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effera™  
HUMAN LACTOFERRIN

# The Next Wave of Innovation in Women's Health Supplementation

Date: March 27, 2025



# What Is Going To Be Covered Today

*Learn Why True Innovation in Women's Health is Just Getting Started.*

An hourglass with a dark top bulb and a light bottom bulb, set against a dark background.

## Why the Wait?

Health & Wellness brands are finally innovating on some of the most obvious opportunities we've all known about since forever.

Understand why women's health supplementation is *finally* taking off.

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A hummingbird in flight, facing right, with its wings spread, set against a dark background.

## Flight or Flop?

There are some incredibly exciting products fueling innovation in women's health today.

From menstruation through menopause, get our expert's take on what'll fly, and what'll flop.

A large, leafy tree with a wide canopy, set against a dark background.

## Full Circle

Meet the ingredient that is taking innovation in women's health by storm.

Human Lactoferrin has been around as long as humans have. Now, you can formulate it into your next supplement for women at various life stages.



# Meet the Speakers



**Paola Delgado**

helaina™

Paola is the COO at Helaina. Prior to joining Helaina, Paola was an early-stage investor in NYC focusing on consumer companies and B2B SaaS. Prior to that she was the founder and COO of a fashion start up. Paola holds an MBA from Columbia University in New York.



**Dr. Pamela Besada-Lombana**

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Pamela is Head of R&D at Helaina and leads the company's efforts to develop the yeast-based platform that enables accelerated strain development and screening by incorporating a range of cutting-edge molecular tools, and high throughput bioassays.



**Dr. Sue Kleiner**

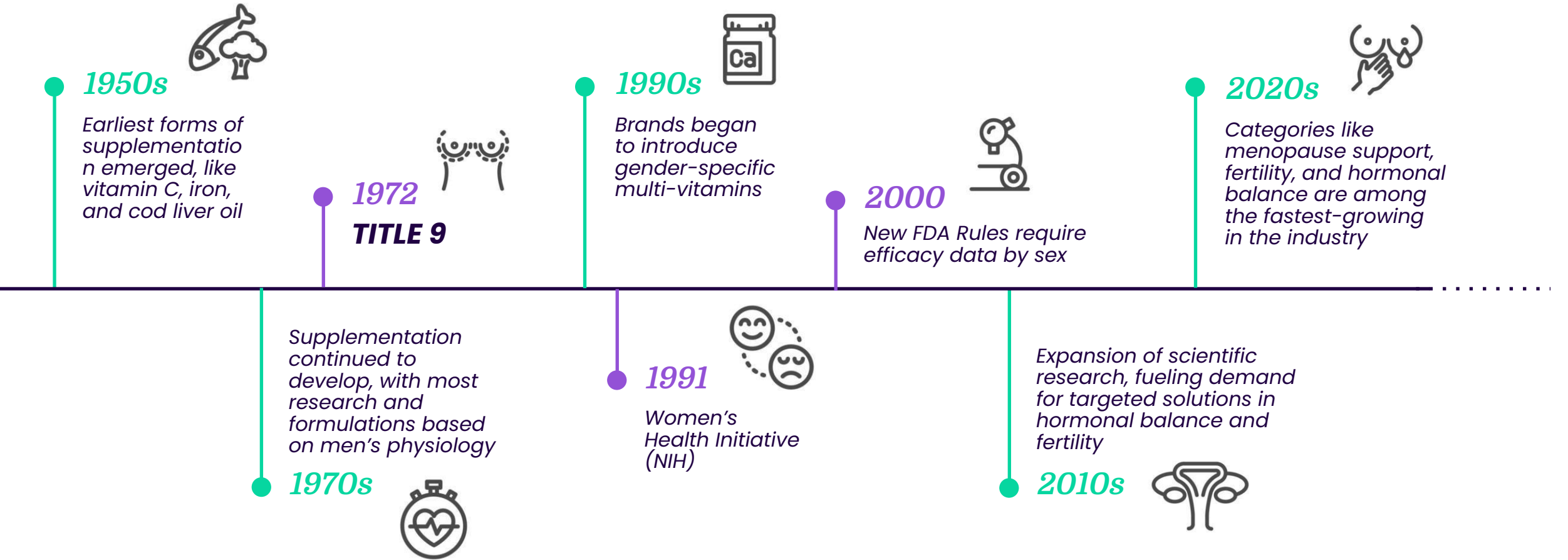
PhD, RD, FACN, CNS-E, FISSN

High Performance Nutrition

Dr. Susan Kleiner is globally recognized in nutrition and human performance. Dr. Kleiner's research on male and female bodybuilders launched the study of the nutritional needs of muscle building, power, and strength. She is the founder and owner of High Performance Nutrition, and co-host of "Your Food Matters".

# Why Has It Taken So Long?

## A Brief History of the Women's Health Supplementation Market





# The Women's Health Revolution is Here

*The Industry Must Respond to Women's Needs at Every Life Stage*

01  
Menstruation  
+ Navigating Teens



02  
College  
+ First Job



03  
Pregnancy  
Starting a Family



04  
Perimenopause  
+ Life Demands



05  
Menopause  
+ Aging Gracefully



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**Women's Health and Beauty Supplements expected to sustain a 5.1–5.7% Constant Annual Growth Rate to 2030.**

(Sources: Grand View Research, Market.us, and Future Market Insights, 2024)

# Women's Nutrition Brands with Staying Power

*The Next Wave of Women's Health Products is Here*



## Probiotic Supplements

Probiotics continued to be a cornerstone in women's health, particularly for gut health, offering digestive support, boosting immunity, and improving skin.



## Cycle Support

Protein supplements specifically designed for menstrual cycle support are here, featuring a different mix of nutrients for Cycle Days 0-14 versus Cycle Days 14-28.



## Sexual Satisfaction

Products that support for women's arousal and sexual satisfaction include ashwaganda, L-Arginine, and L-Cirulline. Let's go girls!



## Tailored Vitamins

Multivitamins tailored specifically for women are recognized for addressing unique nutritional needs like iron, calcium, and Vitamin D.



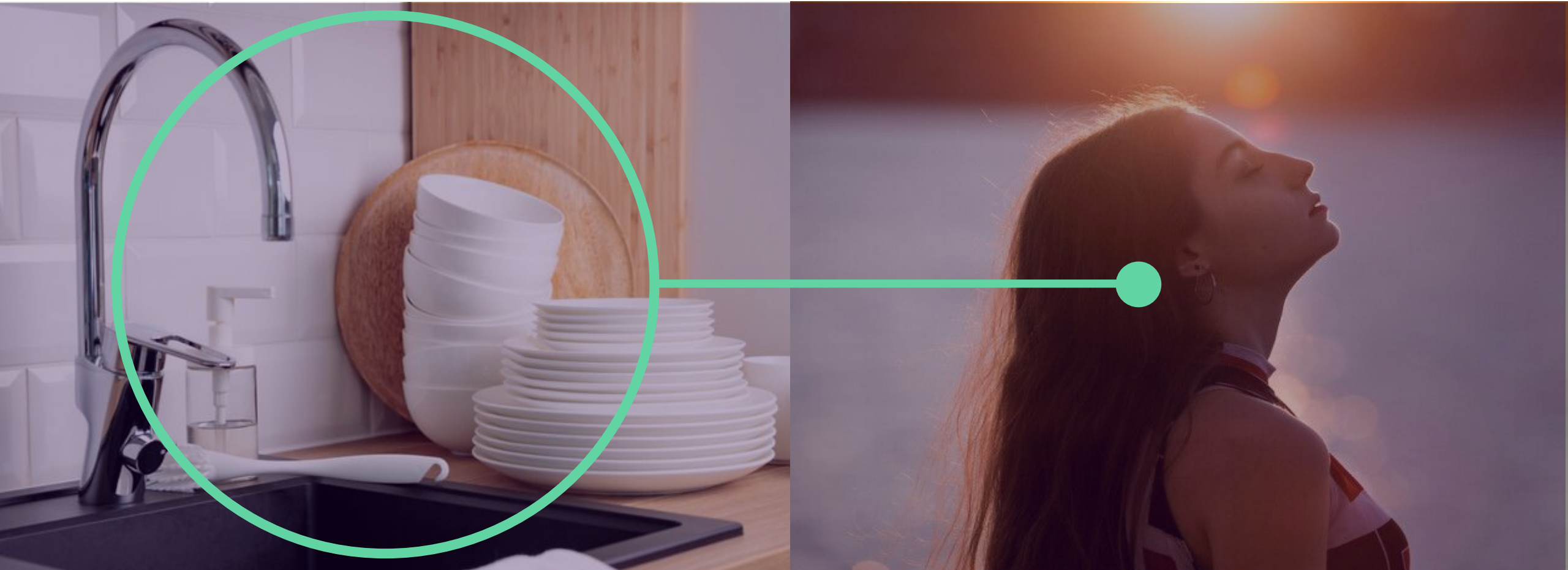
## Hormonal Health

With a growing focus on hormonal balance, supplements targeting menstrual and menopausal support continue to gain traction.



# A more Intentional, Bio-aligned Approach

*We've Shifted Away from a "Take Everything" Mentality*



# Human Lactoferrin is the First Smart Food Designed Exclusively for the Human Body

A **Bioactive Protein** in Human Colostrum called Lactoferrin Supports a Woman Through All her Eras



# Inspired by Mothers, Perfected by Science

*Helaina's Human Equivalent Lactoferrin is Made from Mother's Milk*

effera™

The first  
human equivalent  
Lactoferrin



It's the most abundant  
**bioactive protein in  
human colostrum.** A  
protein found in every  
**woman's immune  
system, naturally**



# effera™ Tailors its Response to a Woman's Body

*Supporting Women's Health From Menstruation through Menopause*

effera™  
HUMAN LACTOFERRIN

## Menstruation

- Regulates Th1 and Th2 responses
- Optimizes iron absorption
- Supports a healthy vaginal microbiome

## Menopause

- Helps bone health as well as muscle growth and repair
- Supports nutrient absorption
- Supports optimal iron metabolism

## Post-menopause

- Promotes healthy inflammatory response
- Balances immune response
- Supports nutrient absorption
- Supports a healthy gut



# Formulating with effera™

*Studies show that effera™ works more efficiently and stays longer in our bodies than animal forms of lactoferrin*

## Dose Range: 100mg – 340mg

- Capsules
- Tablets
- Powders
- Gels
- Gummies\*
- RTD
- Bars

*\*The only Lactoferrin or Colostrum ingredient on the market that is gummy-stable today.*



Non-Allergen



Vegan



Sustainable



Kosher



Halal



GMO Free

No Taste | No Flavor | Low Effective Dose

# From Concept to Market

## Case Study: A Brand launching a Deconstructed Colostrum Product

Fuel for your vibrant life™

**k.**

Enhance your health and performance at the foundation with Super Core, a unique dairy and lactose-free colostrum supplement. Unlike bovine colostrum, Super Core is formulated with a synergistic trio of highly absorbable, human equivalent compounds at precise doses clinically shown to improve immune function, gut health, and overall wellbeing. With subtle sweetness and a hint of vanilla, this potent blend can be added to water, lattes, smoothies, and more to optimize your health and vitality.

+ Lactoferrin: Fortifies the gut barrier, improves inflammatory response, and regulates iron absorption\*\*

+ IgG Antibodies: Support the body's immune defenses\*\*

+ 2'-FL: Prebiotic that supports the growth of healthy gut bacteria\*\*

@kromawellness  
kromawellness.com

### Super Core

Dairy Free Colostrum Supplement

**effera™ + IgG + Prebiotic**

Vanilla

NET WT. 7.8 OZ (222g)

**Supplement Facts**

Serving size: 1 scoop (7g)  
Servings per container: About 30

Amount/serving	%Daily Value
Total Carbohydrate 3g	1%†
<b>Colostrum and Immunity Proprietary Blend</b>	<b>4,200mg††</b>
Immunoglobulin (as ImmunoLin™), 2'-Fucosyllactose, Human Lactoferrin* (as effera™)	

†Percent Daily Values are based on a 2,000 calorie diet.  
††Daily Value not established.

**Other Ingredients:**  
Allulose, Natural Vanilla Flavor, Stevia Leaf Extract (Rebaudioside M)

**Distributed by Kroma Wellness PBC /**  
2683 Via de la Valle, Suite G254, Del Mar, CA 92014

\*Vegan from fermentation. Dairy-free, not from human milk.

\*\*\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

**NO GLUTEN, GMOS, DAIRY OR SOY. PALEO FRIENDLY. TESTED FOR HEAVY METALS.**

Store in a cool, dry place.

effera is a trademark of Halaina, Inc.  
Immunolin is a registered mark of Entera-Heath, LLC.

For optimal results, take Super Core daily. Mix 1 scoop (approximately 1 teaspoon) with 8-10 ounces of cold water, or add to your Kroma Protein Smoothie, Beauty Matcha Latte or Supergreens Elixir.

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THIS LABEL IS ECO-FRIENDLY

COMING SOON



# Final Takeaways & Key Insights

*What We Hope you Remember*

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- A blurred image of three women running on a track, overlaid on a purple gradient background. The women are in motion, with their legs and arms blurred to convey speed.
- **The time for Women's Health Supplements is now.**
  - **The most successful products meet women's needs at a specific life stage.**
  - **effera™ human Lactoferrin helps a woman's body do its job better, at every life stage.**

# Q&A and Next Steps

*Engage with Our Experts  
& Continue the Conversation*

## FOR MORE INFORMATION

Paola Delgado  
COO, Helaina  
[paola@myhelaina.com](mailto:paola@myhelaina.com)

REQUEST A COPY OF  
OUR WOMEN'S  
HEALTH WHITE PAPER

