



Market Trend 101:

Market Grows when Woman Gives :

Invest in Women, Gain the Future

Turning wellness trends into lasting health through smart, informed choices.



Woman's Health Trend in Malaysia

KEY DATA FINDINGS

25% Women spend around **25% more** of their **lives in poor health** compared to men

Improving women's health could **7 extra healthy days /woman /year**

World Economic Forum (2024)

40% Although global maternal mortality has declined by **40%**, **>700 women still died daily in 2023** from **preventable pregnancy** and **childbirth related causes**, nearly **1 death every 2 minutes**.

Malaysia Fertility Trend

Malaysia's fertility rate fell from **1.7 in 2023** to **1.6 in 2024**, reflecting later marriage and shifting career and lifestyle priorities

45% APAC is projected to account for **45%** of **global breast cancer cases by 2026**, highlighting the **growing importance of women's health support in the region**.



Key factors that contribute to Woman Health supplement in Malaysia

1

01. Rising demand for life-stage women's health support

- Rising demand for **immune** and **bone health** daily support.
- **Urinary health** is gaining attention as women seek targeted daily comfort.
- **Mental wellness** and **stress support** are becoming daily health priorities

2

02. Malay Women Consume Herbs for Women-Specific Issues

- Herbs support women's **menstrual, postnatal, and fertility health needs.**
- **Natural herbs** are preferred for **safer, gentler** women's health support.
- **Online convenience** is driving women's herbal supplement market growth.

3

03. Efficacy remains key differentiator

- Women want **clinically proven solutions**, not just marketing claims.
- **Visible results** help brands stand out in a crowded market.
- **Science-backed efficacy** builds stronger trust and repeat purchase.



The Top 3 Consumer-Driven Trends Shaping the Industry:



Everyday preventive immunity:

- Consumers are shifting from “sick-care” to daily immune maintenance as part of routine wellness.



Natural, science-backed solutions:

- Demand is rising for clean-label, plant-based, and clinically supported immune ingredients over synthetic options.



Convenient functional formats:

- Consumers prefer immune support delivered via gummies, sachets, RTD drinks, and functional foods for easy daily use.

Insights into Must-Have Ingredients:



LPBOOST™

- 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™

- 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®

- 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®

- 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

Insights into Must-Have Ingredients:



EstroG-100

- Formulated with **3 polyblends herbal extracts** for comprehensive menopausal support.
- Helps **relieve 10 common menopausal symptoms**, including **hot flashes, night sweats, sleep issues, and vaginal dryness**.
- Supports **improved quality of life** and **everyday comfort during menopause**.
- **Scientifically validated** by **in vitro, in vivo, and 3 clinical studies**.
- Protected by **17 patents** for strong innovation and market differentiation.



Ellirose

- **100% natural hibiscus extract** with a unique phytochemical profile that inhibits *E. coli*
- **Clinically proven UTI support** backed by human clinical studies
- Standardized potency with **5% sambusides, 20% total acids and 6% polyphenols**
- **Fast-acting antimicrobial mechanism** delivering **immediate urinary defense**
- Long-lasting efficacy with **UTI frequency reduced by 89%** and **benefits sustained up to 6 months**



Thank you !



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