

Market Trend 101:

FemFuture:

**The Next Wave in
Women's Wellness**



The Future of Women's Wellness

81%

The women's health category in Asia-Pacific is booming!

From Australia to China, brands are launching more products than ever, with supplements making up a huge 81% of these innovations. The rest comes from functional foods and beverages.

MENSTRUATION

40%

of women are in a natural hormonal cycle.

Supplements targeting hormone balance, with added benefits for mood, energy, and skin health, are gaining traction



PREGNANCY & POSTPARTUM



NEARLY HALF

of pregnant women or those trying to conceive take folic acid.

80% of new mother focus on energy, stamina, and healthy eating post-birth

MENOPAUSE

10%

annually

Growing over the last four years.



Hot claims: mood balance, energy, bone health, heart health

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



✓ Early Adulthood – Hormonal Balance & Reproductive Wellness

- Growing demand for solutions addressing PMS, PCOS, fertility, and cycle care, with a focus on natural, plant-based, and clinically proven ingredients.



✓ Midlife – Beauty from Within & Healthy Aging

- Increased interest in skin health, hair vitality, bone support, and perimenopause management through collagen, antioxidants, and personalized supplementation.



✓ Later Life – Menopause & Post-Menopause Vitality

- Rising focus on bone density, cardiovascular health, cognitive support, and muscle maintenance, with consumers seeking functional foods and supplements for long-term wellbeing.

✓ Insights into Must-Have Ingredients:



LPBOOST™ : Your essential dose for women's vitality

- A standardized Kacip Fatimah extract, scientifically known as Labisia pumila (LP)
- Standardized to >1.0% gallic acid
- Reduces menstrual symptoms by 11.8%
- Advanced NutriSeal™ technology with controlled-release formulation
- Sustainably sourced with full traceability



LIPOFER™ : Tasty, microencapsulated Iron , delivered gently and effectively

- A water-dispersible, micronized, and microencapsulated iron
- 3.5x more bioavailable than ferric pyrophosphate and 2.7x more bioavailable than ferrous sulfate
- Increases iron absorption by 45% compared to ferrous fumarate
- Significantly improves iron status by 80% after 16 weeks
- Pleasant taste for better and faster recovery from iron deficiency

✓ Insights into Must-Have Ingredients:



RCT Fem™ Meno Pollen Extract

RCT FEM MENO® - Pollen-powered relief for menopause comfort

- Water-soluble pollen fraction, standardized to 4.2% amino acids, for menopause support
- Non-estrogenic alternative to hormone therapy for perimenopausal symptoms
- Reduces hot flashes and night sweats by >60% in 12 weeks
- Delivers 20–30% fewer hot flashes in just 3 months
- Sustainably sourced for long-term supply and environmental responsibility



SIRTMAX® - Black turmeric extract to awaken your longevity gene

- Patented black turmeric extract (Kaempferia parviflora) with SIRT1 longevity gene activation and potent anti-glycation properties
- KPMF activates Sirtuin 1 (SIRT1) up to 5x stronger than resveratrol
- Contains unique active compounds KPMF-8 and KPMF-10
- These compounds are 15x more potent than resveratrol
- Clinically proven safe with no adverse effects in human studies

✓ 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.

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Thankyou

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