


Active Aging for Those 50+

THE DRIVE TO BETTER PRODUCT DEVELOPMENT


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Inside the Numbers

- ▶ In the U.S., there are currently over 108+ million people over the age of 50 and is expected to grow by another 19-million over the next decade.
- ▶ Globally it is estimated that 25-30 percent of the population is over 50, and by 2020 will top 35 percent.
- ▶ The 50 and over age bracket is the main demographic that experiences the health declines that come with age.



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Top Health Concerns of 50+

- Cognitive Function
- Mobility
- Eye Health
- Immune Health

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Formulating Creatively

Part 1

Formulate with:
Therapeutic Foods
+ Therapeutic Ingredients
+ Therapeutic Dose
= **Functional Foods that Work**

Part 2

Use Unique Delivery Forms:
Gummies
Shots
Sprinkles
Lozenges
Liquids
Sachet

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Formulating for Success Cognitive Function

Foods

Chamomile/Green Tea
Dark Chocolate
Nuts:
Walnuts/Cashews/Almonds
Greens
Oranges
Oats
Avocado
Asparagus
Berries



Ingredients

Sage
Bacopa
Magnesium +
P-5-P +
Phosphatidylserine &
Phosphatidylcholine
DHA

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Formulating for Success Mobility

Foods

Sarcopenia
All Proteins
Inflammation Reduction
Berries, Greens, Avocado,
Green Tea
Turmeric, Ginger, Dark
Chocolate
Connective Tissue Health
Nuts/Seeds, Greens
Berries, Animal source meats



Ingredients

Sarcopenia
Protein (pick one)
Leucine (and other Aminos)
Inflammation Reduction
ThymoQuin
Boswellia
Connective Tissue Health
Collagen

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Formulating for Success Eye Health

Foods

- Berries
- Omega-3 Foods
- Greens
- Nuts
- Turmeric
- Eggs
- All Richly Colored Fruits and Veggies



Ingredients

AMD & Cataract

- ▶ Astaxanthin
- ▶ Lutein
- ▶ Zeaxanthin

Dry Eyes

- ▶ Omega-3s
- ▶ Vitamin D
- ▶ Antioxidants mentioned above

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Formulating for Success Immune Health

Foods

- Berries
- Chocolate
- Greens
- Omega-3 Foods
- Garlic
- Green Tea
- Almonds
- Richly colored Fruits/Veggies




Supportive Ingredients


- Beta-Glucan 1,3 or 1,3/1,6
- Immunoglobulin (IgG) (ImmunoLin®)
- Maitake
- Vitamin D

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Thank You



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