

ACTIVE AGING IS ABOUT STAYING ACTIVE, VIBRANT, AND ENERGIZED FOR YEARS TO COME

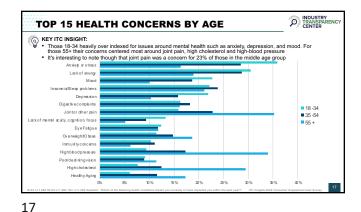


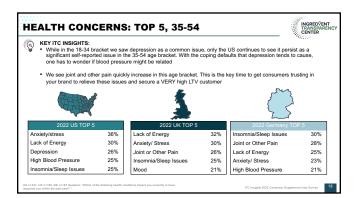
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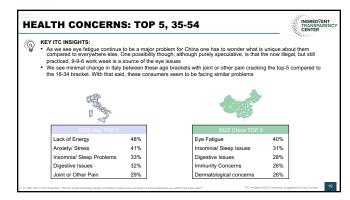
## WHAT DO SUPPLEMENT CONSUMERS THINK ABOUT ACTIVE AGING?

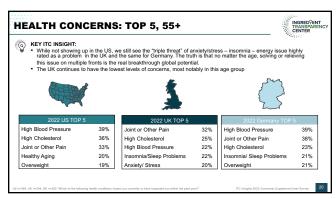


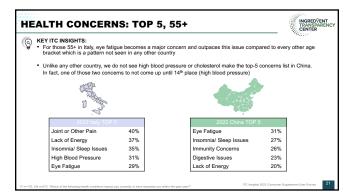
- 3500+ supplement consumers in the US, UK, Germany, Italy and China
- We looked into their perspectives by age, country, gender
- We also dug into consumer segments with these five health concerns tied to active aging: cardiovascular concerns, joint health concerns, mood concerns, energy and healthy aging

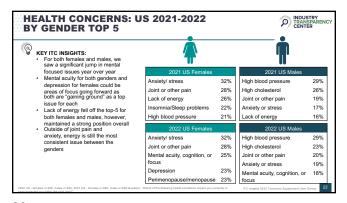


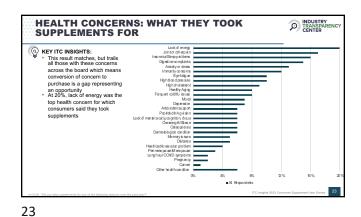




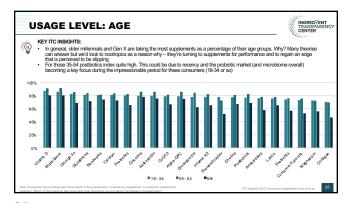


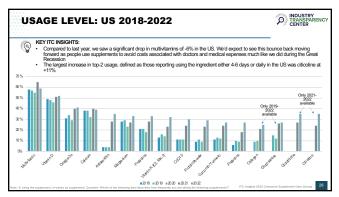


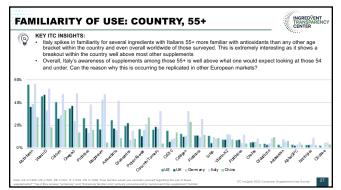




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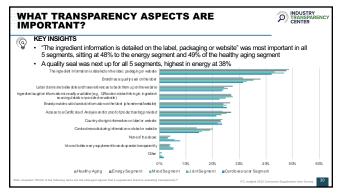


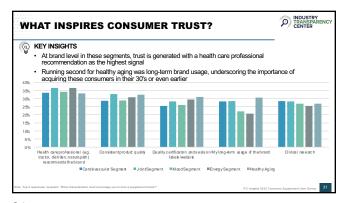




## WHAT ABOUT ACTIVE AGING SEGMENTS? We sliced our ITC data taking a look at 5 health umbrellas: healthy aging, energy, mood, joint health and a cardiovascular segment to examine behavior and attitude differences Females dominated these segments — 58% in both mood and energy for example



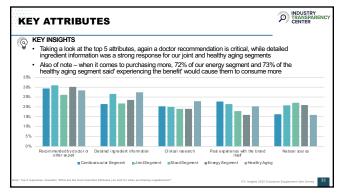




WHAT ATTRIBUTES DO THEY LOOK FOR IN THEIR SUPPLEMENTS?



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## KEY TAKEAWAYS





- There's something going on in Italy familiarity is significant across a broad swath of ingredients, from multi's and vitamin D, through magnesium and antioxidants
- With the exception of multivitamins and vitamin D, our survey shows that DAILY users of any supplement sits at below 40%. Increasing compliance and frequency of consumption, ie getting existing users to consume more should be an easy path to increased sales
- Again, with the exception of multivitamins and vitamin D, consumers 55
  and over take far less supplements. This may be due in part to concerns
  regarding supplement/drug interactions, but if further underscores the
  importance of consumers in their 30's as a key target

ITC Insinhis 2022 Consumer Surplement Hear Survey

