek N et al., J Assist Reprod Genet 2012)
- Daily supplementation with 400IU of vitamin E may help reduce the risk of preeclampsia in pregnant women. (Fraser et al., BJOG 2005)
- May 'E'ase menopause symptoms, such as hot flashes. (Barton et al., J Clin Oncol 1998; Cancelo Hidalgo et al., J Obstet Gynaecol 2006)
- Helps support eye health and joint health. (American Academy of Ophthalmology; Kou et al., Eur J Clin Nutr 2023)

Clean Label Potency

- All-natural RRR-alpha-tocopherol
- 2X potent as its synthetic form
- Purified via physical separation only
- Non-GMO and allergen-free

*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.



Heart-Strong Women

Vitasterol S-80®

Vitasterol S-80® is a concentrated form of plant-based compounds called phytosterols (mainly beta-sitosterol, campesterol, and sitostanol or stigmasterol). Vitasterol S-80® sources its plant sterols from soy, pine, sunflower, and rapeseed. Research shows plant sterols can help reduce the risk of heart disease by lowering total and LDL cholesterol levels through competitive inhibition of cholesterol in the gut. These findings are reinforced by over 140 clinical studies.

- Daily intake of 1.5 g to 3 g of plant sterols helps reduce the average total and LDL cholesterol levels by 7% to 12% in a period of just 2 to 3 weeks*
- Non-prescription alternative for cholesterol management
- Contributes to overall heart health
- Approved global health claims
- Effective at helping reduce the risk of heart disease by lowering total and LDL cholesterol*
- Plant-based and non-GMO

*EFSA 2012; Ras et al 2014.



Nutripherol® - Rapeseed Tocopherols

Dual Functional Vitamin and Natural Antioxidant

A powerful antioxidant that protects the woman and the product naturally.

Nutripherol® delivers a hearty dose of vitamin E. Up to 40% of the tocopherol content is alpha-tocopherol. As Nutripherol™ is sourced from non-GMO rapeseed, it also naturally harnesses gamma and delta-tocopherols. This protects the oil-based actives in the supplement against rancidity and oxidation, preserving product freshness and bioactivity.

- Non-GMO, non-soy, and no allergen labelling required
- Clean-label, natural tocopherols sourced entirely from European rapeseed oil
- Powerful protection from oxidative rancidity
- Vitamin E fortification

Your partner in women's health before, during, and after the baby bump years!



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