



ACTAZIN



ACTAZIN[®]

bloat less

40% of the global population suffer from bloating.

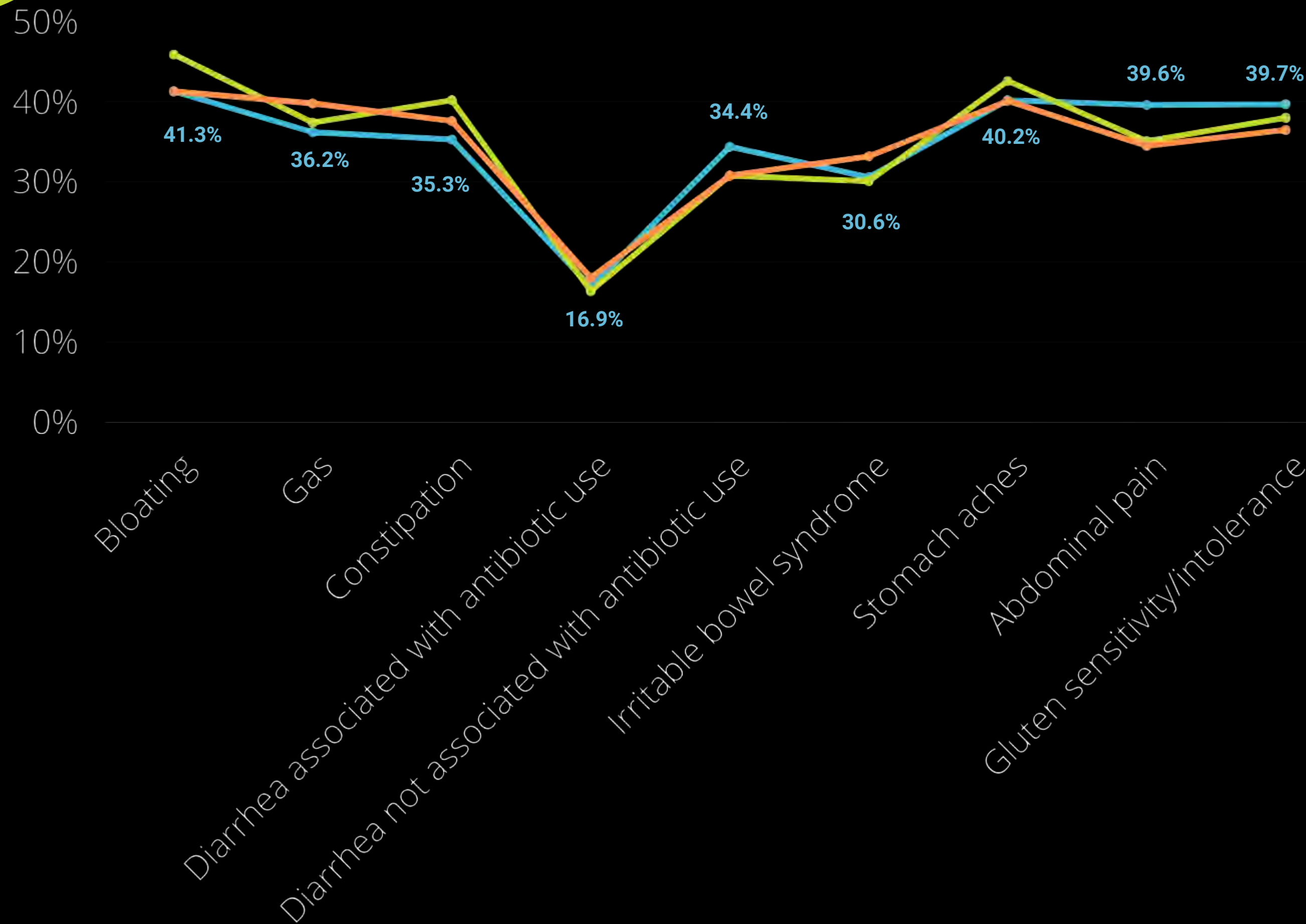
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

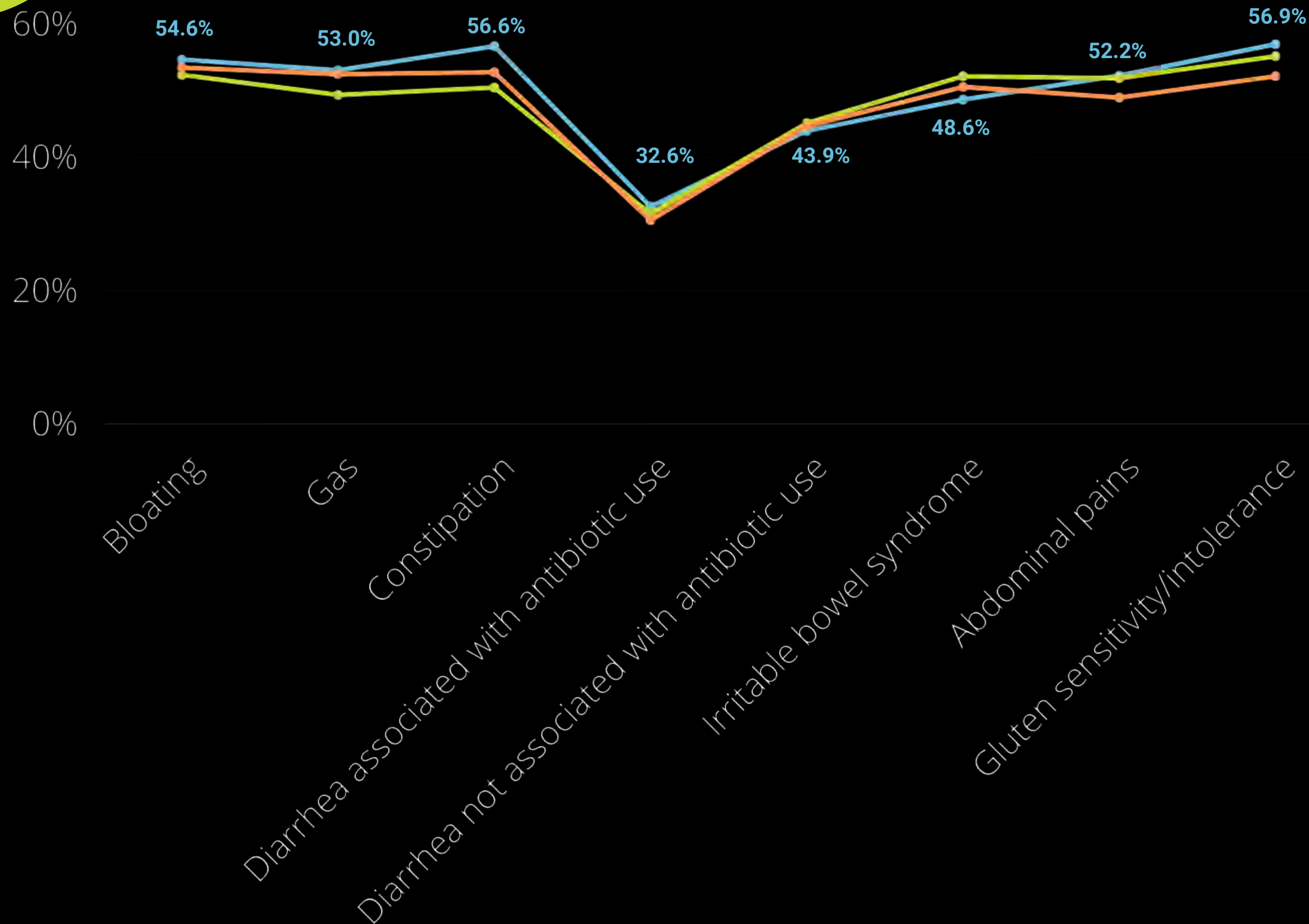
Consistency of digestive health problems in all 3 continents.

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



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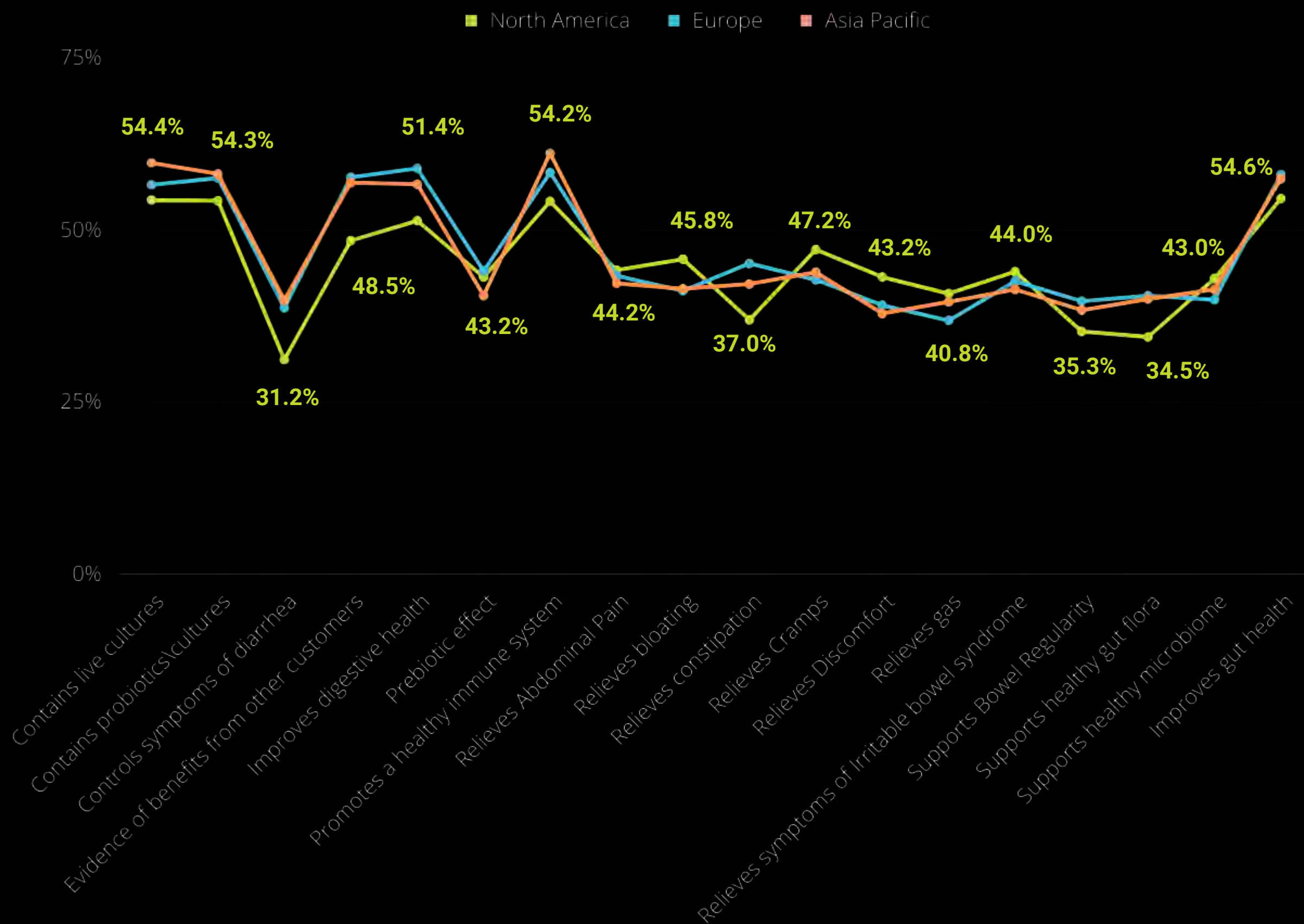
Consumer Motivation In Addressing Bloating Issue

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 - NZ



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Bloat Less Opportunities - NZ

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
bloating	5000	Low
bloated stomach	5000	Low
gut bloating	5000	Low
bloatedness	5000	Low
bloating after eating	500	Low
home remedy for bloated stomach	500	Low
gassy stomach	500	Low
bloating and constipation	500	Low
distended abdomen	500	Low
period bloating	500	Low
lower belly bloat	500	Low
upper abdominal bloating	500	Low
cause of bloating	500	Low

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
distended stomach	500	Low
cause of bloated stomach	500	Low
painful bloated stomach	500	Low
bloating in early pregnancy	500	Low
upper stomach bloating	500	Low
constipation bloating	500	Low
pregnancy bloating	500	Low
lower abdominal bloating	500	Low
stomach cramps and bloating	500	Low
extreme flatulence	500	Low
menstrual bloating	500	Low



Bloating Related Topics - NZ

* 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."

Top Bloating Related Topics	Score
Bloating	100
Cause	16
Stomach	16
Pain	11
Abdomen	11
Flatulence	8
Pregnancy	7
Eating	7
Symptom	6
Gas	6
Abdominal pain	6
Menstruation	6
Cure	4
Constipation	4

Rising Bloating Related Queries	Search Frequency
Colorectal cancer	Breakout
Hormone	Breakout
Food poisoning	Breakout
Wheat	Breakout
Gastritis	Breakout
Bowel obstruction	Breakout
Gaviscon	Breakout
Gastroparesis	Breakout
Hemorrhoids	Breakout
Nut	Breakout
Bargain Chemist	Breakout
Food intolerance	Breakout
Feces	100%
Drink	70%
Flatulence	60%
Cause	50%
Cancer	50%
Large intestine	50%



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Bloating Related Queries - NZ

Top Bloating Related Queries	Score
bloating causes	100
what causes bloating	51
how to get rid of bloating	44
how to reduce bloating	38
how to stop bloating	35
bloating remedy	34
bloated stomach	33
ibs	26
foods that cause bloating	14
ibs symptoms	5

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Overall Bloating Taglines

#1 Stop Having Gas Forever!

#2 Gas Gone For Life!

#3 Bloating Gone Forever!


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inside

