



Care4U®

SEIZE THE MENOPAUSE OPPORTUNITY with authentic supplement solutions

A staggering one billion women will face menopause by 2025, and many existing solutions are just scratching the surface in supporting women during this important life phase. That's why we've partnered with the "menopause partner for brands", GenM®, and created new concepts to help you address the menopause market with authentic, effective and differentiated solutions.

48 SYMPTOMS, 48 OPPORTUNITIES

Did you know there are 48 symptoms of the menopause?

No menopausal woman is the same. Each one experiences different symptoms and has unique experiences with specific needs. The "one product fits all" formula cannot address the 48 menopause symptoms.

Thus, there are plenty of opportunities to effectively address menopause symptoms while differentiating from the products already on the shelves.

A NEW APPROACH TOWARDS MENOPAUSE

While the menopause remained a taboo topic with lots of stereotypes and the supplement solutions were limited and lacking from innovation, the menopause market requires a new approach.

Menopause is a natural process and not an illness!

Time has come to normalize the discussion on menopause, raise awareness and offer tailored products targeting specific symptoms of the menopause.

Take part to this collective movement by offering novel supplements, backed by science and marketed in a positive and empowering way!

KEY INSIGHTS

1B one billion women will face menopause by 2025

63% of probiotic supplement consumers in Europe are women

x1.5 the women's health segment grew 1.5x faster than the overall food supplement market in EU

87% of those in menopause feel overlooked by brands

Sources: GenM, IPA, Nicholas Hall Database and Mintel

INTRODUCING THE NEXT GENERATION MENOPAUSE CONCEPTS

Discover our new inspiring concepts, including high quality probiotics and botanicals, developed for leading companies committed to delivering authentic solutions for menopause support.

- ✓ Containing high-quality, natural and safe ingredients
- ✓ Benefits backed by clinical studies and traditional use
- ✓ Effective support for most common menopause symptoms
- ✓ Co-created with peri and menopausal women to address their essential needs and improve quality of life



"I don't want just a trendy product. I am seeking reassurance, safety and studied benefits"

— IFF Focus Group

OUR PERIMENOPAUSE AND MENOPAUSE CONCEPTS

HOT FLASHES & NIGHT SWEATS



THE MYSTIC

- HOWARU® probiotics
- SoyLife
- Lemon Balm
- Vitamin B6




MOOD SWINGS



THE WISE

- HOWARU® probiotics
- Ashwagandha
- Vitamin B6



BRAIN FOG



THE QUEEN

- Neuravena®
- Ginseng
- Vitamin C



WEIGHT MANAGEMENT



THE WARRIOR

- HOWARU® probiotics
- Green Mate
- Vitamin B6



SKIN, HAIR & NAILS



THE HEALER

- HOWARU® probiotics
- keraGEN-IV®
- Grow® C
- Zinc



VAGINAL & BLADDER HEALTH



THE GUARDIAN

- HOWARU® probiotics
- Go-Less®
- Vitamin B2



KNOW IFF. KNOW SUCCESS.

Engage with our experts and let's work on your project!

1 READY-TO-USE

Launch these concepts following the original formulations for a fast market access

2 CUSTOMIZED

Count on our support to adapt the existing formulations according to your needs

3 BRAND NEW

Team up with our experts to develop completely new formulations

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