

 FenuSmart[®]
Elevating Women's
Wellness at Every Stage



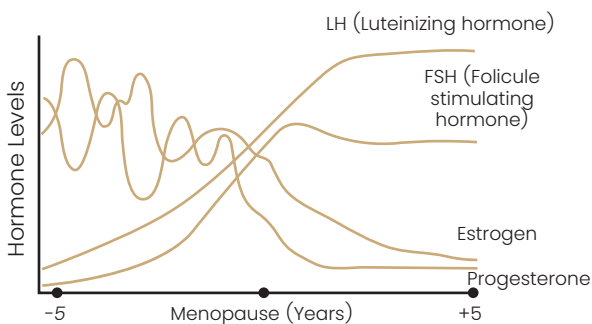
FenuSmart®

In the intricate journey of womanhood, health is a tapestry woven from the threads of physical, mental, and social well-being. Central to this is the reproductive system—a delicate nexus of organs and hormones that navigates the stages from menstruation and fertility to menopause and beyond. Here, FenuSmart emerges as a revolutionary plant-based, holistic solution meticulously developed by Akay Bioactives. With clinical substantiation, FenuSmart is designed to support women through the continuum of hormonal changes, ensuring hormonal harmony and enhancing quality of life at every stage.

1.3 million

Approximately 1.3 million women become menopausal each year (*Peacock et al., 2023*). In 2022, it was estimated that ~61.7 million women in the U.S. are over the age of 51, the average age of menopause onset (*United States Population by Age and Sex*).

The Continuum of Menopause: A Closer Look



Menopause marks the end of a woman's reproductive years. However, framing menopause as a singular event belies the reality. It is a single day in a continuum, occurring 365 days after her last menstrual period. What often goes unnoticed is the substantial lead-up to this event, potentially spanning up to 12 years, better known as peri-menopause—a transitional phase involving hormonal fluctuations, physical changes, and varied symptoms. Post-menopause is a life stage that a woman will remain in for the rest of her life.

Menopause and its various stages are highlighted by intense hormonal shifts that can lead to various physical discomforts such as hot flashes to mood swings. Traditional management strategies have often leaned towards hormonal replacement therapies or medications, which, while effective, come with their own set of challenges and risks (*Wang-Cheng & Rosenfeld, 2003*). Because of these risks, many women now seek plant-based, scientifically substantiated solutions, like FenuSmart to help restore hormonal balance and ease menopausal symptoms.



What is FenuSmart®

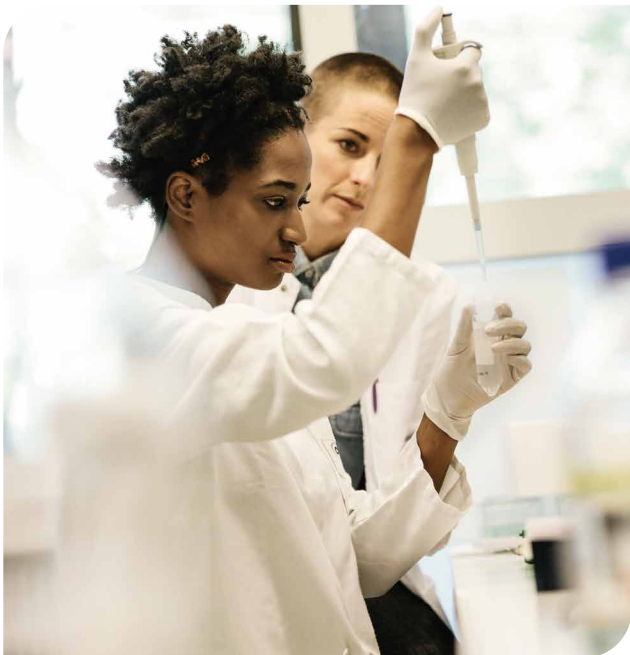
Harnessing the age-old wisdom of *Trigonella foenum-graecum* L., or fenugreek, FenuSmart taps into the rich medicinal history of this herb, used for centuries in traditional cooking and natural medicine (*Arya et al., 2023*). FenuSmart combines traditional knowledge with modern science, delivering a patented, one-of-a-kind, unique composition of phytonutrients—including total saponins, protodioscin, and trigonelline—that is clinically substantiated to benefit women's health.

Scientific Foundation of FenuSmart®

FenuSmart is built on a solid scientific foundation that attests to its safety and effectiveness across various aspects of women's health. Backed by five published studies and two U.S. patents, FenuSmart is scientifically substantiated for its distinctive formulation and health benefits concerning women's wellness across all stages of life. Our clinical studies show that at a low dose of 250 mg twice daily FenuSmart promotes hormonal balance, enhances sexual health, and eases menopausal symptoms such as hot flashes, vaginal dryness, and mood swings. Derived from responsibly sourced fenugreek seeds, FenuSmart aligns with women's hormonal cycles without synthetic substitutes, offering a holistic, plant-based solution for women's well-being.

Experience the Difference with FenuSmart®:

- ✦ A full-spectrum fenugreek seed extract standardized for multi-phytonutrients including total saponins, protodioscin, and trigonelline
- ✦ Clinically substantiated (4 RCTs)
- ✦ Patented extraction and composition
- ✦ Unique mechanism of action
- ✦ Clean label, water-soluble formulation
- ✦ Responsibly sourced with full scale traceability
- ✦ Suitable for different delivery formats (tablets, capsules, beverages)



FenuSmart®: Leading the Way in Women's Health Innovation

At a time when scientifically supported ingredients for women's health and wellness are more sought after than ever, FenuSmart stands out. FenuSmart offers a distinctive plant-based solution for women's health, promoting hormonal balance during the three stages of menopause: peri-menopause, menopause, and post-menopause, and even helps to support sexual health and mood in young menstruating women. Today's health-conscious consumers seek products that are backed by science and that align with their values for natural, plant-based solutions. FenuSmart answers this call with a clinically tested, plant-based solution that promotes hormonal balance and eases menopause-related discomforts, while fostering overall well-being.



Clinically substantiated for women's health



Patented extraction and composition



Unique mechanism of action



Clean label and water-soluble formulation



Responsibly sourced with full traceability



Low dosage of 250 mg once or twice per day

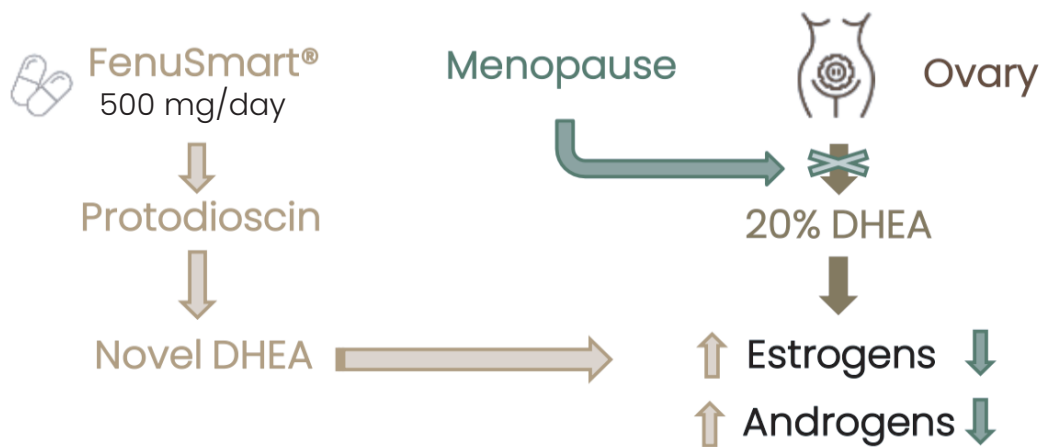


FenuSmart®: Hormonal Balance for Every Stage of Her Life

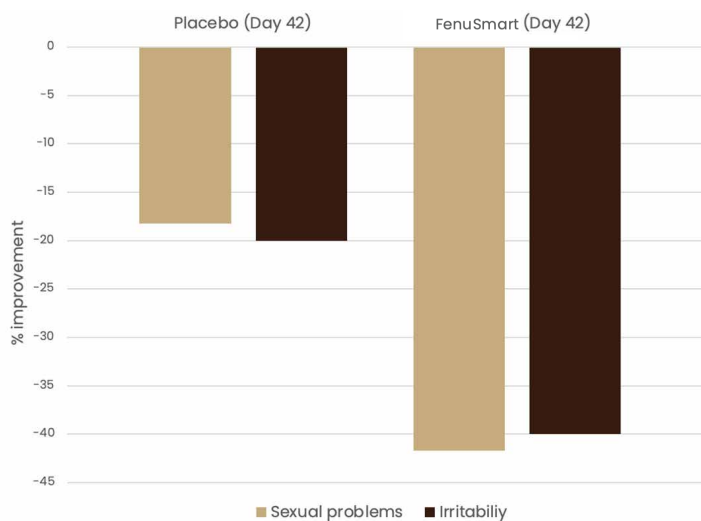
FenuSmart boasts over five published studies. These studies encompass safety and assessments of women's sexual function, quality of life, menopausal support, and more. The research indicates that FenuSmart helps to support hormone levels within the reference range, while ensuring safety and efficacy. The downstream effects include alleviating discomforts associated with somatic, psychological, and urogenital aspects of menopause before and after, leading to a substantial improvement in overall quality of life measures upon supplementation.

Mechanism of Action

FenuSmart is standardized to protodioscin, a precursor to dehydroepiandrosterone (DHEA), a key hormone from the adrenal glands. In the ovaries, DHEA is metabolized to form essential male and female reproductive hormones. These hormones are important for restoring hormonal balance and enhancing overall well-being, especially when they become depleted. This targeted mechanism of action works in harmony with the body's rhythms, providing a natural, holistic solution for women's hormonal health before, during, and after menopause.



Before: Quality of Life, Sexual Wellness, and Mood

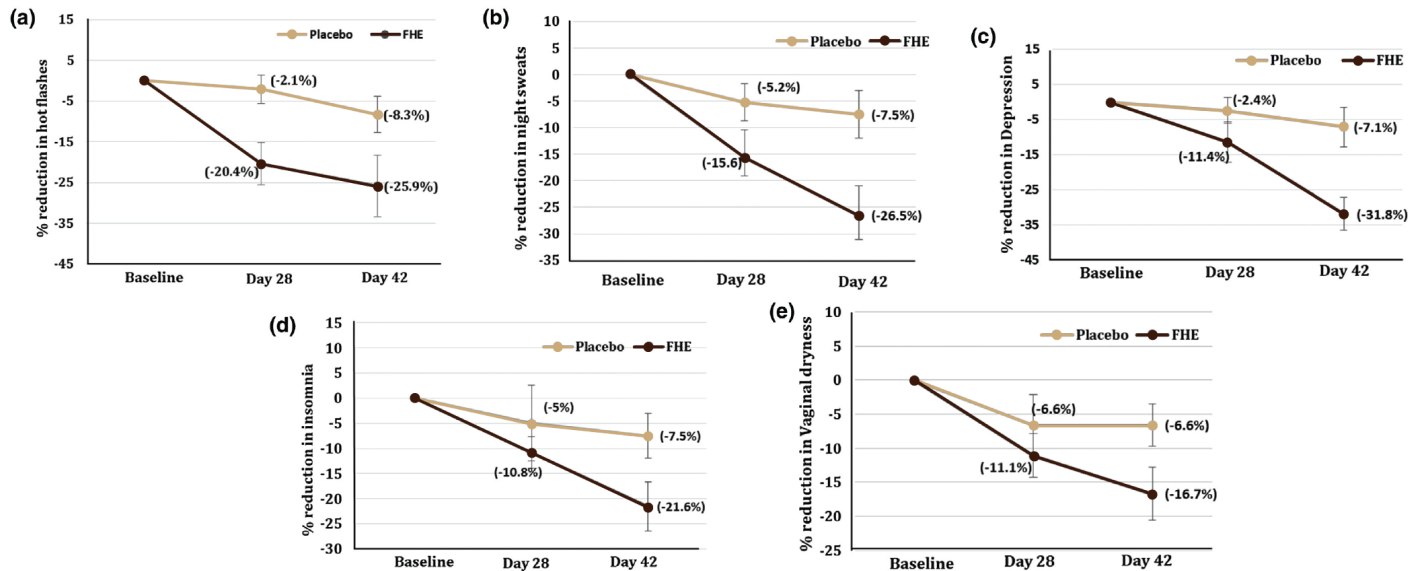


Hormonal fluctuations during the menstrual cycle can affect a woman's mood and libido. Studies show that FenuSmart significantly enhances life quality, sexual wellness, and mood in healthy menstruating women. Participants who took 250 mg of FenuSmart twice daily for 42 days reported significant improvements in sexual health and mood, with libido increasing by 41.6% and mood by 40%. The studies also noted considerable increases in hormonal levels—estradiol by 14%, free testosterone by 18.7%, and total testosterone by 15.4%—without significant changes to progesterone or folliclestimulating hormone (FSH) levels (Khanna et al., 2021).

During: Peri-Menopausal Support

Peri-menopause is a transformative phase for women, characterized by symptoms like hot flashes, night sweats, mood variations, and sexual health challenges, primarily due to hormonal shifts. Research on FenuSmart's effectiveness shows significant life quality improvements by easing common peri-menopausal symptoms. Within just 42 days of taking FenuSmart, women experienced a 26% reduction in vasomotor symptoms, including hot flashes and night sweats, and a 31.8% decrease in depression rates. The study also revealed positive changes in hormone levels, with increases in estradiol (18.9%), free testosterone (38.2%), and progesterone (19.9%), alongside decreases in FSH by 38.2% and sex hormone-binding globulin (SHBG) by 21.1% (Thomas et al., 2020). These results indicate that FenuSmart fosters a more balanced hormonal state, easing peri-menopausal discomforts, without adverse effects.

FenuSmart® Eases Common Peri-Menopausal Discomforts



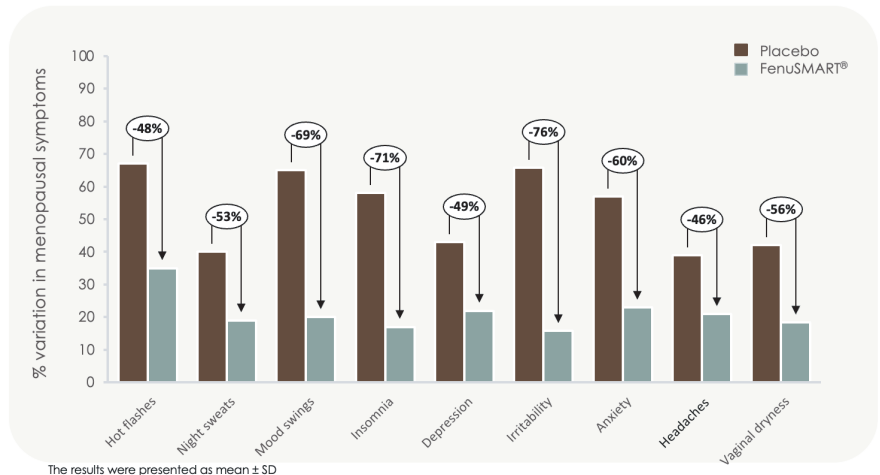
After: Post-Menopausal Well-Being

For many women, menopause marks a prolonged period of adjustment, characterized by hormonal fluctuations that can disrupt daily life. This transition can introduce symptoms like mood swings, hot flashes, vaginal dryness, and physical discomfort, each significantly impacting a woman's quality of life and overall well-being. Clinical research supports FenuSmart as an effective aid in navigating these challenges.

Hormonal Balance

Supplementation with FenuSmart has been clinically shown to restore hormone levels, enhancing well-being in post-menopausal women. Specifically, supplementation has been shown to increase estradiol by 39.8%, total testosterone by 38.8%, and progesterone by 21.1% while simultaneously, reducing FSH by 25.1% and SHBG by 34.5%, maintaining these changes within healthy limits (Thomas et al., 2016).

FenuSmart® Supports Post-Menopausal Health





Vasomotor Benefits

Vasomotor symptoms, including hot flashes and night sweats, are among the most common and distressing symptoms of menopause. FenuSmart supplementation has been shown to significantly reduce hot flash severity by 47.8%, and frequency to only once or twice daily, from three to five times. Additionally, about 32% of subjects reported no hot flashes at all by studies end (*Begum et al., 2016*).

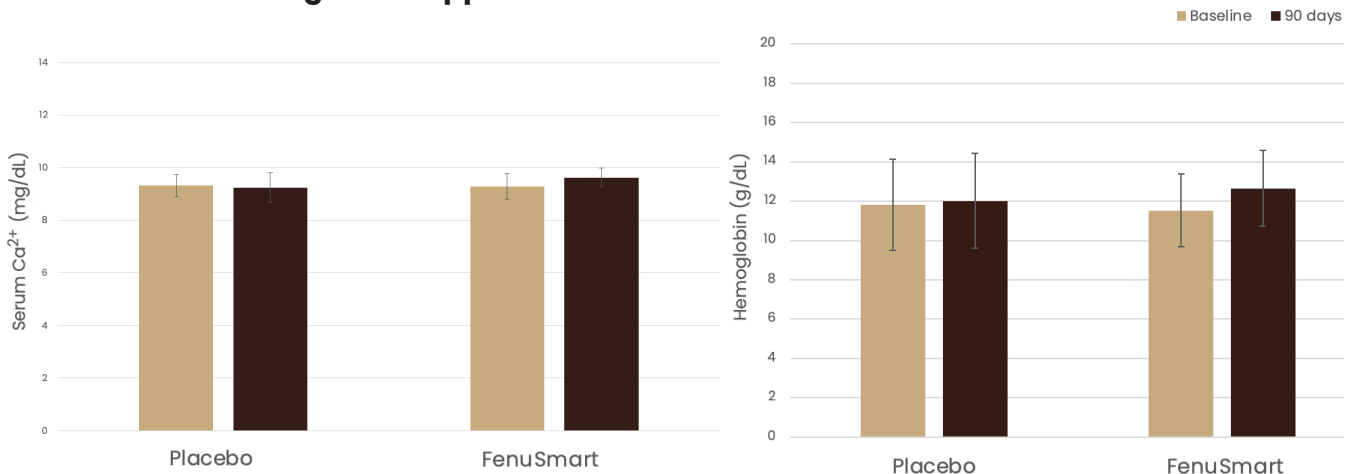
Sexual Health

Vaginal dryness is another challenging aspect of menopause, affecting intimacy. FenuSmart supplementation has been shown to enhance vaginal health and moisture, resulting in a 56.3% decrease in vaginal dryness (*Begum et al., 2016*).

Somatic Improvements

Drops in estrogen levels during menopause are associated with bone, muscle, and vascular health, which could result in leg discomfort. Participants taking FenuSmart report 7.2-fold reduction in somatic symptoms, like leg and body discomfort, improving mobility and daily function, further enhancing the quality of life during and beyond menopause.

Calcium and Hemoglobin Support



Maintaining healthy calcium and hemoglobin levels is crucial for the well-being of maturing women. Calcium is vital for bone health, while sufficient hemoglobin ensures efficient oxygen delivery, reducing fatigue and enhancing vitality during menopause. FenuSmart supplementation has been shown to increase hemoglobin by 8.9% and serum calcium by 2%, supporting both energy levels and bone health in post-menopausal women (*Begum et al., 2016*).

Summary

FenuSmart combines traditional wisdom with modern science, providing women with plant-based, scientifically backed health solutions. Integrating the time-honored benefits of fenugreek with current scientific research, FenuSmart delivers a revolutionary plant-based option for achieving hormonal balance. It provides crucial support to women navigating the various stages of menopause, offering a comprehensive approach to wellness.



To connect with a specialist or learn more about our ingredients, visit [akaybioactives.com](https://www.akaybioactives.com).

Nothing on this page is meant to be perceived as an approved claim by EFSA