



Care4U

SEIZE THE MENOPAUSE OPPORTUNITY

with authentic supplement solutions

A staggering one billion women worldwide 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 – U.S.

- x2** the women's health segment grew 2x faster than the overall dietary supplement market
- +40 million** Mid-life women will be in peri/menopause by 2030
- 1 in 2** peri-menopausal women are considering taking supplements to manage their symptoms
- 25%** of menopausal women want brands to improve menopause supplements

Sources: Nicholas Hall, US Census, GenM & IFF survey

NEXT GENERATION CONCEPTS

Discover our new inspiring concepts, developed for leading companies committed to delivering authentic solutions to manage signs and symptoms of menopause and post menopause.

PRODUCT DESIGN

- ✔ Contains high-quality, natural and safe ingredients
- ✔ Benefits are backed by clinical studies and traditional use
- ✔ Effective support for most common menopause symptoms
- ✔ Co-created with peri, menopausal and postmenopausal women to address their essential needs

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

— IFF Focus Group



PUT OUR CONCEPTS TO WORK

A complete range of turnkey solutions combining the best selection of IFF health ingredients endorsed by science, stability data and consumer insights



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

KNOW IFF. KNOW SUCCESS.

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

PERIMENOPAUSE AND MENOPAUSE SUPPORT

THE MYSTIC



HOT FLASHES & NIGHT SWEATS



- HOWARU® Calm probiotic
- SoyLife isoflavones
- Lemon balm extract

THE WISE



MOOD SWINGS



- HOWARU® Calm probiotic
- Ashwagandha extract

THE QUEEN



BRAIN FOG



- Neuravena® plant extract
- Ginseng extract

THE HEALER



SKIN, HAIR & NAILS



- HOWARU® BI-04® probiotic
- Grow® C vitamin
- Re-Natured® biotin

THE GUARDIAN



VAGINAL & BLADDER HEALTH



- HOWARU® Feminine Health probiotic
- Go-Less® plant extract

THE WARRIOR



WEIGHT MANAGEMENT



- HOWARU® Shape probiotic
- Green Mate extract
- Re-Natured® vitamin B

THE CREATOR



MULTI-SYMPTOMS RELIEF



- HOWARU® Shape probiotic
- *L. rhamnosus* GG probiotic
- SoyLife isoflavones
- Ashwagandha extract
- Re-Natured® vitamin B

POST MENOPAUSE SUPPORT

THE SEEKER



CARDIOVASCULAR & METABOLIC HEALTH



- CitroVen® plant extract
- *L. plantarum* LP-115 probiotic
- Re-Natured® vitamin B

THE MUSE



BONE, DIGESTIVE & IMMUNE HEALTH



- HOWARU® Protect 55+ probiotic
- Litesse® prebiotic fiber
- CalceoBiotic™ postbiotic
- Re-Natured® vitamin D

howaru.com | care4-u.com | iff-health.com

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