



Functional Mushrooms Meet Women's Health: Targeting Cognitive Clarity, Mood & Daily Performance

Why lion's mane is emerging as a next-generation ingredient for women's wellness innovation



Women are already active wellness consumers. The category still leaves gaps.

Consumers are asking for daily products that support how they want to feel: clear, calm, energized, and confident.

66.1%

of U.S. women reported using dietary supplements in the prior 30 days.

53.9%

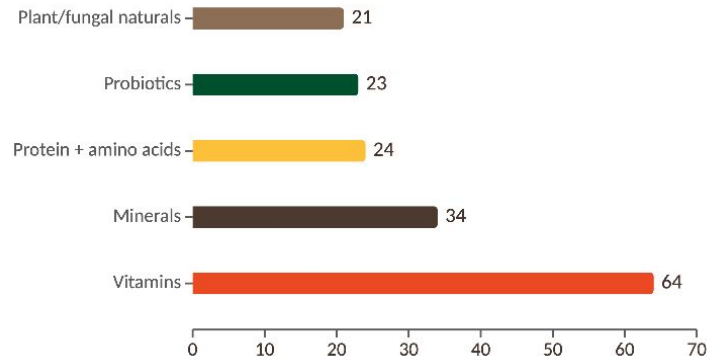
of U.S. men reported using dietary supplements in the prior 30 days.

\$36B

estimated unmet opportunity in women's consumer health needs.

Specific ingredient lanes shoppers are buying

Selected public supplement-purchase **signals** by category



Formulation cue: magnesium/minerals, protein & aminos, probiotics, and plant/fungal naturals can become credible daily wellness routines.

Note: values show selected shopper signals, not exclusive categories.

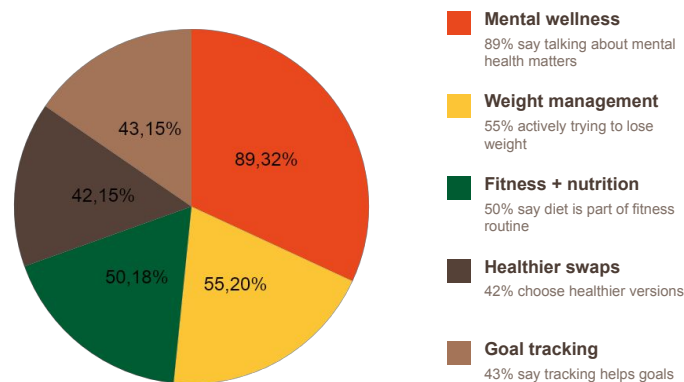
The gap is not “more wellness products.” It is *better* wellness products.

Women are looking for products that feel natural, credible, easy to use, and specific enough to trust.

- Noticeable clarity without a stimulant feel
- Mood and stress support without overpromising
- Clean labels and transparent sourcing
- Clear proof points, not vague “mushroom blend” language

Benefit demand signals

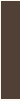
Women are not shopping one narrow claim. They are looking for a better-feeling day.



Normalized from overlapping survey responses; use as a visual mix of demand signals, not a market-share pie.

Mental health is a common thread in all age demographics.

Rather than speaking medically, frame aging as a set of shifting wellness motivations across consumer cohorts.

	Gen Z	Optimization + self-awareness	Mental wellness • energy • transparency • social proof
	Millennials	Performance + balance	Focus at work • stress support • functional routines
	Gen X	Sustained performance	Memory support • energy management • preventive wellness
	Boomers	Simplicity + trust	Healthy aging • mental alertness • clear labels

Functional mushrooms: calm daily support.

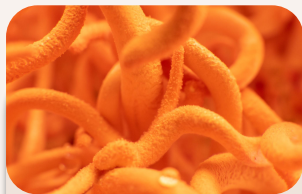
Functional mushrooms give brands a way to talk about resilience, focus, energy, immune balance, and daily wellness without relying on overstimulation.



Lion's Mane

Focus + clarity

Neuroactive metabolites;
studied in relation to
NGF/BDNF pathways



Cordyceps

Energy + endurance

A performance story around
steady vitality and cellular
energy



Reishi

Calm + resilience

Relaxation, recovery, and
stress-resilience positioning



Chaga

Antioxidant support

Clean-label antioxidant and
cellular-protection
positioning



Turkey Tail

Immune balance

Beta-glucan-rich immune
and gut-support story

Today, we'll focus on Lion's Mane: the strain with the clearest cognitive wellness story.

Lion's Mane studies: dose matters.

Human research is promising and still developing. The formulation takeaway is clear: results should be discussed in the context of dose, form, and bioactive content.

Most human trials administered gram-level material or a standardized extract; active-compound quantification varies, which is why standardization matters.

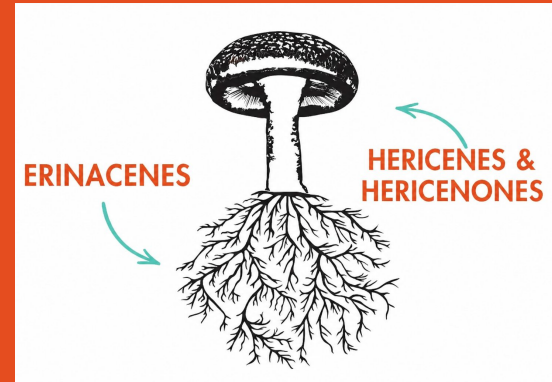
Study	Dose / format	Study signal	Formulation takeaway
Mori et al., 2009	3 g/day fruiting-body powder 16 weeks	Improved cognitive scores vs. placebo in older adults with mild cognitive impairment; scores declined after washout.	Functional intake level; continuous use mattered.
Nagano et al., 2010	2 g/day fruiting-body powder in cookies, 4 weeks	Lower CES-D and complaint scores in adult women; concentration/anxious scores trended lower.	Mood/stress signal; food-format dose was still meaningful.
Docherty et al., 2023	1.8 g/day Lion's Mane acute + 28 days	Faster Stroop performance after one dose; trend toward lower subjective stress after 28 days.	Healthy adult pilot; dose was not decorative.
Surendran et al., 2025	3 g 10:1 fruiting-body extract acute dose	No global cognition/mood effect; improved pegboard performance at 90 minutes.	Standardized extract and task-specific signal; study underscores need for better dosing/standardization.

Responsible message: promising, not definitive - and much stronger when brands can show what actives and dose the ingredient actually delivers.

Lion's Mane is compelling. The science should be handled with care.

The strongest story is not a medical promise. It is a credible ingredient narrative around bioactive compounds, neurotrophic pathways, and formulation quality.

- Bioactives: erinacines, hericenenes, & hericenones
- Studied in relation to NGF and BDNF pathways
- Emerging human research suggests potential cognitive and mood-related benefits
- Quality, dose, and active content matter



Fruiting Body



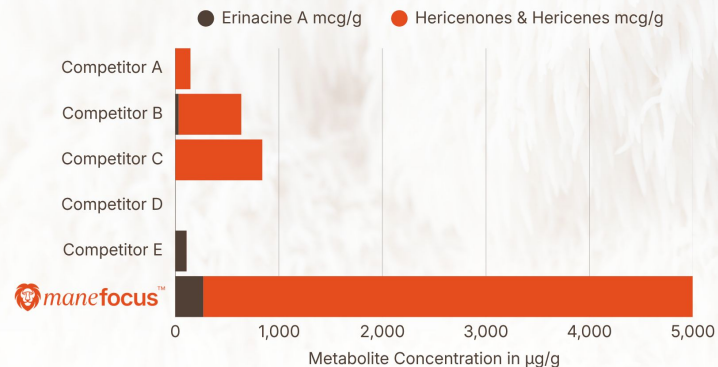
Mycelium

Introducing ManeFocus™



Our Research Scientist Manager
Dr. Steve Lodder

We have standards.



Total Neuroactive Metabolite Content of ManeFocus vs.
Leading Market Lion's Mane Ingredients. Third-party validated.

What to look for when shopping for Lion's Mane products.

The front label tells a story. The technical panel tells you what the product is actually built to deliver.

- Standardized active compounds
- Clear metabolite content
- Fruiting body AND mycelium (Erinacines are only in mycelium)
- Extraction method
- Dose per serving (INCLUDE 200-X)
- Third-party testing
- Clean-label excipients
- Organic or transparent sourcing

If the label does not tell you what actives are present, how can you know what the product is really delivering? Would you drink an energy drink with unknown amounts of caffeine?



5 mg/g ManeFocus Erinacine
+Hericenone Content

Promising formats are the ones consumers can repeat.

The opportunity is not only ingredient inclusion. It is designing a daily ritual that protects dosage, credibility, and enjoyment.

- | | | |
|--------------------------|-------|--|
| Capsules | ————— | Premium cognition SKUs, clear dosing, credibility |
| Powder sticks | ————— | Busy routines, travel, workplace focus |
| Functional drinks | ————— | Lifestyle positioning and broader adoption |
| Gummies | ————— | Approachability and compliance; protect dose integrity |
| Beauty + brain | ————— | Younger consumers linking wellness, energy, and appearance |



Formulation guardrails: protect functional dose per serving • disclose strain, extract type, and active markers • consider low/no-caffeine “calm focus” positioning • avoid vague proprietary-blend language.

The future of women's wellness is smarter, cleaner, and more credible.

The brands that win will offer products that are natural, transparent, useful, and easy to make part of the day.

- 01 Women are actively seeking better wellness products.
- 02 Cognitive wellness intersects with mood, stress, sleep, productivity, and healthy aging.
- 03 Lion's Mane has a compelling story, but quality and standardization matter.
- 04 ManeFocus™ gives brands a stronger foundation for modern cognitive wellness formulas.



Clear. Calm. Ready for the day.

Selected sources used for consumer data and clinical science

Consumer + market signals

CDC / NCHS Data Brief 561 - Dietary Supplement Use Among Adults: U.S., August 2021-2023.

BCG, 2025 - Closing the Gap in Women's Consumer Health Needs.

NIQ, 2025 - Global State of Health & Wellness 2025.

McKinsey, 2025 - Future of Wellness Trends Survey.

YouGov Profiles, 2025 - U.S. supplement market and women's health behaviors.

Circana, 2025 - Wellness buying power and mental-health prioritization.

Vitamin Shoppe, 2025 - Health & Wellness Trend Report.

Functional mushroom science

Menon et al., 2025 - Benefits, side effects, and uses of *Herichium erinaceus* as a health-promoting agent.

Frontiers in Nutrition, 2025 - Mechanistic insights into medicinal mushroom bioactives.

FDA, 2024 - Structure/function claims guidance.

SupplySide Food Business Journal, 2025 - functional coffee and low-jitter/calm-focus ingredient positioning.

Glanbia Nutrition, 2026 - Top supplement trends and format innovation.

Lion's Mane clinical studies

Mori et al., 2009 - Yamabushitake / *Herichium erinaceus* in mild cognitive impairment.

Nagano et al., 2010 - *Herichium erinaceus* intake and mood-related measures in adult women.

Docherty et al., 2023 - acute and 28-day Lion's Mane pilot study in healthy young adults.

Surendran et al., 2025 - acute standardized *Herichium erinaceus* extract in healthy younger adults.

Note: presentation language avoids diagnosis, treatment, or condition-specific claims.