



ACTAZIN



# ACTAZIN<sup>®</sup>

*bloat less*

40% of the global population suffer from bloating.

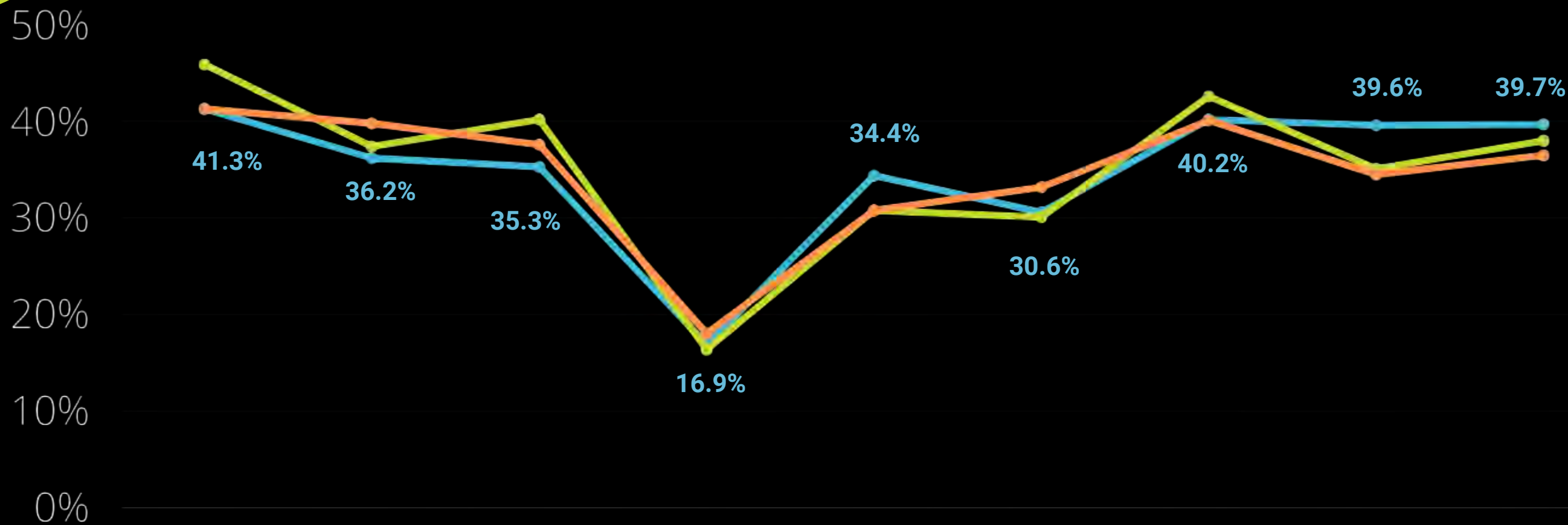
Clinically proven Actazin contains a high level  $\geq 25,000$  AU/g of kiwifruit enzyme - actinidin

- Digest a wide variety of bloat causing protein
- Digest pea protein in seconds!
- Constipation relief
- Contains polyphenols, fibre and a wide variety of nutrients to support overall gut health
- Low dose of 600mg
- Made from NZ whole kiwifruit



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■ North America ■ Europe ■ Asia Pacific



# Digestive Health Problems Prevalence

Consistency of digestive health problems in all 3 continents.

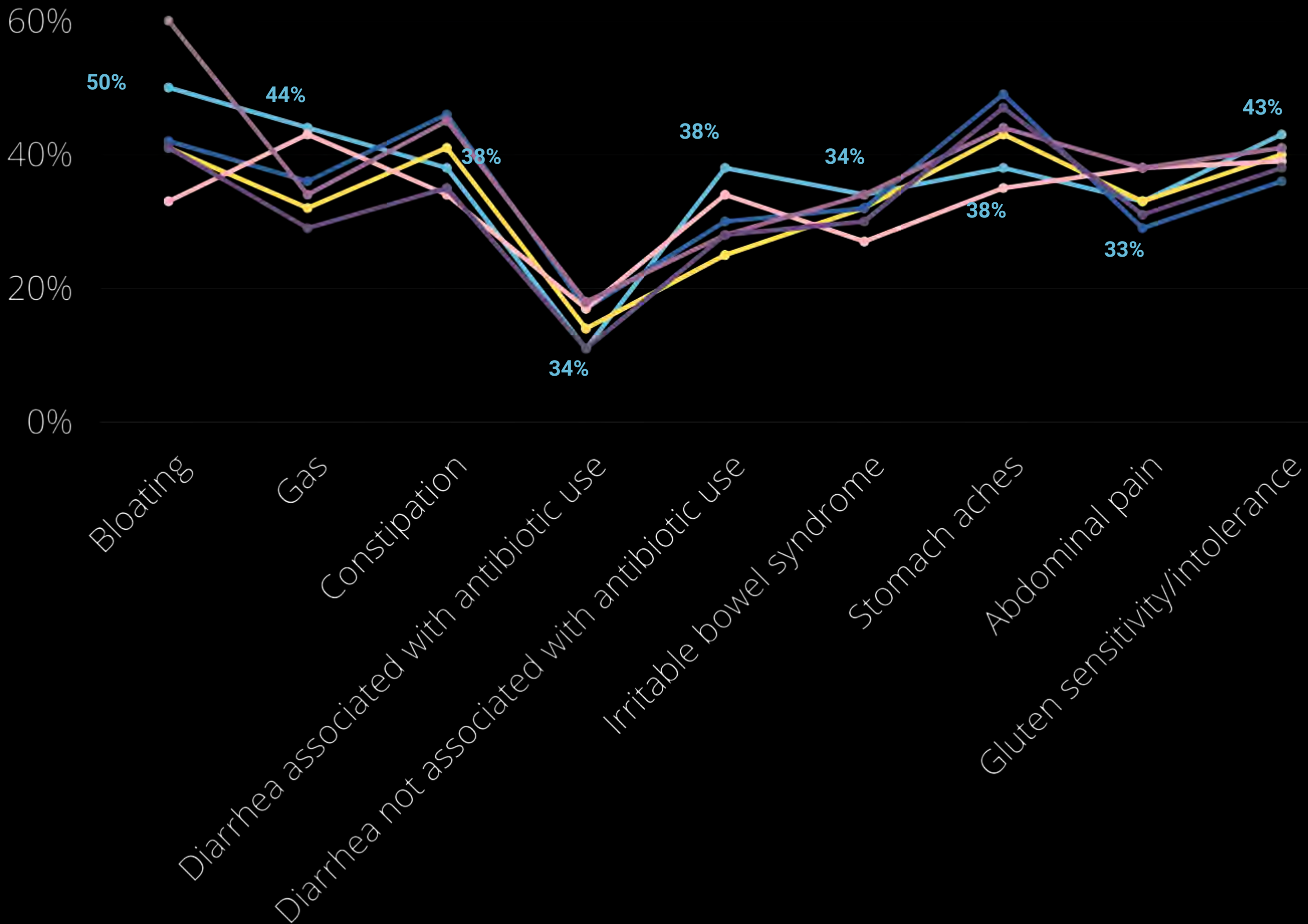
Gas, Constipation, Diarrhea, Bloating, Stomach aches and Abdominal Pain are among the most common digestive health problems





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■ France ■ Germany ■ Italy ■ Spain ■ Turkey ■ UK



# Digestive Health Problems Prevalence

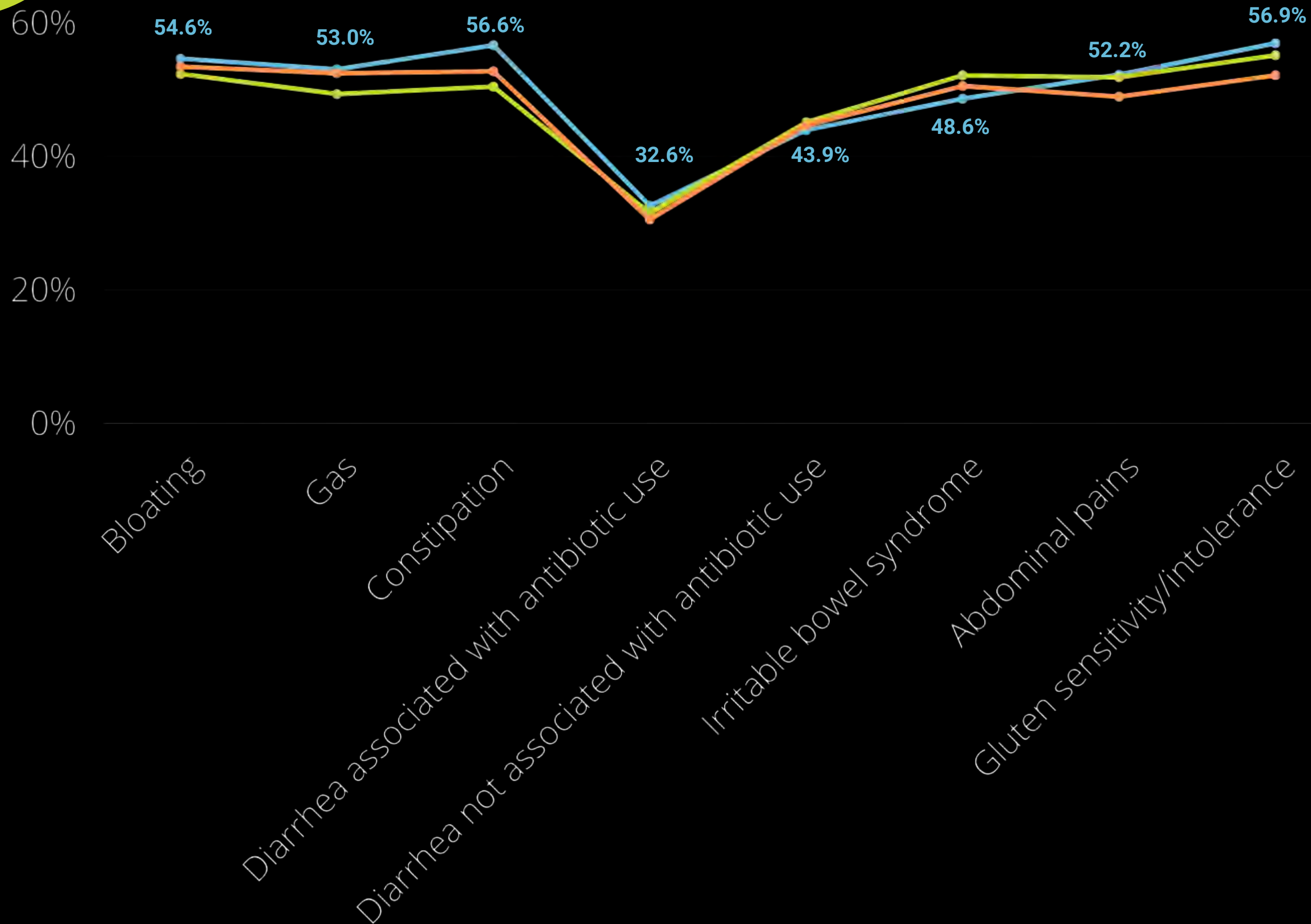
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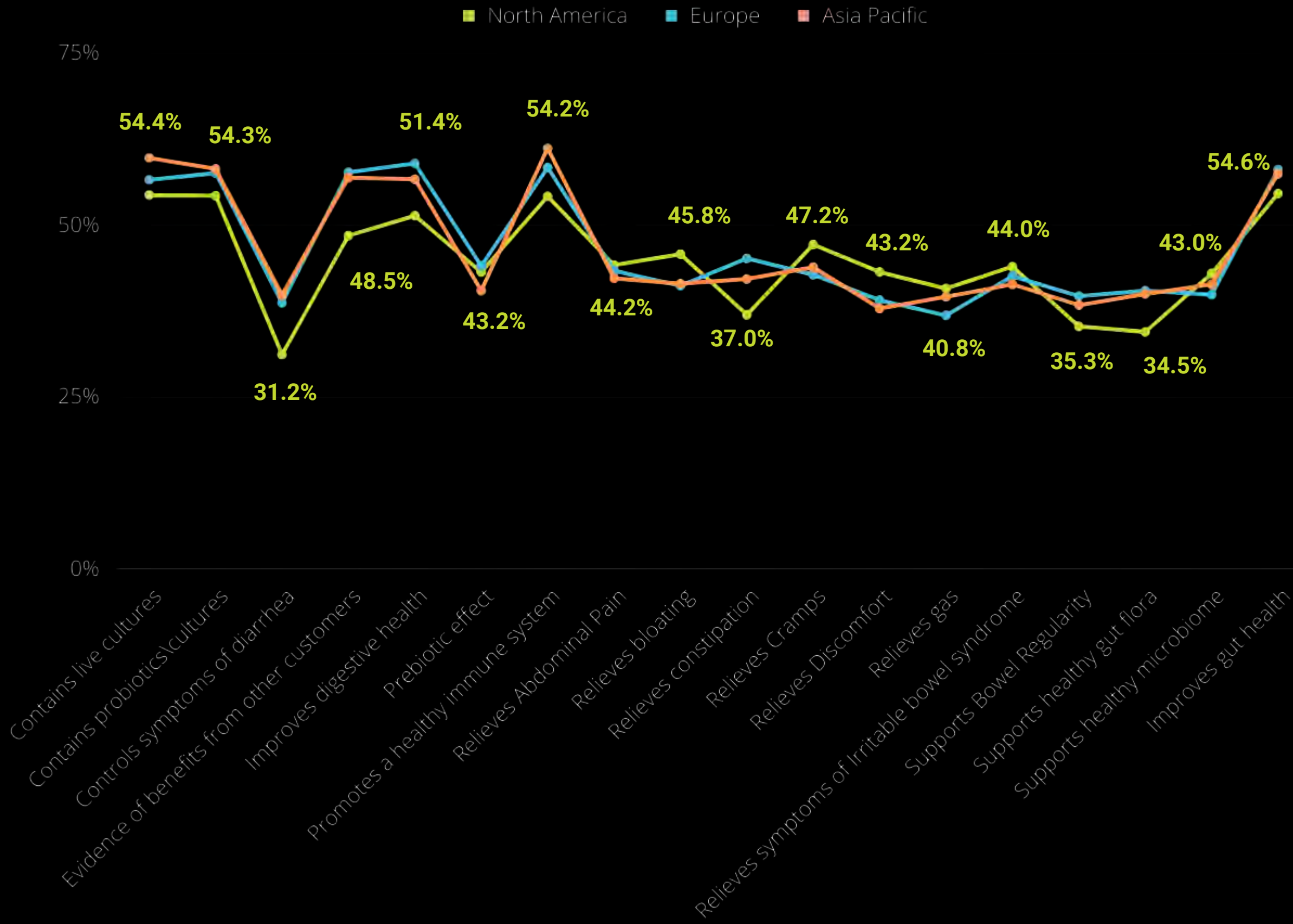
# Consumer Motivation In Addressing Bloating Issue

Consumers are highly motivated in addressing these digestive health symptoms.

With the exception of diarrhea, over 50% interest is registered for all other symptoms.



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## Consumer Interests in Bloating Health Claims

Bloating has one of the highest claim interest score

US are most interested in

- Relieve bloating, cramps, pain, discomfort
- IBS symptoms
- Gut microbiome



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# Bloat Less Google Keyword Opportunities - UK





# Bloat Less Opportunities - UK

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
bloating	50000	Low
bloated stomach	50000	Low
gut bloating	50000	Low
bloatedness	50000	Low



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# Bloating Related Topics - UK

Top Bloating Related Topics	Score
Bloating	100
Cause	16
Stomach	12
Flatulence	11
Pain	10
Abdomen	9
Gas	8
Eating	6
Menstruation	5
Symptom	5
Pregnancy	4
Abdominal pain	4
cut	4
Constipation	3

Tea	3
Probiotic	2
Cramp	2
Diarrhea	2
Cure	2
Pharmaceutical drug	2
Nausea	2
Weight gain	2
Dietary supplement	2
Weight loss	1
Irritable bowel syndrome	1

Rising Bloating Related Topics	Search Frequency
Cider	1350%
Hormone	700%
Signs and symptoms	600%
Stress	350%
Detoxification	130%
Lower abdominal pain	110%
Colitis	90%
Intestine	80%
Bismuth subsalicylate	60%
Flatulence	50%
Cause	40%

\* Top - The most popular search queries. Scoring is on a relative scale where a value of 100 is the most commonly searched query, 50 is a query searched half as often as the most popular query, and so on.

\* Rising - Queries with the biggest increase in search frequency since the last time period. Results marked ""Breakout"" had a tremendous increase, probably because these queries are new and had few (if any) prior searches."



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# Bloating Topic Queries - UK

Top Bloating Related Queries	Score
Bloating	100
Cause	17
Stomach	15
Pain	13
Abdomen	9
Flatulence	8
Eating	7
Symptom	6
Pregnancy	5
Abdominal pain	5
Menstruation	5
cut	4

Top Bloating Related Queries	Score
Gas	3
Tablet	3
Irritable bowel syndrome	3
Constipation	3
Cancer	3
Diarrhea	2
Menopause	2
Cure	2
Signs and symptoms	2
Cramp	2
Nausea	2
Probiotic	2
Large intestine	2

Rising Bloating Related Queries	Search Frequency
Wild Dose	Breakout
Holland & Barrett	1550%
Cider	1200%
Hormone	1200%
Signs and symptoms	800%
Butylscopolamine	700%
Stress	400%
Detoxification	200%
Gummy candy	150%
Colitis	120%
Intestine	100%
Appetite	90%
Apple cider	80%
Apple cider vinegar	70%
Cramp	70%
Vinegar	70%
Lower abdominal pain	70%
Cause	60%

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## Overall Bloating Taglines

#1 Stop Having Gas Forever!

#2 Gas Gone For Life!

#3 Bloating Gone Forever!

**ACTAZIN**<sup>®</sup>  
*inside*

