



2025

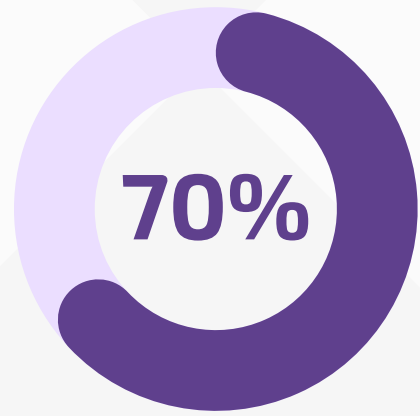
**SAVING VISION,
ONE AT A TIME**

Market Trends:

Shaping the Future of Nutraceuticals



Key consumer insights shaping Asia Pacific's eye health industry ● ● ●



Over 70% of urban population report symptoms of digital eye strain due to increased screen time from work, education, & entertainment

The Asia Pacific eye health supplement market is projected to grow at a CAGR **>8.0%** through 2030



>50% of global cases of age-related macular degeneration and diabetic retinopathy

eSports

A new era in our digital and cultural landscape

- The **global esports market size** was valued at **RM7b** in 2022 and is projected to grow to **RM32b** by 2030



Key Data Findings

- 1** • Digital lifestyles drive demand for eye health solutions, as more people seek relief from screen-related strain and fatigue.
- 2** • Consumers favor natural, science-backed ingredients like lutein and zeaxanthin in supplements for better eye protection.
- 3** • Rising awareness of preventive eye care is encouraging personalized nutrition tailored to individual vision needs.



✓ The Top 3 Consumer-Driven Trends Shaping the Industry:



- ✓ **Increased screen time from remote work and digital entertainment**
 - More hours on digital devices are causing widespread eye strain and discomfort.



- ✓ **Awareness of Age-Related Eye Issues**
 - Consumers are becoming more conscious of conditions like macular degeneration and vision loss.



- ✓ **Clean, Science-backed, and Transparent Formulations**
 - Especially for eyes, consumers prefer natural sources with clinical credibility.

✓ Insights into Must-Have Ingredients:

The logo for Bilberon features the word "BILBERON" in a bold, dark blue, sans-serif font. Above the letters "ILBERON" is a thin, wavy green line that extends to the right, ending with a registered trademark symbol (®).

Bilberon® : 100% high quality bilberry from North Europe

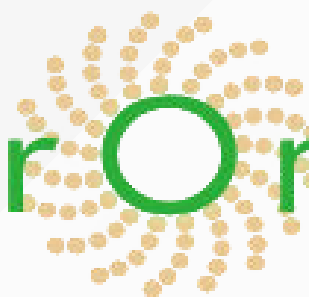
- Standardized to **36% anthocyanins** content
- Strict **anthocyanin profiling** ensures **quality** and **potency**
- **Freeze-dried** extract **preserves active compounds**
- **Clinically shown** to **relieve eye fatigue** and **dryness** as low as **120mg/day**
- Supports **visual clarity** by **aiding rhodopsin regeneration in the retina**

The logo for XanMax features the word "XanMax" in a large, bold, orange, serif font. To the upper right of the "x" in "Max" is a registered trademark symbol (®) inside a small orange circle.

XanMax® : Clinically studies Lutein-Zeaxanthin for Vision Health

- Full range of **lutein:zeaxanthin complex** of blends to suit a wide array of applications
- Traceability to the marigold seeds and farms
- **High bioavailability** forms are available for use in oil, powder and aqueous applications
- A clinical study with XanMax® 2002 (20% Lutein / 2% Zeaxanthin) demonstrated a statistically **significant increase of 40% in macular pigmentation density**.
- **Sustained absorption**, with **bioavailability** lasting **up to 24 hours** in various delivery forms.

✓ Insights into Must-Have Ingredients:



DurOmega®

Duromega® : Nutritional Solution for Eye Health

- Supports the **maintenance of normal vision**
- **DHA intake** contributes to **normal visual development in infants up to 12 months**
- **Excellent** cold-water **dispersibility**
- **High stability** with superior embedding integrity and low surface oil content
- Improved **odor** and **taste** profile, ideal for use in finished product formulations



NatAxtin®
Made as nature intended

NatAxtin® : A natural Astaxanthin, known as the "King of Carotenoids"

- Can **cross the blood-brain and retina barriers**
- **Improves eye focus** and **relieves visual fatigue**.
- **Reduces DNA damage** and **protects cell membranes** and **mitochondria**
- Has **proven anti-aging** and **anti-inflammatory effects**
- **Boosts** choroidal **blood flow** and benefits multiple systems — skin, **eyes**, brain, heart, and immunity

✓ Practical Tips to Align Your Innovations with Market Demand:

Health Supplement Solution Hub

Your end-to-end reliable and innovative partner to deliver science-backed nutrition and health products with high quality customized solutions.

Branded Ingredients

We offer a broad portfolio of branded ingredients for health supplements, functional foods, and beverages across various categories.

Marketing Support

We study consumers, engage with industry leaders, and take a global perspective to forge emotional connections between your brand and its audience.

Regulatory Support

We provide guidance and liaise with authorities to ensure our products meet regulatory requirements.

Private Label

Provides a one-stop solution for all your ODM /OEM/ Private labeling needs. We design and manufacture your product, for your brand.

Custom Formulation

We simplify product development with customized formulations for health supplements, functional foods, and beverages, helping your products stand out.

Health Supplement Solution Hub



Thankyou

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