



ACTAZIN



# ACTAZIN<sup>®</sup>

*bloat less*

40% of the global population suffer from bloating.

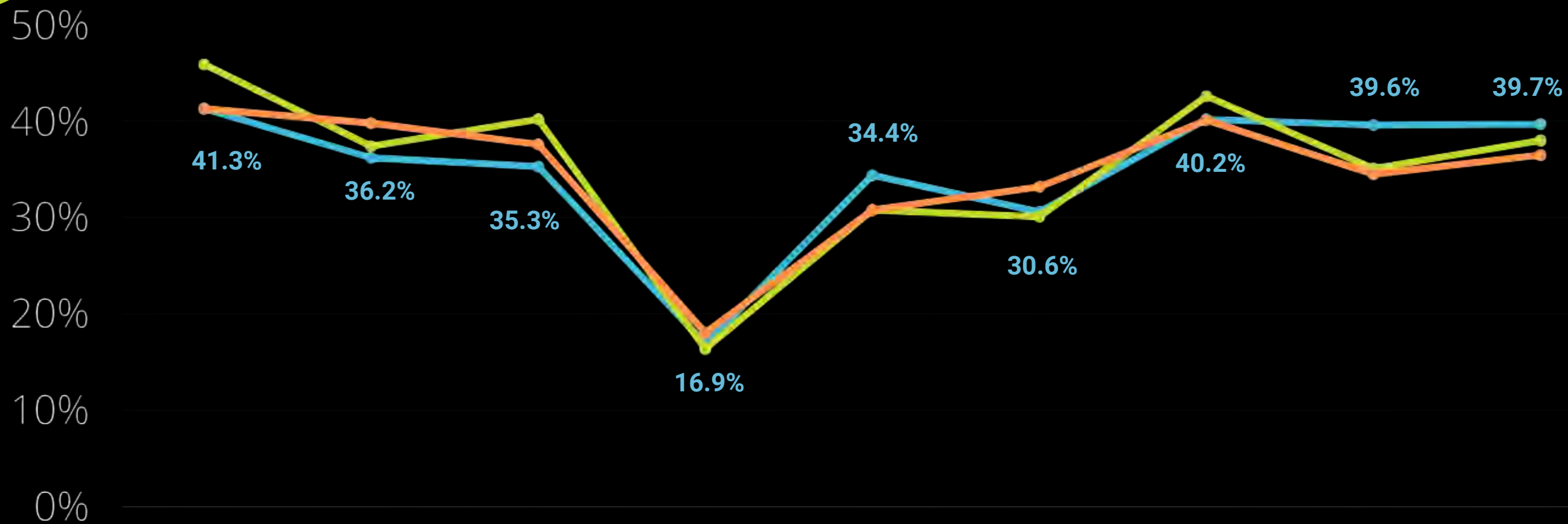
Clinically proven Actazin contains a high level  $\geq 25,000$  AU/g of kiwifruit enzyme - actinidin

- 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



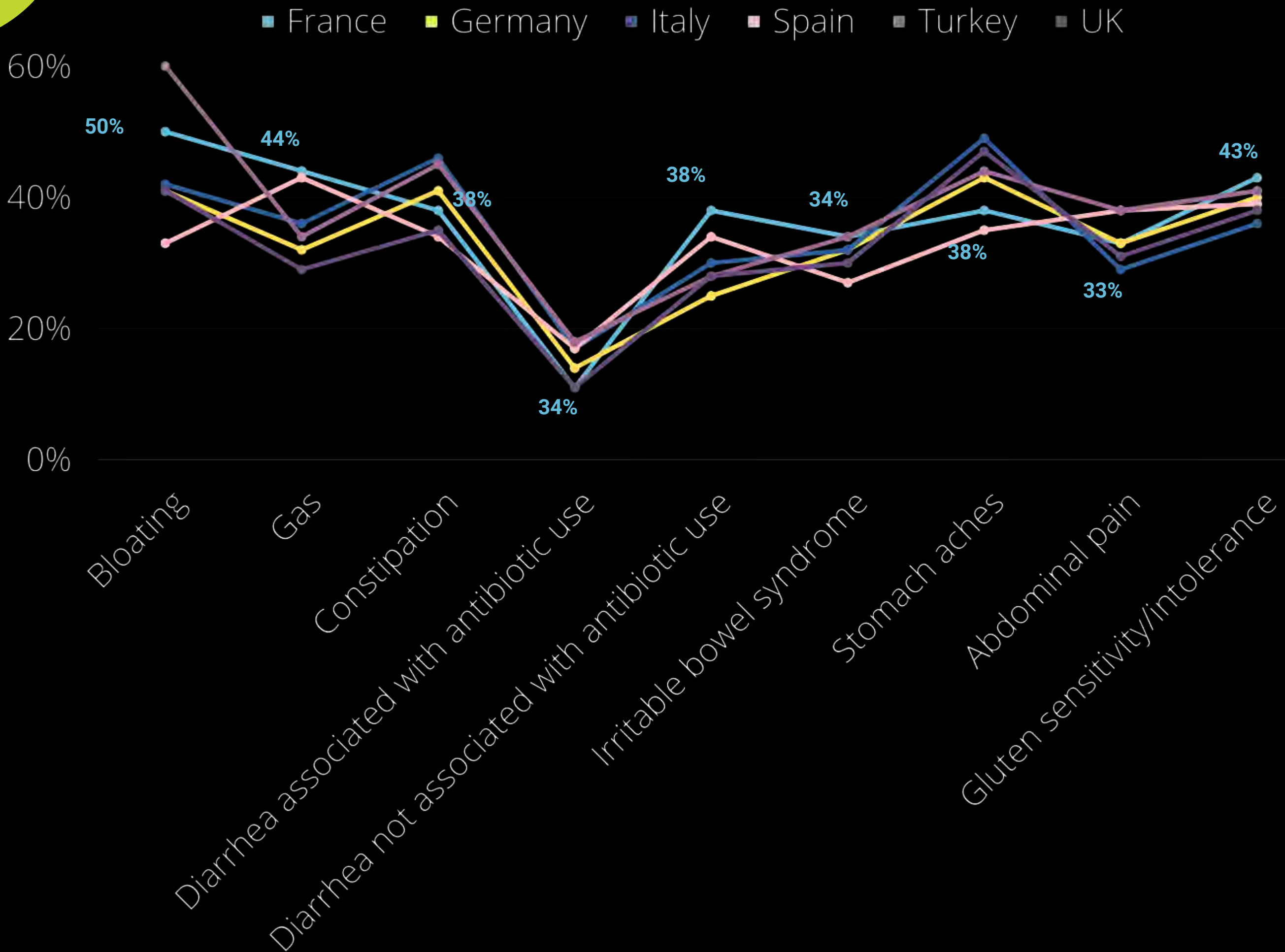
# Digestive Health Problems Prevalence

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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# Digestive Health Problems Prevalence

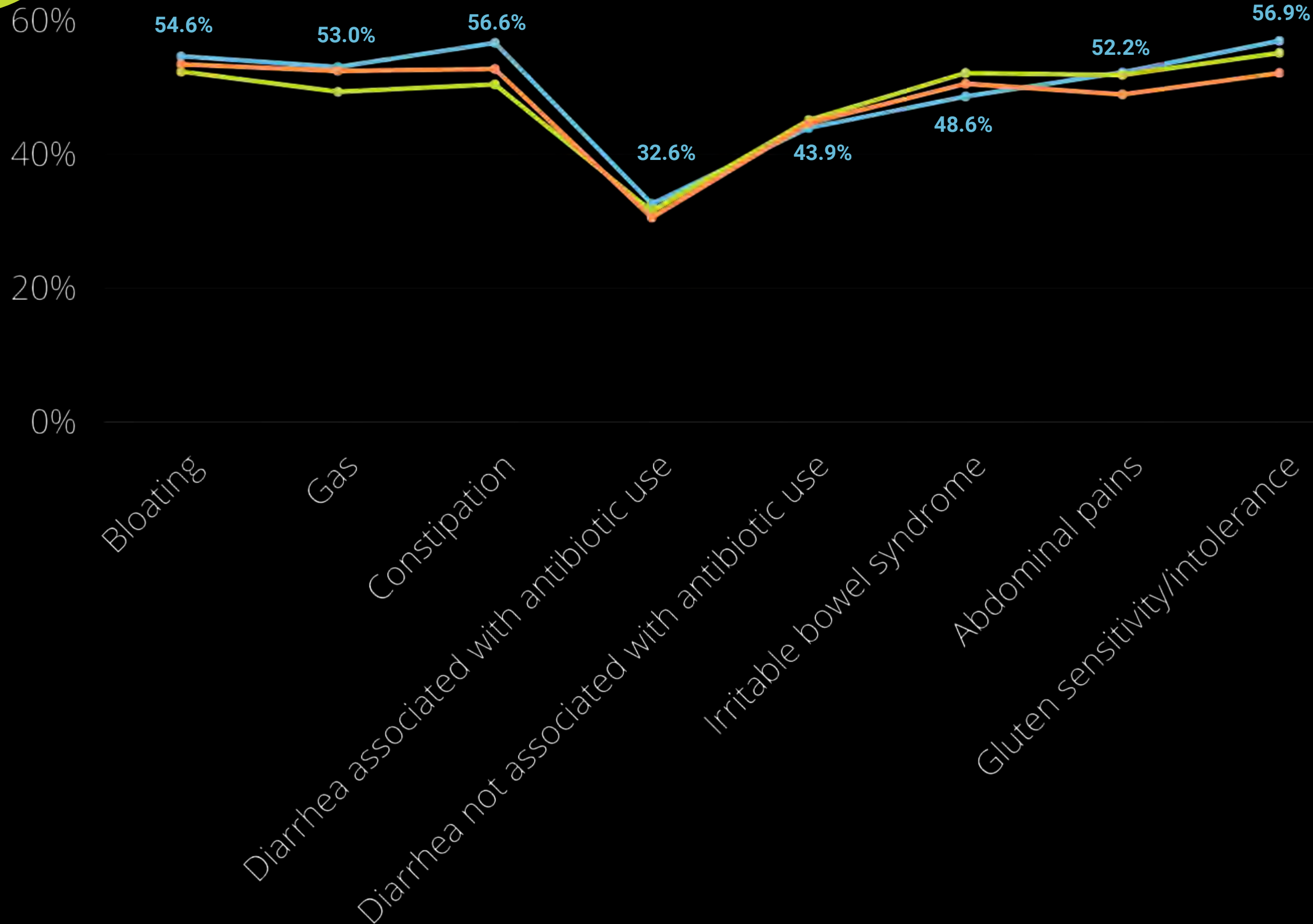
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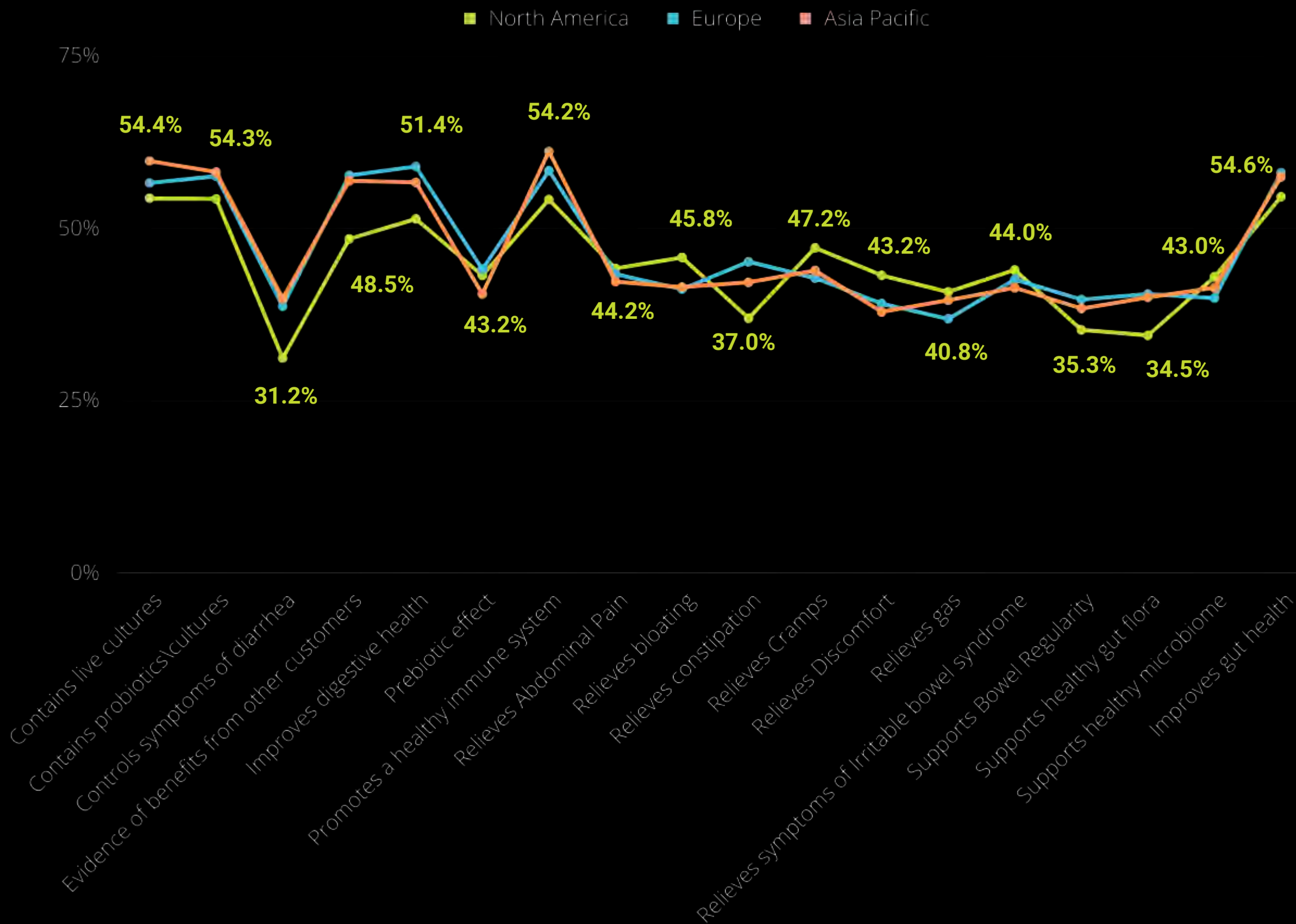
# Consumer Motivation In Addressing Bloating Issue

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 - US



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# Bloat Less Opportunities - US

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
bloating	50000	Low
bloated stomach	50000	Low
bloating after eating	50000	Low
distended abdomen	50000	Low
period bloating	50000	Low
upper abdominal bloating	50000	Low
gut bloating	50000	Low
cause of bloating	50000	Low
upper stomach bloating	50000	Low
stomach cramps and bloating	50000	Low
menstrual bloating	50000	Low
upper belly bloat	50000	Low
bloatedness	50000	Low
distended belly	50000	Low
bloated and painful stomach	50000	Low
gastric bloating	50000	Low
stomach discomfort and gas	50000	Low
bloated stomach period	50000	Low



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# Bloating Related Topics - US

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 Related Queries - US

Top Bloating Related Queries	Score
stomach bloating	100
bloating symptoms	41
bloating causes	29
bloating and gas	28
period bloating	27
reduce bloating	27
stop bloating	26
stomach pain	25
bloating pregnancy	24
what is bloating	24
help with bloating	24
bloating after eating	24

Top Bloating Related Queries	Score
get rid of bloating	22
ibs bloating	20
ibs	20
bloating and stomach pain	19
abdominal bloating	18
constipation	18
bloating tablets	18
what causes bloating	18
how to get rid of bloating	17
bloated stomach	16
how to stop bloating	15
bloating and wind	14
how to reduce bloating	14

Rising Bloating Related Queries	Search Frequency
apple cider vinegar gummies	450%
a dose for bloating	250%
foods that help with bloating	200%
wild dose bloating	190%
gallstones symptoms female bloating	170%
whats good for bloating	120%
can oat milk cause bloating	110%
my stomach feels heavy and bloated	110%
what reduces bloating	90%
low fodmap diet	80%
apple cider vinegar bloating	80%
celiac disease symptoms	80%
apple cider vinegar for bloating	70%
apple cider vinegar	70%
sibo	60%
does bread cause bloating	50%
bloom	50%
foods to help bloating	50%



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my stomach feels heavy and bloated	110%
what reduces bloating	90%
low fodmap diet	80%
apple cider vinegar bloating	80%
celiac disease symptoms	80%
apple cider vinegar for bloating	70%
apple cider vinegar	70%
sibo	60%
does bread cause bloating	50%

Rising Bloating Related Queries	Search Frequency
bloom	50%
foods to help bloating	50%
bloating supplement	50%
medicine for bloating	50%
peppermint capsules for bloating	50%
does buscopan help with bloating	50%
vitamins for bloating	40%
inflammatory bowel disease	40%



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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*

