



ACTAZIN



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bloat less

40% of the global population suffer from bloating.

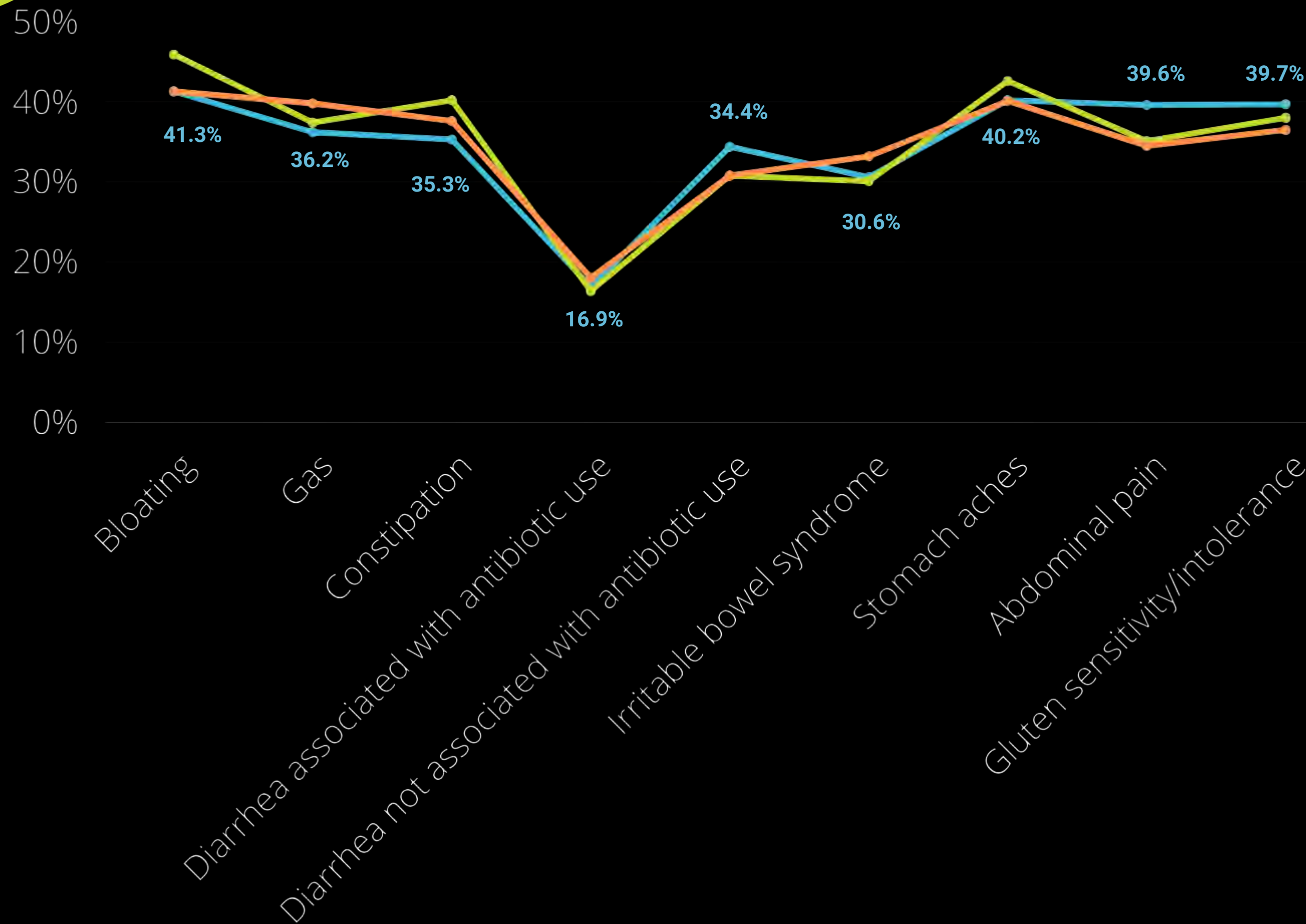
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

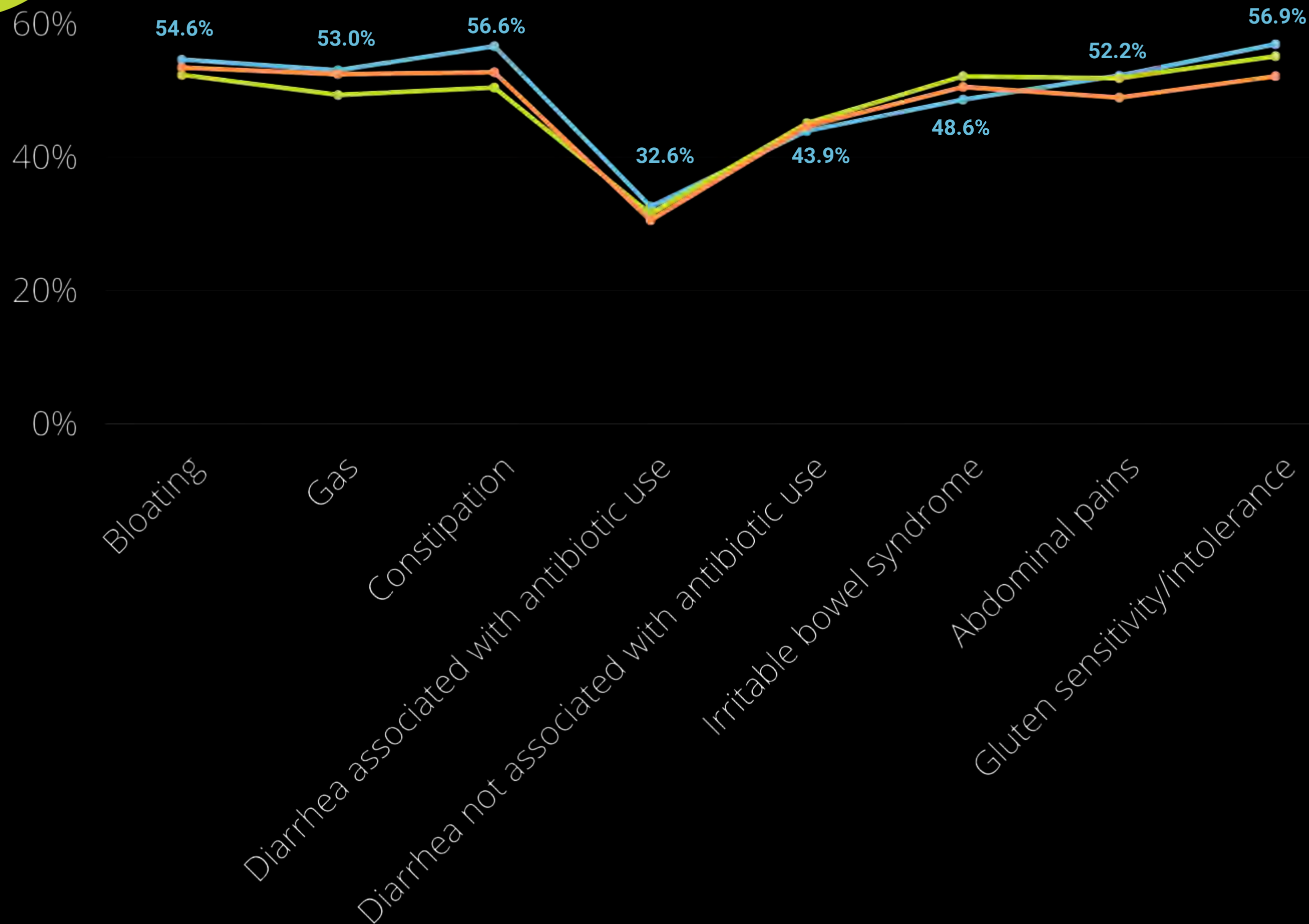
Consistency of digestive health problems in all 3 continents.

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



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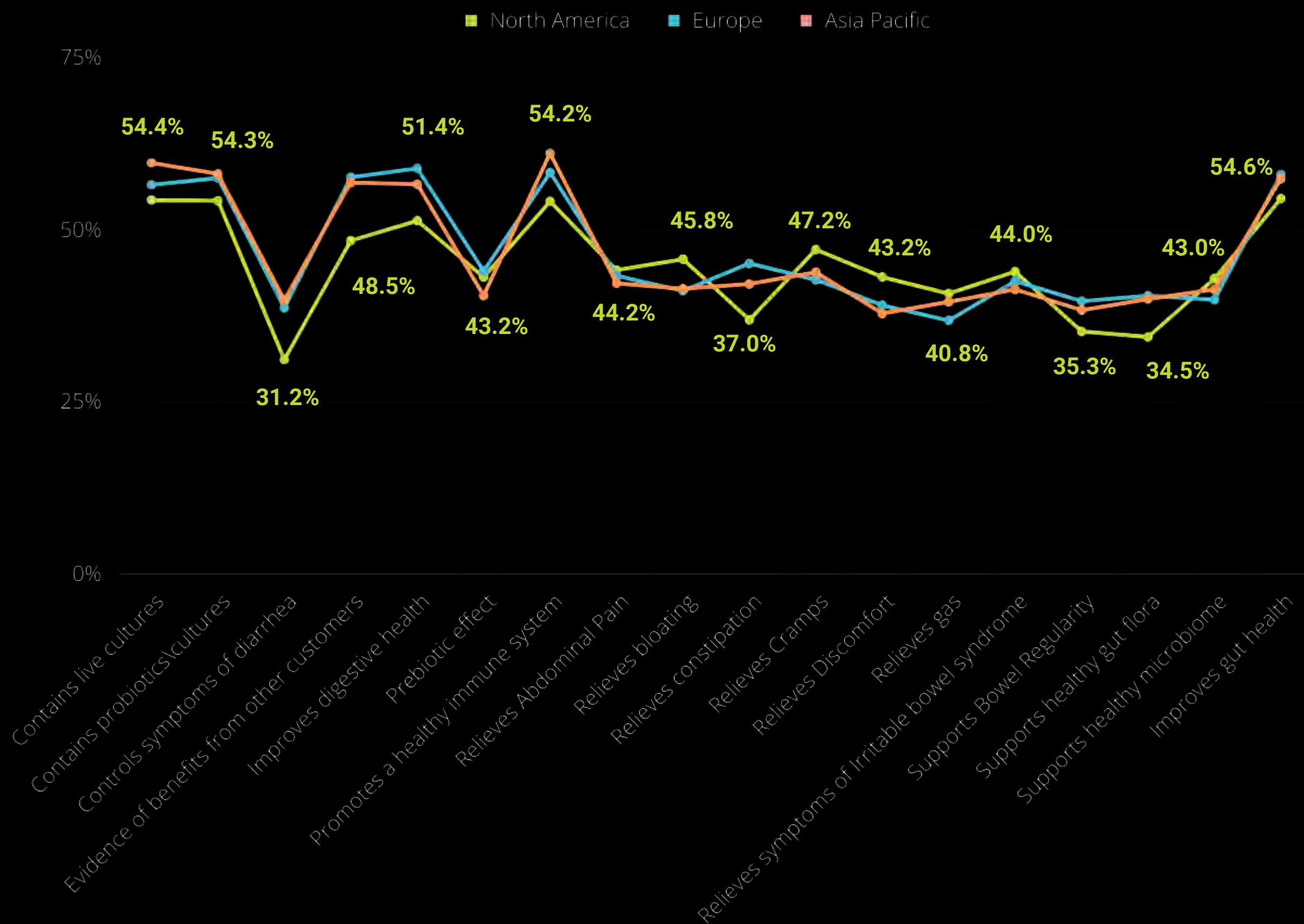
Consumer Motivation In Addressing Bloating Issue

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 - Malaysia



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Bloat Less Opportunities - Malaysia

November 2022 - November 2023			
Google Keyword ideas		Average Monthly searches	Competition
bloated stomach	kembung perut	5000	Low
bloated perit	perit kembung	5000	Low
an adult stomach bloated	kembung perut dewasa	500	Low
windy stomach while pregnant	perut berangin ketika hamil	500	Low
bloated stomach and bumps	perut kembung dan buncit	500	Low
bloated stomach and diarrhea	perut kembung dan cirit birit	500	Low
bloated stomach and uncomfortable	perut kembung dan tidak selesa	500	Low
bloated stomach while pregnant	perut kembung ketika hamil	500	Low
bloated stomach after eating	perut kembung selepas makan	500	Low
stomach tastes	perut rasa sebu	500	Low
stomach tense and bloated	perut rasa senak dan kembung	500	Low
stomachs	perut sebu	500	Low
the cause of the bloated stomach	punca kembung perut	500	Low

November 2022 - November 2023			
Google Keyword ideas		Average Monthly searches	Competition
the causes of prolonged stomach inflammation	punca kembung perut berpanjangan	500	Low
the cause of an inflatable stomach	punca perut kembung	500	Low
The cause of bloated stomach for women	punca perut kembung bagi wanita	500	Low
the cause of bloated and hard stomach	punca perut kembung dan keras	500	Low
back hip and bloated abdominal pain	sakit pinggang belakang dan perut kembung	500	Low
cause of bloated stomach	sebab perut kembung	500	Low



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Bloating Related Topics - Malaysia

* 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
Stomach	52
Abdomen	52
Abdominal distension	28
Infant	26
Tympany	10
Pharmaceutical drug	7
Pregnancy	6
cause	6
Wind	6
Pain	6
Disease	6
Milk	4
Abdominal pain	4

Top Bloating Related Topics	Score
Sign	3
Taste	3
Flatulence	3
Rule of thumb	3
Vomiting	3
Menstruation	3



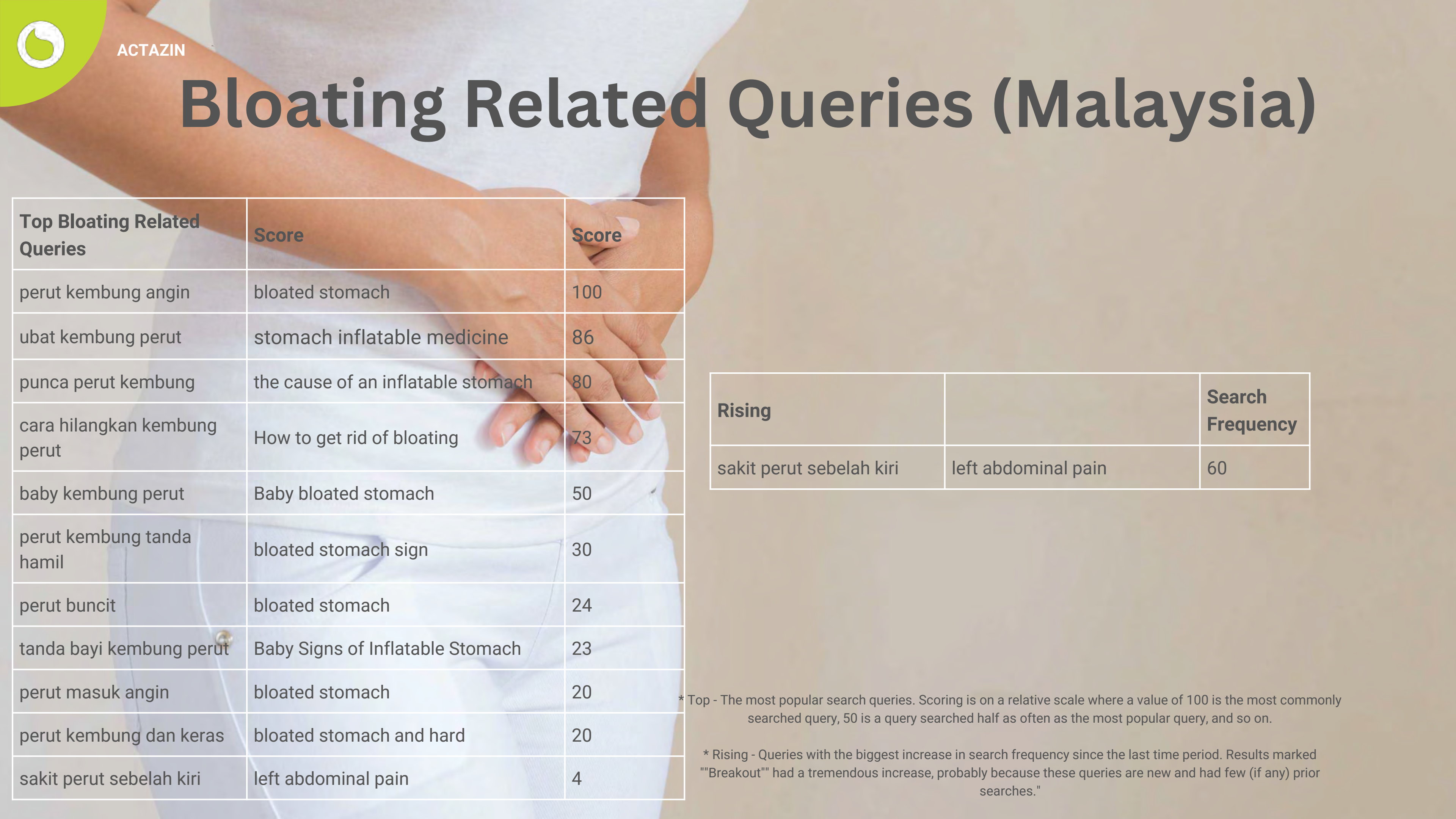
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Rising Bloating Related Queries	Search Frequency
Gastric bypass surgery	Breakout
Indian mackerel	Breakout
Trimester	Breakout
Hernia	Breakout
Baby bottle	Breakout
sign	Breakout
Right-wing politics	Breakout
Mucus	Breakout
Gastric acid	Breakout
Poultice	Breakout
Stomach cancer	Breakout
Stomach disease	Breakout

Rising Bloating Related Queries	Search Frequency
cause	190%
Sign	140%
Stomach	140%
Pregnancy	130%
Common bluestripe snapper	110%
Bloating	110%
Adult	60%
Diarrhea	60%



Bloating Related Queries (Malaysia)

Top Bloating Related Queries	Score	Score
perut kembung angin	bloated stomach	100
ubat kembung perut	stomach inflatable medicine	86
punca perut kembung	the cause of an inflatable stomach	80
cara hilangkan kembung perut	How to get rid of bloating	73
baby kembung perut	Baby bloated stomach	50
perut kembung tanda hamil	bloated stomach sign	30
perut buncit	bloated stomach	24
tanda bayi kembung perut	Baby Signs of Inflatable Stomach	23
perut masuk angin	bloated stomach	20
perut kembung dan keras	bloated stomach and hard	20
sakit perut sebelah kiri	left abdominal pain	4

Rising		Search Frequency
sakit perut sebelah kiri	left abdominal pain	60

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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

