



BRAIN HEALTH



Brain health in the spotlight

The World Health Organization (WHO) defines brain health as the state of brain functioning across cognitive, sensory, emotional, behavioral and motor domains, allowing a person to realize their full potential across the lifespan. Optimizing brain health not only improves mental and physical health but also creates positive social and economic impact that contribute to greater well-being¹.

However, keeping a healthy brain is far from simple. Many factors associated with today's lifestyle can impair cognitive abilities: stress, lack of sleep, poor diet, aging, and constant use of digital technologies can lead to significant brain health issues such as mood swings, anxiety, memory loss, lack of concentration, reduced cognitive capacity, and mental fatigue.



THE THRIVING BRAIN HEALTH SEGMENT

79% of people around the world say their mental health is as important as their physical health²

40% of global consumers are interested in supplements for stress relief³

Brain health conditions are the top three health issues experienced by consumers⁴

Stress	41%
Anxiety/Depression	37%
Trouble sleeping/Insomnia	37%
Fatigue/Lack of energy	34%
Weight management concerns	32%
Gut concerns	27%

Source: 1- Who Brain Health; 2- Ipsos Global Advisor Study 2021; 3- Stylus Wellness Trends 2021; 4- NBJ survey 2022



Brain health concepts by IFF

Developed for innovative companies eager to get fast access to the expanding brain health market. The IFF concepts combine clinically studied ingredients and natural botanicals that provide effective cognitive support for the key consumer concerns.

These solutions deliver top-tier quality, stability, efficacy, and format versatility enabled by IFF end-to-end capabilities.

MOOD & STRESS



SATURN SERENITY Designed for those seeking natural and effective ways to improve mood and relaxation.

MENTAL PERFORMANCE



MARS MOMENTUM Specifically crafted for those seeking peak mental abilities through improvements in focus, concentration and mental clarity.

MEMORY & MENTAL FATIGUE



VENUS VITALITY Tailored for busy women aiming to unleash their active lifestyle battling both mental and physical fatigue.

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.



READY-TO-USE

Launch these concepts following the original formulations



CUSTOMIZED

Count on our support to adapt the existing formulations



INNOVATION

Team up with our experts to develop completely new formulations




SATURN SERENITY



Recommended Daily Dose: 2 capsules or 1 stick

Mood and stress

Designed for those seeking natural and effective ways to improve mood and relaxation. This product promotes a balanced and peaceful state of mind amidst the stresses of modern life. It is made with a carefully selected blend of clinically studied ingredients and traditional herbs.

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HOWARU® Calm
 a probiotic backed by robust clinical evidence to help regulate feelings of perceived stress and promote mental well-being through the gut-brain axis.
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Ashwagandha
 a botanical adaptogen traditionally used in Ayurvedic medicine showing clinically studied benefits to enhance mood, relieve stress and manage anxiousness.
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Calming plant trio: Lemon Balm, Chamomile, and Passion Flower
 a soothing combination of ancient herbs, known for centuries to promote relaxation, mood support and alleviate stress.



MARS MOMENTUM



Recommended Daily Dose: 1 capsules or 2 gummies*

*few ingredients' adaptations needed in gummy formulation

Mental performance

Specifically crafted for those seeking peak mental abilities through improvements in focus, concentration and mental clarity. The cutting-edge formula is made of powerful ingredients to boost your cognitive performance and achieve excellence in every aspect of life.

- ✓ **Sharp-PS®**
a superhero plant-based ingredient backed by extensive clinical research showing great benefits to memory, learning and overall cognitive function.
- ✓ **GinkGO**
a nootropic herb used in traditional medicine to improve mental performance. It has been clinically studied to promote memory, attention, concentration.
- ✓ **Re-Natured® B-Vitamins complex**
whole food nutrients that are crucial for supporting nervous system function and convert food into cellular energy, contributing to mental and physical energy.
- ✓ **Magnesium**
an essential mineral that plays a critical role in promoting muscle relaxation, energy production and overall well-being.



VENUS VITALITY



Recommended Daily Dose:
1 stick or 2 capsules

Memory & mental fatigue

Tailored for busy women aiming to unleash their active lifestyle battling both mental and physical fatigue. This unique blend boosts cognitive function and ignites energy production, keeping you sharp and recharged. Experience the invigorating effervescent bubbles that revitalize your senses and get you ready to conquer the day ahead!

- ✔ **Neuravena®**
 a premium green oat extract backed by several studies, clinically shown to effectively promote memory, focus, attention, and mental task performance.
- ✔ **AB-Fortis®**
 a clinically tested iron form with higher bioavailability and easy digestion, providing improved nutrient absorption.
- ✔ **Ginseng**
 a nootropic herb used in traditional medicine to improve mental performance and restore the balance of the body. It has been clinically studied to promote cognitive function, concentration, and mental resilience.
- ✔ **Re-Natured® B-Vitamins complex**
 whole food nutrients that are crucial for supporting nervous system function and convert food into cellular energy, contributing to mental and physical energy.