The Mental Load

Science-Backed Strategies to Support Women's Mood, Stress and Menstrual Wellness

PRESENTED BY

MAYPRO®

Mental Load - Table of Contents

What is The Mental Load?

MENTAL LOAD

- Plan and organize daily activities
- Anticipate needs and solve problems
- Manage schedules and appointments
- Coordinate family, household, and caregiving
- Remember tasks, deadlines, commitments, holidays
- Provide emotional support to others

WHAT THE RESEARCH SAYS

Women perform approximately **68% more** mental load than fathers.[1]

Women carry most household responsibilities-- even while working full time.[2]

Mental Load persists even when both partners work full-time.[3]

The burden includes both physical tasks and emotional labor.

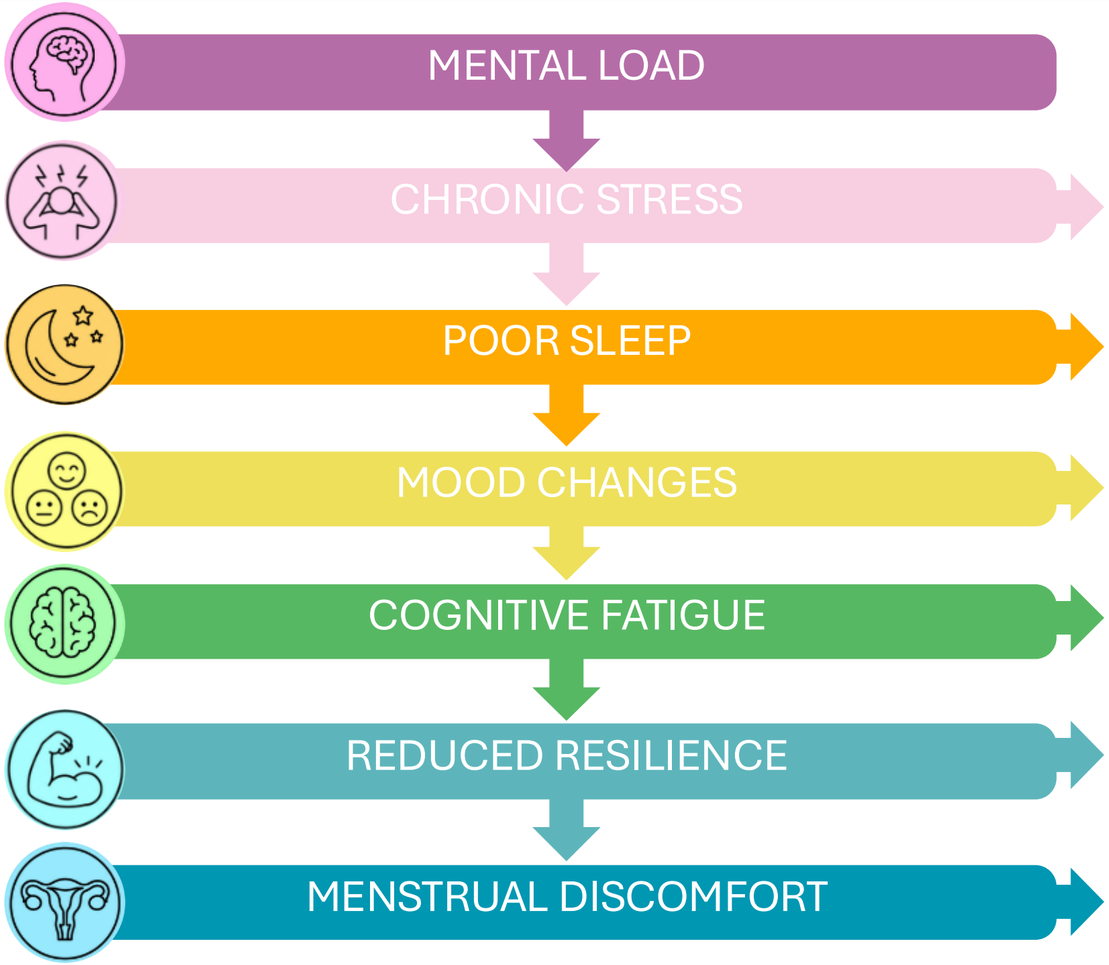
KEY INSIGHT

The Mental Load is not the physical work of managing a life and household itself, but the responsibility of constantly thinking about the work.

References

1. *Rula. The Mental Load: A Practical guide for Sharing the Invisible Work. (2021)*
2. *McKinsey & Company. Women in the Workplace. (2023)*
3. *Pew Research Center. Others and Fathers: Dual-Earner Households. (2021)*

How We Experience Mental Load



Stress Response: Elevated cortisol and heightened stress reactivity

Sleep Quality: Difficulty falling and staying asleep

Emotional Wellbeing: Increased irritability, anxiety, low mood

Cognitive Fatigue: Reduced focus, memory, and decision-making

Energy and Fatigue: Persistent tiredness and feelings of burnout; reduction in libido and intimacy challenges

Menstrual Health: More severe PMS symptoms and cycle discomfort

KEY INSIGHT

Women do not experience stress, sleep, mood, cognition, and menstrual health as separate concerns, but as one interconnected system.

References

1. *Rula. The Mental Load: A Practical guide for Sharing the Invisible Work. (2021)*
2. *McKinsey & Company. Women in the Workplace. (2023)*

Recognizing Symptoms of Mental Load

PHYSICAL

- Fatigue
- Headaches
- Sleep disturbances
- Muscle tension

EMOTIONAL

- Irritability
- Anxiety
- Feeling overwhelmed
- Mood changes

COGNITIVE

- Brain fog
- Forgetfulness
- Difficulty concentrating
- Decision fatigue

BEHAVIORAL

- Reduced motivation
- Social withdrawal
- Reduced self-care
- Low libido

Stress: How Women Are Coping

Exercise & Movement

Meditation & Mindfulness

Mood and Stress Supplements

Sleep Support Supplements

Functional Foods & Beverages

Magnesium

Social Connection

Adaptogens

Therapy & Counseling

Journaling

Brain Fog: What Is It?

SYMPTOMS

- Difficulty concentrating
- Forgetfulness
- Mental fatigue
- Reduced processing speed
- Feeling mentally "cloudy"

TRIGGERS

- Stress
- Poor sleep
- Hormonal fluctuations
- PMS
- Perimenopause
- Mental overload

Mental Load Impact on Stress

WHAT WE KNOW

- Women experience higher rates of perceived stress than men
- Hormonal fluctuations influence stress responsiveness
- Caregiving and emotional labor contribute to chronic stress burden
- Work-life integration challenges increase cognitive overload
- Chronic stress activates the HPA axis and elevates cortisol

WHY IT MATTERS

- Stress contributes to poor sleep quality
- Stress negatively affects mood and emotional well-being
- Chronic stress may worsen PMS symptoms
- Cognitive performance and focus often decline under prolonged stress

MARKET OPPORTUNITY

- Stress relief is among the fastest-growing wellness categories
- Global stress management market may exceed **$20 billion by 2030**
- Women increasingly seek natural, non-sedating stress support

KEY INSIGHT

The Mental Load is not simply emotional. It creates a *physiological stress response* that can influence sleep, mood, cognition, and menstrual wellness.

References

1. *American Psychological Association (2023).*
2. *Grand View Research (2023)*
3. *NIAMS (2023)*

Mental Load Impact on Sleep

WHAT WE KNOW

- Mental load contributes to difficulty falling asleep and staying asleep
- Women are **40% more likely** than men to experience insomnia
- Women experience more fragmented and lower-quality sleep
- Hormonal fluctuations influence sleep quality throughout the menstrual cycle
- PMDD-(severe PMS) is associated with altered melatonin responsiveness during the luteal phase

WHY IT MATTERS

- Poor sleep amplifies stress, anxiety, irritability, and fatigue
- Sleep disruption impairs cognitive performance and emotional resilience
- Menstruation can negatively affect REM and Stage 2 sleep
- Pain and discomfort during menstruation frequently disrupt sleep

MARKET OPPORTUNITY

- Sleep remains the **#1 wellness goal** among women
- 56% of consumers report using sleep support supplements.
- **Women** are 40 % more likely than men to use sleep support supplements

KEY INSIGHT

The mental load often follows women into bed, making sleep both a symptom and a contributor to stress, mood changes, and reduced resilience

Mental Load Impact on Mood

WHAT WE KNOW

- Women are nearly **twice as likely as men** to experience mood-related challenges
- Mood is influenced by sleep quality, stress levels, and hormonal fluctuations
- **Estrogen and progesterone influence serotonin signaling**
- Mental load can contribute to emotional exhaustion
- Women often report increased irritability and emotional reactivity during periods of high stress

WHY IT MATTERS

- Mood influences relationships, productivity, and quality of life
- Poor mood may contribute to social withdrawal
- Emotional distress often affects sleep quality
- Mood fluctuations may intensify during PMS and perimenopause

MARKET OPPORTUNITY

- Emotional wellness is one of the fastest-growing supplement categories
- Anxiety affects nearly **1 in 5** U.S. adults
- Consumers increasingly seek natural mood-support ingredients

KEY INSIGHT

The Mental Load can lead to emotional exhaustion and mood instability, particularly when stress, poor sleep, and hormonal fluctuations co-exist.

References

1. *American Psychological Association (2023).*
3. *Grand View Research (2023)*
3. *SPINS (2023)*
4. *FactMR (2025)*

Mental Load Impact on Cognition

WHAT WE KNOW

- Women frequently describe "brain fog" during periods of stress
- Mental Load increases cognitive burden and decision fatigue
- Poor sleep negatively affects memory and focus
- Hormonal fluctuations may influence attention and processing speed
- Chronic stress can impair concentration

WHY IT MATTERS

- Difficulty concentrating impacts work performance
- Cognitive fatigue reduces productivity
- Brain fog can increase frustration and stress
- Maintaining focus is essential for daily functioning

MARKET OPPORTUNITY

- Brain health is one of the fastest-growing wellness categories
- Consumers increasingly seek support for focus and mental clarity
- Interest in nootropic and cognitive wellness products continues to rise

KEY INSIGHT

The Mental Load taxes the brain impacting focus, memory, and clarity. Supporting neural balance through GABA and serotonin pathways helps maintain cognitive performance.

References

1. *Grand View Research. Cognitive Health Supplements Market Size, Share & Trends Analysis Report. (2023)*
2. *McKinsey & Company. Future of Wellness Survey. (2023)*
3. *Global Market Insights. Nootropics Market Size, Share, & Trends Report. (2023)*
4. *Nutrition Business journal. Supplement Business Report. (2023)*

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Mental Load Impact on Libido

WHAT WE KNOW

- Stress is one of the most common contributors to reduced sexual desire
- **Mental load can make it difficult to mentally transition into intimacy**
- Sleep disruption is associated with lower sexual satisfaction
- **Hormonal fluctuations influence libido** throughout the menstrual cycle
- Emotional exhaustion often reduces desire

WHY IT MATTERS

- Sexual wellness is closely tied to overall well-being
- Low libido may impact relationships and self-confidence
- **Stress and intimacy challenges** often create a cyclical pattern
- Libido is frequently overlooked in women's wellness conversations

MARKET OPPORTUNITY

- Sexual wellness is among the fastest-growing segments in women's health
- **40-70 % of women experience low libido at any given time**
- 1 in 3 women report reduced interest in sex

KEY INSIGHT

Supporting stress resilience, mood balance, and hormonal wellbeing can help maintain or restore healthy libido and intimacy.

References

1. *Baystatehealth.org (2026)*
2. *Grand View Research. Women's Sexual Wellness Market Size, Share, & Trends Analysis Report. (2023)*

Mental Load: Not Just a Women's Issue

Stress, sleep disruption, emotional burden, and cognitive overload affect both men and women.

WHAT WE KNOW

- **Men also experience** chronic stress, burnout, caregiving strain, and sleep disruption.
- Mental Load **affects working parents,** caregivers, **and single-parent households**
- Single fathers now account for nearly **20% of single-parent households** in the United States
- Men are less likely to seek support for stress and emotional wellbeing

WHY IT MATTERS

- Chronic stress impacts mood, sleep, focus, energy, and resilience-- regardless of gender
- **Burnout and mental fatigue continue to rise among both women and men**
- Caregiving responsibilities are expanding across all family structures
- Stress-related sleep disruption remains one of the most common wellness concerns among adults

MARKET OPPORTUNITY

- Men's health supplements are projected to exceed **$100 billion globally by 2030**
- Stress, sleep, cognition, and mood are among the **fastest growing men's wellness categories**
- **Men** increasingly seek multifunctional products that address multiple wellness concerns simultaneously

KEY INSIGHT

The physiological consequences of chronic stress **affect everyone**. Ingredients supporting stress resilience, sleep quality, emotional wellbeing, and cognitive performance have broad relevance across genders.

References

1. *U.S. Census Bureau. Families and Living Arrangements Current Population Survey. (2023)*
2. *American Psychological Association. Stress in America: A Nation Recovering from Collective Trauma. (2023)*
3. *Grand View Research. Men's Health Supplements Market Size, Share, and Trends Analysis Report. (2023)*

What is VENETRON®?

Botanical Source

A patented extract of *Apocynum venetum* (Rafuma leaf)

Safe to Use

Does not affect the CYP3A pathway and shows no drug-to-drug interaction

Bioactive Flavonoids

Standardized to contain two bioactive flavonoids: **Hyperoside and Isoquercetrin**

Leverages GABA

Works synergistically with GABA

Clinically Researched

Studies demonstrate its serotonin-preserving activity and support for mood and sleep quality

Mood-Sleep Link

Prevents degradation of serotonin and promotes melatonin production at night

Award Finalist

A finalist in both the 2024 Nutraingredients-USA Awards and the 2025 NIE Awards

Perceptual Experience

Provides the end user with a positive high perceptual experience

Low Dose

Venetron® shows efficacy starting at a low 50 mg dose

What Is The History of VENETRON®?

Centuries of Traditional Use

Luo Bu Ma (Rafuma leaf) is a botanical with a rich history of wellness use.

TRADITIONAL USE

- Promoting relaxation and calm
- Supporting restful sleep
- Easing nervous tension and irritability
- Maintaining emotional balance
- Supporting overall vitality and wellbeing

CULTURAL HISTORY

- Japan
- China
- Documented usage as early as the 15th century
- Traditional wellness tea
- Eastern medicine herbal remedy

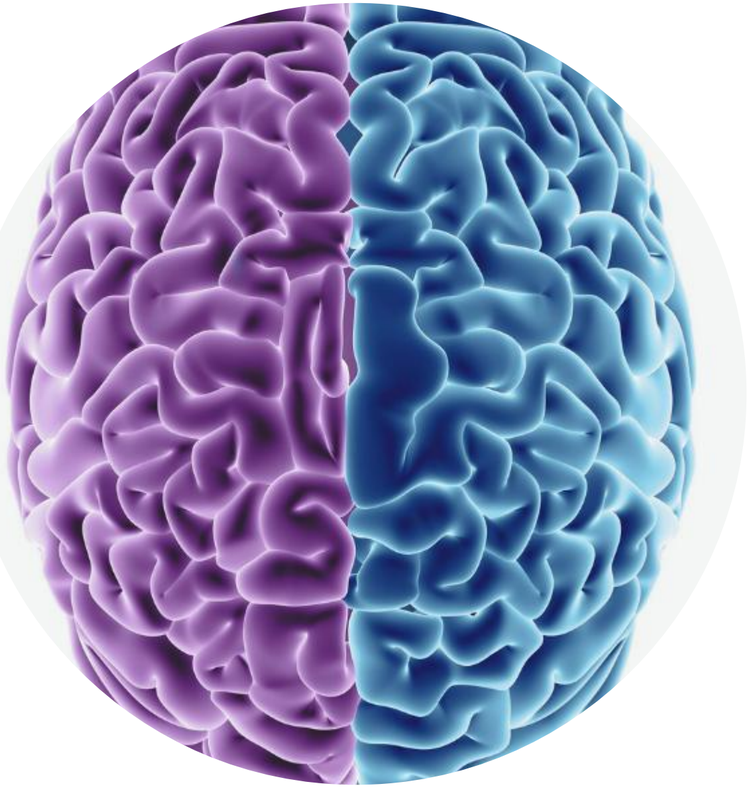
KEY INSIGHT

Venetron® has a long history of use in Eastern medicine. What began as a traditional wellness herb has evolved into a standardized, clinically researched ingredient supporting stress, mood, sleep, and menstrual wellness.

How VENETRON® Works

GABA RECEPTOR SUPPORT

- Acts as a GABA receptor agonist
- Supports the brain's natural calming response
- Helps reduce stress and nervous tension
- Promotes relaxation without sedation



SEROTONIN PRESERVATION

- Helps slow serotonin breakdown
- Supports healthy serotonin levels
- Promotes natural melatonin production at night

Stress Resilience

Mood Support

Restorative Sleep

Focus & Concentration

VENETRON® & GABA Receptor Support

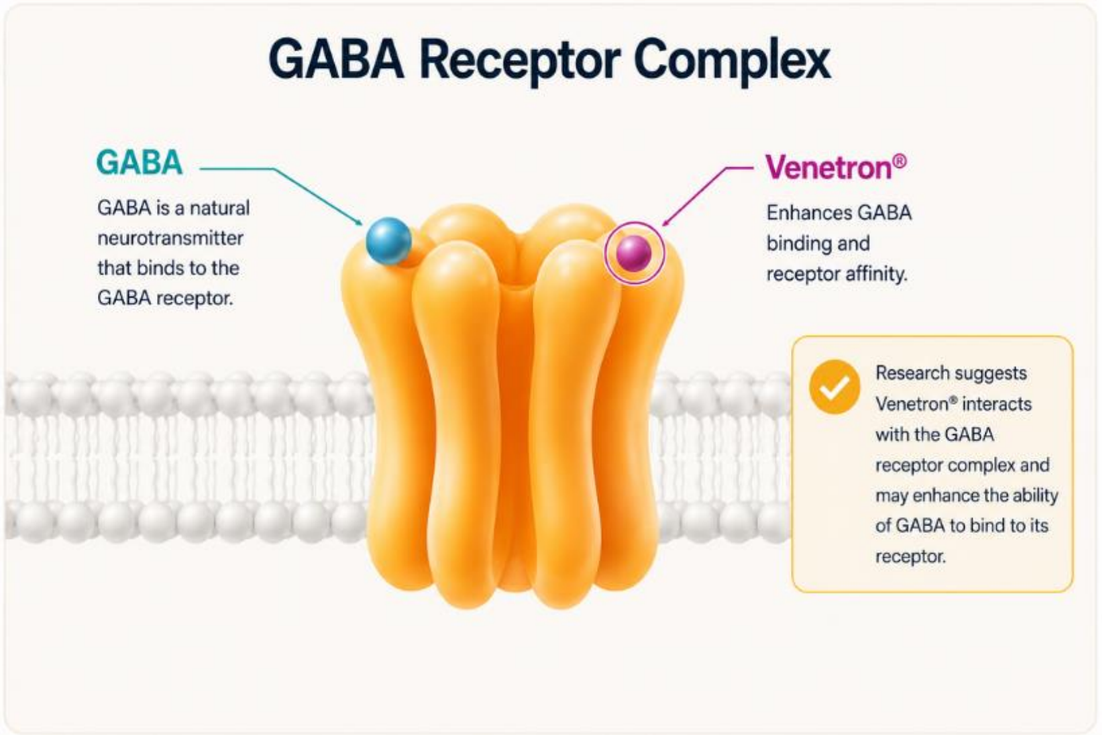
WHAT IS GABA?

GABA is the primary calming neurotransmitter in the brain. Its role includes:

- Relaxation
- Stress management
- Emotional balance
- Sleep readiness

WHY IT MATTERS

Optimal GABA signaling helps the brain respond to daily stress and maintain emotional balance.



HOW IT WORKS

Venetron® interacts with GABA at the receptor complex.

It enhances GABA affinity and receptor binding which supports stronger GABA signaling in the brain.

CLINICAL RELEVANCE

- Reduced nervousness
- Reduced restlessness
- Reduced Irritability
- Improved Stress Resilience

VENETRON® & Serotonin Preservation

WHAT IS SEROTONIN?

Serotonin is neurotransmitter produced mainly in the gut, with a smaller amount made in the brain. Its main roles include regulating mood and supporting melatonin production at night. Research gives it additional implications for sexual function, memory, and more.

WHY IT MATTERS

Balanced serotonin signaling supports overall mental and physical well-being, while disruptions can affect how we feel, think, and function.

SEROTONIN TO MELATONIN PATHWAY

Serotonin
Maintained during daytime

Provides Mood and Stress Support
Positive mood and emotional balance

Promotes Natural Melatonin Production
Serotonin is a precursor to melatonin

Improved Sleep Quality
Promotes deeper, more restorative sleep

HOW IT WORKS

Venetron® contains key flavonoids Hyperoside and Isoquercitrin. These compounds slow serotonin degradation to support healthy serotonin levels which aids in booth mood support, as well as melatonin production to support sleep quality.

CLINICAL RELEVANCE

- Supports a positive mood
- Supports emotional resilience
- Supports better sleep quality
- Supports sleep initiation

VENETRON® Clinical Research Overview

Extensive human clinical research supporting emotional wellness across multiple areas of wellbeing.

Stress Resilience

Sleep Quality

Mood & Wellbeing

Focus & Concentration

PMS & Menstruation

7

Human Clinical Trials

20+

Published Scientific Papers

CLINICAL AREAS STUDIED

Stress & Mood	Stress resilience, anxiety, emmotional balance, nervousness, restlessness, irritability
Sleep Quality	Sleep initiation, sleep maintenance, deep sleep, sleep quality, morning refreshment
Cognitive Support	Focus, concentration, mental performance, mental fatigue, resilience during desk work
Women’s Health	PMS symptoms, mood, concentration, stress, discomfort, pain, overall symptom burden

DIFFERENTIATORS

Low Dose	Effective at just 50 mg/day
Multifunctional	Multi-functional support for mood, sleep, stress, and women’s health
Non-Sedative	Non-drowsy calming support
Market Opportunity	PMS symptoms, mood, concentration, stress, discomfort, pain, overall symptom burden

MAYPRO®

Clinical Trial: Sleep Quality

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 13 Healthy Adults
- Self-reported sleep problems

Intervention

- 100 mg/day of Venetron® or placebo
- 1x/day before bedtime

Duration

- 2 Weeks

Outcomes Measured

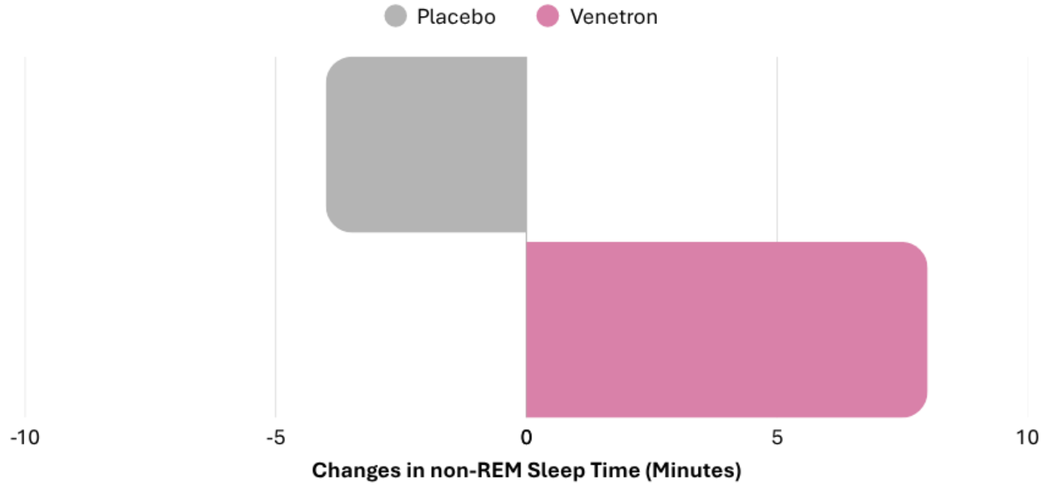
- Change in non-REM sleep duration

Measured By

- Electroencephalography (EEG)

VENETRON®

Increase in Non-REM Sleep Time



7.6%

Increase in non-REM Sleep time *(p=0.01)*
Meaningfully Significant Improvement vs. Placebo

CLINICAL INTERPRETATION

Venetron® signficantly improved increased non-REM sleep time, increasing the stages responsible for physiological rest and restoration.

CONCLUSION

Venetron® supports quality sleep by promoting restorative non-REM sleep.

WHY IT MATTERS

Supplementing with 100 mg/day of Venetron® for 2 weeks, significantly improved sleep quality in participants reporting poor sleep quality.

Reference *Yamatsu, A., Yamashita, Y., Maru, I., Yang, J., Tatsuzaki, J., & Kim, M. (2015). Journal of Nutritional Science and Vitaminology, 61, 182–187.*

Clinical Trial: Cognitive Resilience Under Stress & Poor Sleep

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 15 Healthy Adults
- Self-reported dissatisfaction with sleep quality

Intervention

- 50 mg/day of Venetron® or placebo

Duration

- 16 Days

Outcomes Measured

- Concentration stability
- Work performance consistency
- Mental endurance
- Cognitive resilience during prolonged tasks

Measured By

- Uchida Kraeplin performance test (UK)

VENETRON®

Greater Stabilization of Performance

CLINICAL INTERPRETATION

Poor sleep quality and a lack of sleep can cause the accumulation of psychological stress which can impair cognitive performance. The decrease in fluctuation rate of performance observed in adults with poor sleep quality suggests Venetron® improves the ability to maintain focus throughout mentally exhausting cognitive tasks.

CONCLUSION

Venetron® supports greater cognitive resilience during sustained mental work including more consistent concentration, improved task performance stability, and better mental endurance.

WHY IT MATTERS

Venetron® supports concentration stability and cognitive reilience during mentally demanding tasks, helping to maintain productivity and focus throughout the day.

Reference *Yamatsu, A., Yamashita, Y., Maru, I., Yang, J., Tatsuzaki, J., & Kim, M. (2015). Journal of Nutritional Science and Vitaminology, 61, 182–187.*

Clinical Trial: Acute Stress Challenge

STUDY DESIGN

Double-blind, Placebo-controlled, Crossover Study

Population

- 12 Healthy Adult Males

Intervention

- 25 mg/day of GABA + 25 mg/day of Venetron®

Duration

- Acute study

Outcomes Measured

- Levels of Salivary Chromogranin A (CgA), a physiological stress biomarker

VENETRON®

Reduced Stress Marker Response

The combination of Venetron and GABA demonstrated:

Reduced ChromograninA stress marker response

Improved physiological stress adaptation

Synergistic calming effects

CLINICAL INTERPRETATION

Venetron® may help modulate the body's stress response while enhancing calming neurotransmitter activity.

CONCLUSION

Venetron® supports stress management formulations by promoting calmness and relaxation.

WHY IT MATTERS Reduced Chromogranin A response suggests improved resilience to physiological stress.

Reference *Japanese Journal of Physical Anthropology, 12(3), 151-155 (2009)*

Clinical Trial: Mood & Emotional Wellbeing During Menstrual Cycle

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 42 Healthy Women
- Ages 20-40
- Self-reported menstrual complaints

Intervention

- 50 mg/day of Venetron® or placebo

Duration

- One Menstrual Cycle

Outcomes Measured

- Concentration

Measured By

- Menstrual Distress Questionnaire

VENETRON®

Before Menstruation

p = 0.03

Negative Affect Improved vs. Placebo

During Menstruation

p = 0.04

Negative Affect Improved vs. Placebo

Negative Affect

A broad range of negative emotional states that individuals may experience when they encounter stress, failure, or unsatisfactory circumstances.

In the Menstrual Distress Questionnaire (MDQ), Negative Affect includes:


Irritability


Mood Disturbance


Tension


Emotional Discomfort

CLINICAL INTERPRETATION

Venetron® significantly improved negative affect both before and during menstruation compared with placebo.

CONCLUSION

These findings suggest that Venetron® supports emotional wellbeing and helps reduce irritability, tension, and mood disturbances commonly experienced during the menstrual cycle.

WHY IT MATTERS

Hormonal fluctuations during the menstrual cycle can impact mood and emotional balance. Venetron® helps support emotional balance and resilience, empowering women to feel their best throughout the month.

Reference *Kuniyoshi, T., Kobayashi, Y., Yang, J., Suzuki, N., & Takara, T. (2023). Jpn Pharmacol Ther, 51(11), 1685–1696.*

Clinical Trial: Concentration & Cognitive Function During Menstrual Cycle

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 42 Healthy Women
- Ages 20-40
- Self-reported menstrual complaints

Intervention

- 50 mg/day of Venetron® or placebo

Duration

- One Menstrual Cycle

Outcomes Measured

- Concentration

Measured By

- Menstrual Distress Questionnaire (MDQ)

VENETRON®

Before Menstruation

p = 0.049

Concentration Improved vs. Placebo

During Menstruation

p = 0.04

Concentration Improved vs. Placebo

Concentration

Concentration is defined as the action or power of focusing all one's attention. Concentration is a key component of cognitive function and daily performance.

CLINICAL INTERPRETATION

Venetron® significantly improved concentration both before and during menstruation compared to placebo.

CONCLUSION

These findings suggest that Venetron® supports cognitive performance and helps women maintain focus and productivity during times when concentration is commonly reduced.

WHY IT MATTERS

Many women experience difficulty focusing and mental fatigue during their menstrual cycle. Venetron® helps support concentration and cognitive function-- empowering women to stay focused, productive and at their best every day.

Reference *Kuniyoshi, T., Kobayashi, Y., Yang, J., Suzuki, N., & Takara, T. (2023). Jpn Pharmacol Ther, 51(11), 1685–1696.*

Clinical Trial: Sleep Quality & Physical Comfort During Menstrual Cycle

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 42 Healthy Women
- Ages 20-40
- Self-reported menstrual complaints

Intervention

- 50 mg/day of Venetron® or placebo

Duration

- One Menstrual Cycle

Outcomes Measured

- Sleep initiation and maintenance
- Autonomic reactions

Measured By

- OSA-MA Sleep Inventory
- MDQ Autonomic Reactions Subscale

VENETRON®

Sleep Quality

Initiation & Maintenance

p = 0.048

Significant Improvement vs. Placebo
Before and During Menstruation

Physical Comfort

Autonomic Reactions

p = 0.04

Significant Improvement vs. Placebo
Before Menstruation

Autonomic Reactions

Autonomic Reactions are involuntary physiological responses controlled by the autonomic nervous system (ANS), which regulates bodily functions without conscious effort. Autonomic reactions in the MDQ include:


Dizziness


Sweating


Nausea


Faintness

CLINICAL INTERPRETATION

Venetron® significantly improved sleep initiation and maintenance and reduced autonomic reactions compared with placebo.

CONCLUSION

These findings suggest that Venetron® supports restorative sleep and physiological comfort during the menstrual cycle, helping women feel better and function optimally throughout the month.

WHY IT MATTERS

Hormonal changes during the menstrual cycle can disrupt sleep and trigger physical symptoms. Venetron® helps support restorative sleep and physiological comfort-- empowering women to feel their best every day.

Reference *Kuniyoshi, T., Kobayashi, Y., Yang, J., Suzuki, N., & Takara, T. (2023). Jpn Pharmacol Ther, 51(11), 1685–1696.*

MAYPRO®

Clinical Trial: Multi Dimensional Support for Stress, Sleep and Anxiety

STUDY DESIGN

Randomized, Double-blind, Placebo-controlled, Parallel Group

Population

- 370 Adults
- 179 Venetron
- 191 Placebo

Intervention

- 50 mg/day of Venetron®

Duration

- 6 Weeks

Outcomes Measured

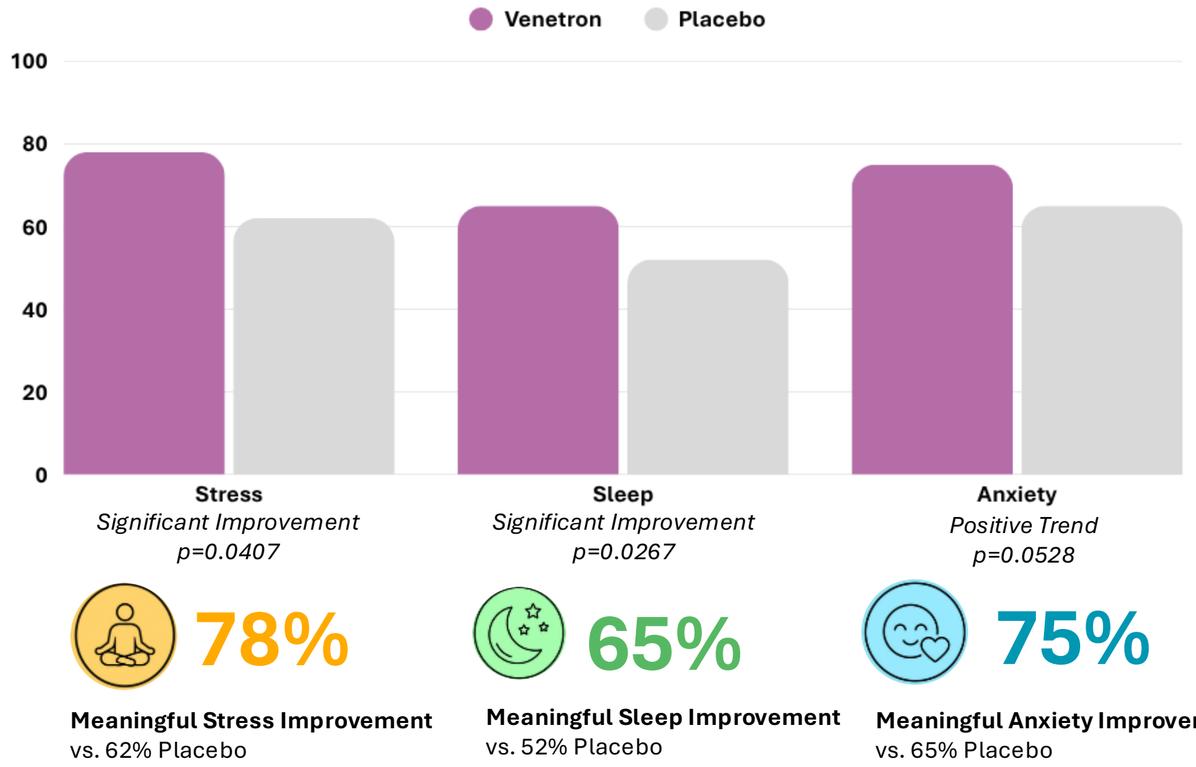
- Stress
- Sleep quality
- Anxiety

Measured By

- NIH Toolbox Perceived Stress Survey
- PROMIS Sleep Disturbance 4a
- PROMIS Anxiety 8a

VENETRON®

Large-Scale U.S. Study



78%

Meaningful Stress Improvement
vs. 62% Placebo

65%

Meaningful Sleep Improvement
vs. 52% Placebo

75%

Meaningful Anxiety Improvement
vs. 65% Placebo

CLINICAL INTERPRETATION

Venetron® signficantly improved perceived stress and sleep disturbance and increased the likelihood of meaningful improvements in anxiety-related symptoms.

CONCLUSION

Lower stress helps improve sleep quality and overall wellbeing.

Better sleep supports emotional balance and stress resilience.

WHY IT MATTERS

The largest clinical study on Venetron® to date demonstrates meaningful improvents in stress resilience, sleep disturbance, and emotional wellbeing at a low daily dose of just 50 mg.

Reference *White, K. P., Hewlings, S., Bryant, C., Moseley, M., D'Adamo, C. R., Colwell, C. S., Chen, J., & Pauli, E. K. (2025). International Journal of Translational Medicine, 5, 23.*

MAYPRO®

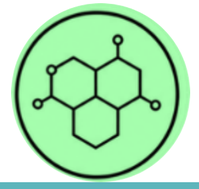
Safety & Regulatory Profile

HUMAN SAFETY FINDINGS

- No severe adverse events observed
- Favorable human safety profile established
- Human studies support safety at up to 150 mg/day

DRUG INTERACTION FINDINGS

- No CYP3A induction
- No P-glycoprotein induction
- No drug interaction signals identified when evaluated for key drug-metabolizing pathways



TOXICOLOGY

- Negative geotoxicity findings
- Favorable toxicology profile
- NOAEL established in animal testing

CERTIFICATIONS & STATUS

- Self-affirmed GRAS
- Kosher
- Halal
- Non-GMO
- Dairy Free
- GMP Certified

PRODUCT FORMATS

- Available in two formats: Venetron® and water-soluble grade, Venetron®-W
- Gummies/Chocolate
- Capsules
- Tablets
- Beverages
- Functional Snacks

Formulating for the Mental Load

HEALTH CONCERN	HERO INGREDIENT	COMPLEMENTARY INGREDIENTS			
Stress Resilience Supports the body's stress response & resilience	VENETRON® **Low Dose** Clinically shown stress resilience & mood support	 **Ashwagandha** Adaptogen for stress & cortisol balance	 **Tulsi** Adaptogen for stress support	 **Magnesium** Supports calm, relaxation, & muscle recovery	 **Rhodiola Rosea** Adaptogen for mental & physical stress
Sleep Quality Promote falling asleep, staying asleep and restorative sleep quality	VENETRON® **Low Dose** Clinically shown to support sleep quality & duration	 **SaffonX** Clinically researched for mood & sleep quality	 **Melatonin** Regulates sleep wake cycle	 **GABA** Supports relaxation & sleep onset	 **Lemon Balm** Traditionally used for calm & sleep support
Mood & Emotional Wellness Support positive mood & emotional balance	VENETRON® **Low Dose** Clinically shown to support positive mood & wellbeing	 **GABA** Supports relaxation & positive mood	 **SaffonX** Clinically studied for mood & emotional wellbeing	 **Lemon Balm** Traditionally used for mood support & emotional balance	 **Lavender** Traditionally used to promote calm & soothing mood
Anxiety & Calm Promote relaxation, calm, & reduce occasional anxiety	VENETRON® **Low Dose** Clinically shown to support calm & reduce tension	 **Kanna** Adaptogen for mood support & anxiety relief	 **Ashwagandha** Adaptogen for stress & anxiety support	 **L-Theanine** Promotes relaxation without drowsiness	 **Passionflower** Traditionally used for calm & relaxation

Formulating for the Mental Load

HEALTH CONCERN	HERO INGREDIENT	COMPLEMENTARY INGREDIENTS			
Menstrual Wellness Support comfort and balance throughout the cycle	VENETRON® **Low Dose** Clinically shown to support PMS symptoms & menstrual comfort	 **Shatavari** Adaptogen for women's health and hormonal balance	 **Magnesium** Supports muscle relaxation, mood, & PMS relief	 **Vitamin B6** Supports hormone regulation, & reduces PMS symptoms	 **Chasteberry (Vitex)** Supports hormonal balance & cycle regularity
Libido & Intimacy Support desire, arousal, and intimate wellbeing	VENETRON® **Low Dose** Clinically shown to support stress resilience, energy, & reduce fatigue	 **SaffonX** Clinically researched saffron extract for libido support	 **Shatavari** Supports hormonal balance & reproductive health	 **Damiana** Traditionally used to support libido and sexual wellness	 **Maca Root** Traditionally used to support libido, energy, & sexual health
Cognition & Focus Support memory, focus, clarity, and mental performance	VENETRON® **Low Dose** Clinically shown to support concentration, memory, and mental performance	 **Lion's Mane** Supports memory, cognitive function, & neurogenesis	 **Bacopa Monnieri** Supports memory retention, learning, & mental clarity	 **Citicoline** Supports neurotransmitter function, brain cell membrane health	 **Gingko Biloba** Supports blood flow to the brain & cognitive performance
Fatigue & Resilience Support sustained energy, stamina, and adaptability to stress	VENETRON® **Low Dose** Clinically shown to support stress resilience, energy, & reduce fatigue	 **Cordyceps** Supports energy, stamina, & oxygen utilization	 **Rhodiola Rosea** Adaptogen that supports mental & physical endurance	 **CoQ10** Supports cellular energy production & reduces fatigue	 **B Vitamins** Essential for nervous system support & energy metabolism

The VENETRON® Difference: One Ingredient. Four Dimensions of Women's Wellness.

Market Opportunity

Addresses key areas of need across the menstrual cycle, perimenopause, and menopause

Safe to Use

Does not affect the CYP3A pathway and shows no drug-to-drug interaction

Dual Mechanism of Action

Offers GABA receptor support and serotonin preservation

Well Tolerated

Non-sedating and non-habit forming with no adverse effects reported

Clinically Researched

Human clinical research has shown benefits in menstrual wellness, as well as benefits for both genders in mood, stress and sleep support

Delivery Format Flexibility

Tablets, Capsules, Gummies, Beverages, more

Multiple Benefits

Studies have demonstrated support for stress, mood, sleep, concentration, menstrual comfort

Perceptual Experience

Provides the end user with a positive high perceptual experience

Low Dose

Venetron® shows efficacy in doses between 50-150 mg per day

Questions & Comments

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