



ACTAZIN



# ACTAZIN<sup>®</sup>

*bloat less*

40% of the global population suffer from bloating.

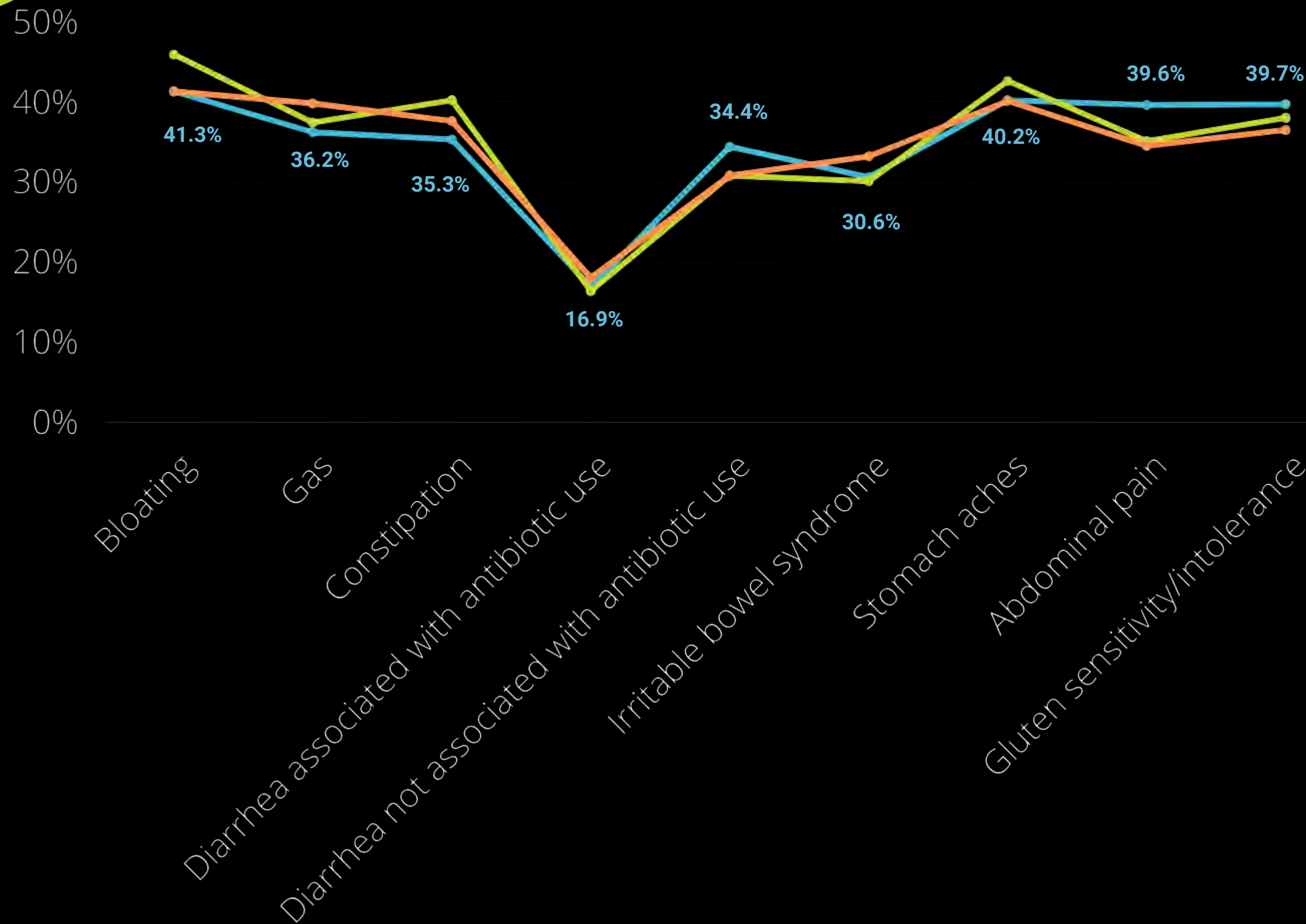
Clinically proven Actazin contains a high level  $\geq 25,000$  AU/g of kiwifruit enzyme - actinidin

- 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



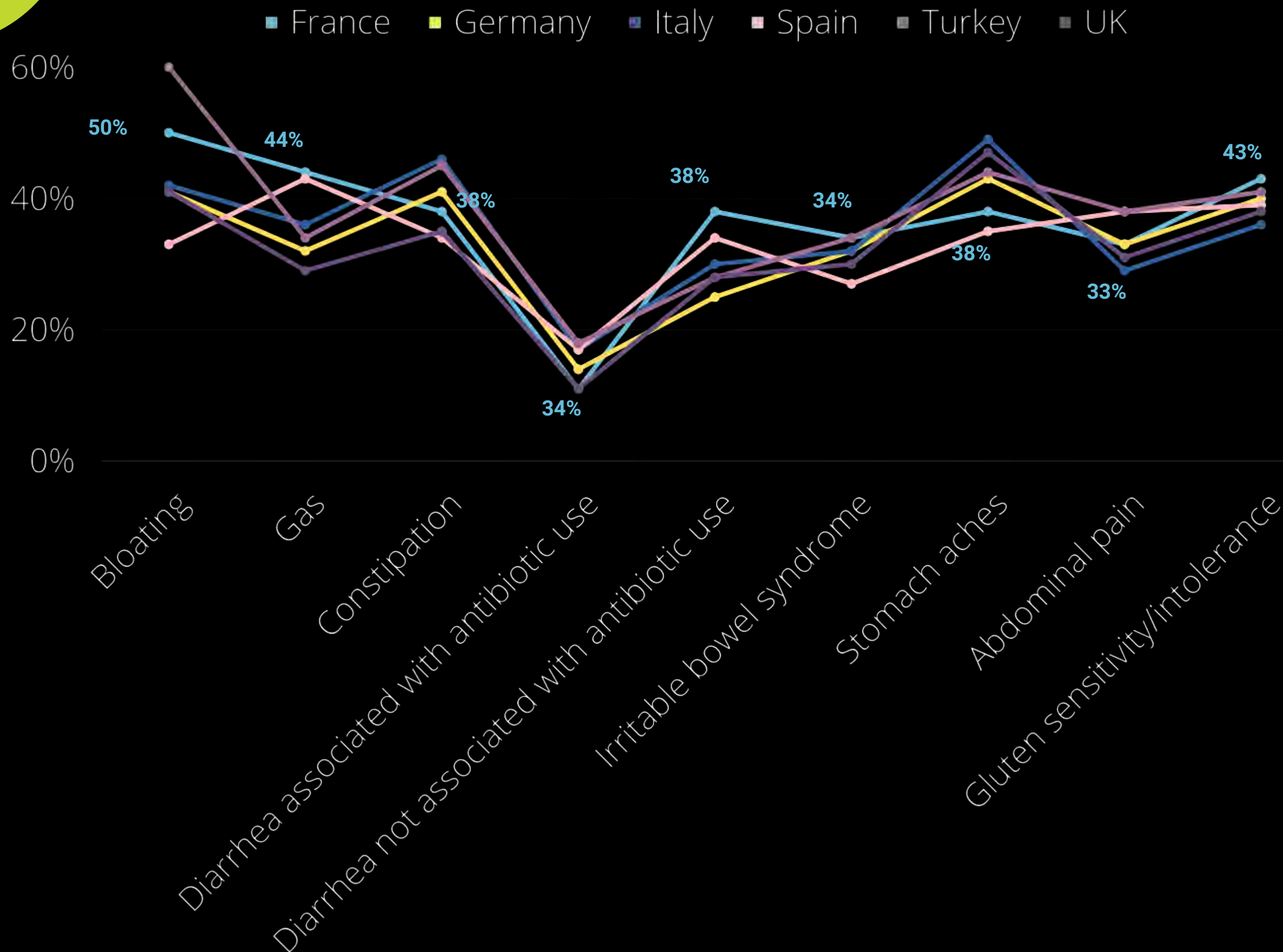
# Digestive Health Problems Prevalence

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

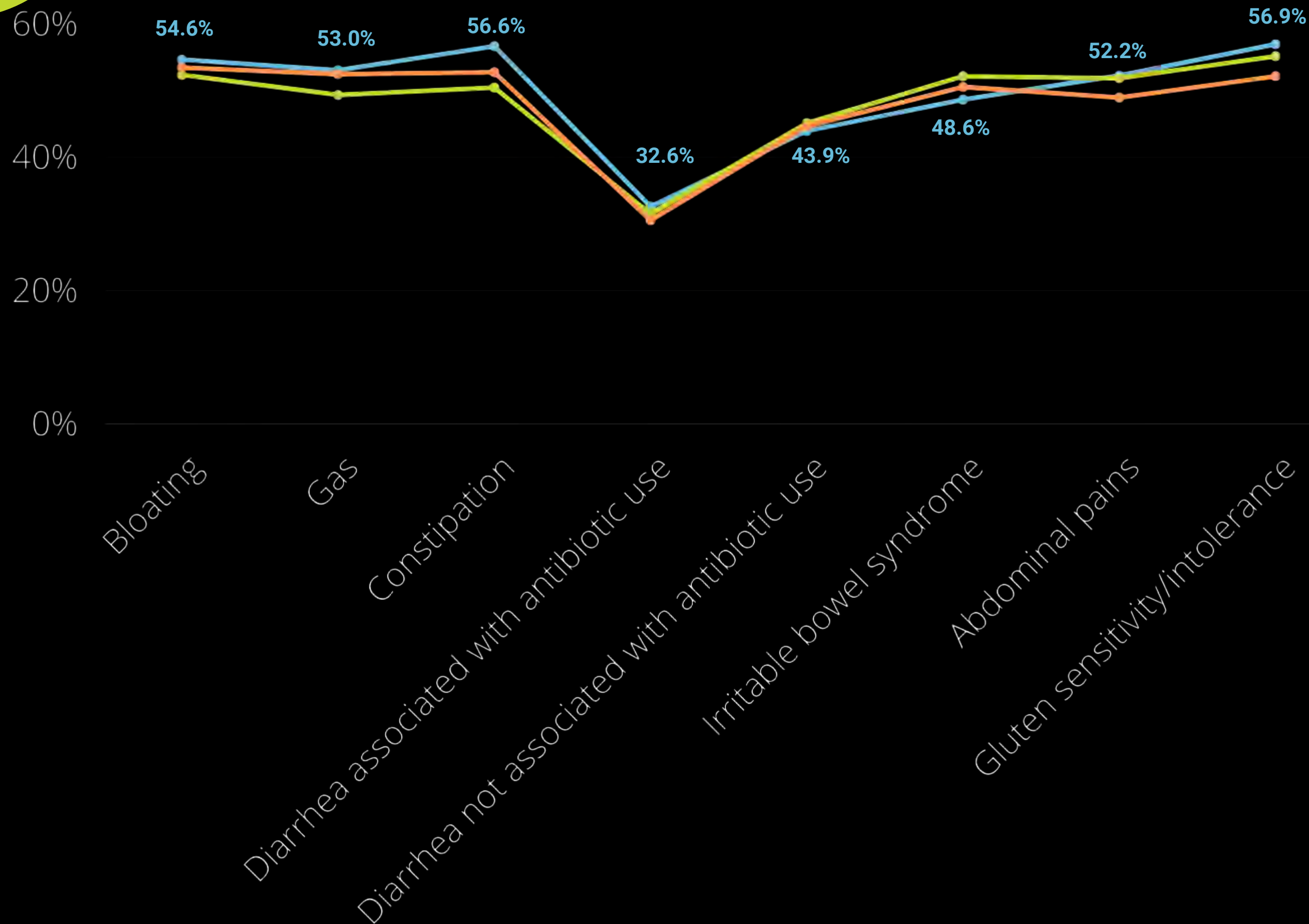
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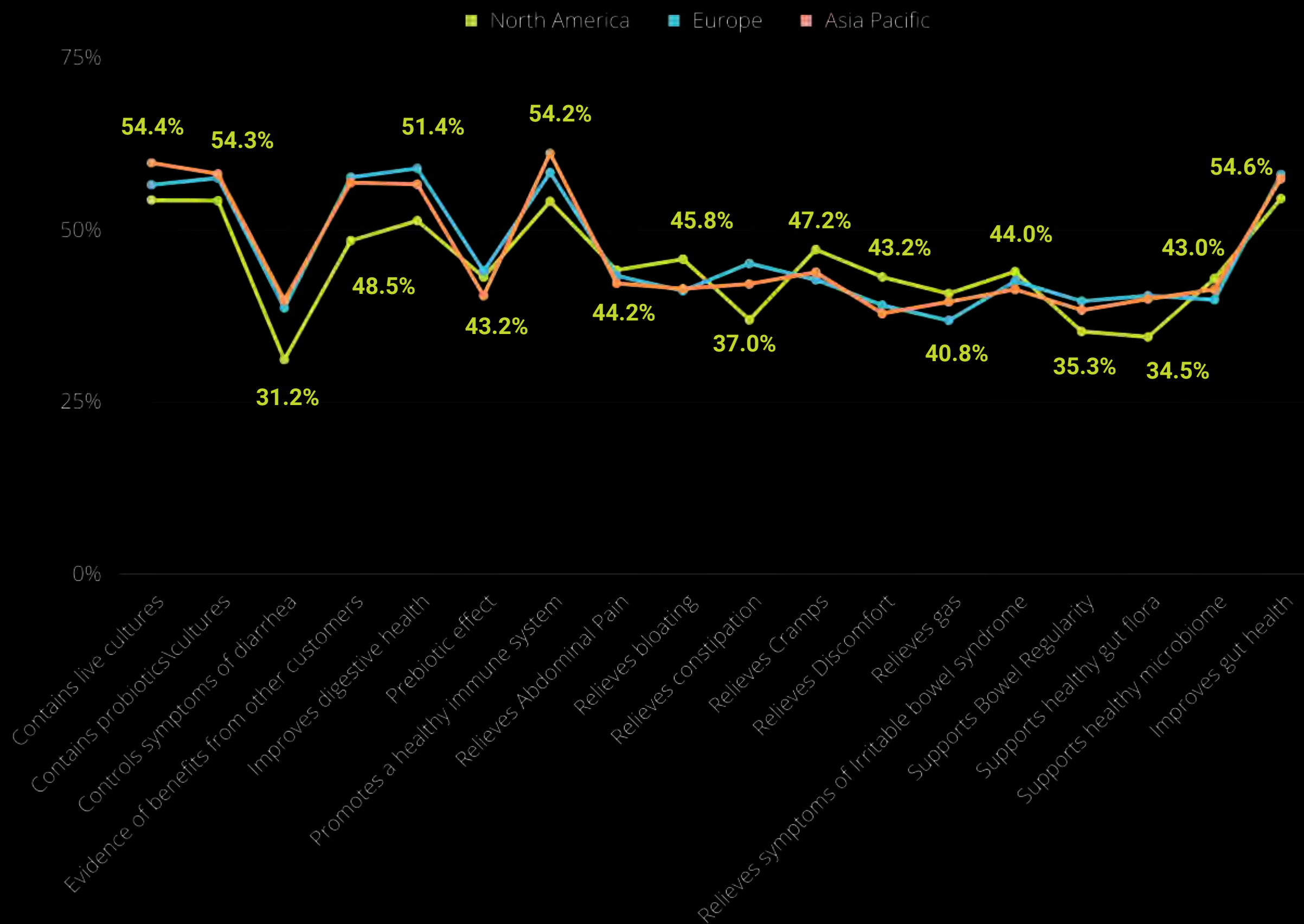
## Consumer Motivation In Addressing Bloating Issue

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

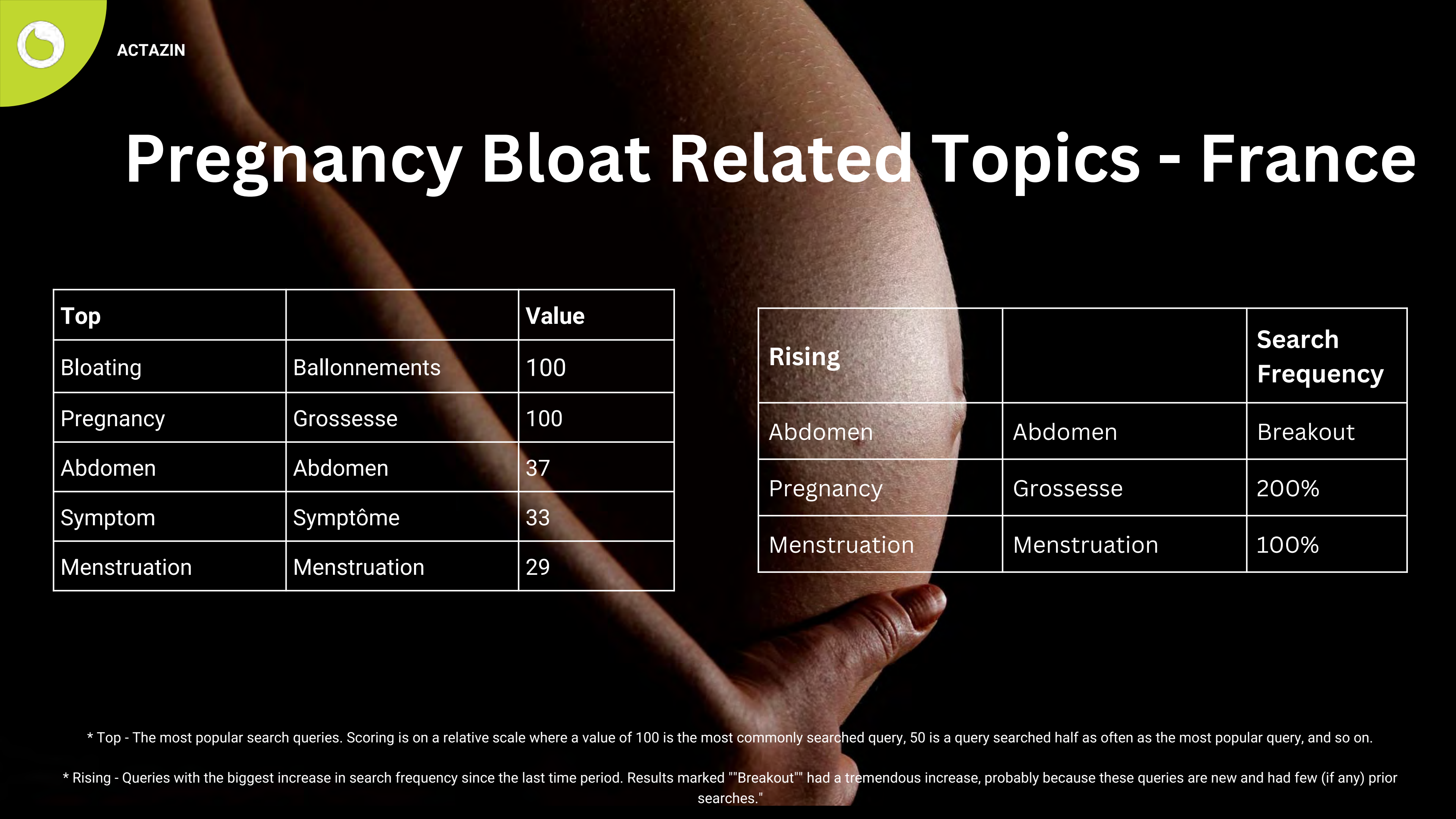


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# Pregnancy Bloat Google Keyword Opportunities - France

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| November 2022 - November 2023    |                                      |                          |             |
|----------------------------------|--------------------------------------|--------------------------|-------------|
| Google Keyword ideas             |                                      | Average Monthly searches | Competition |
| pregnancy bloating               | ballonnement grossesse               | 5000                     | Low         |
| Bloating and pregnancy           | ballonnement et grossesse            | 5000                     | Low         |
| Bloating or pregnancy            | ballonnement ou grossesse            | 5000                     | Low         |
| Bloating pregnancy               | grossesse ballonnement               | 5000                     | Low         |
| pregnancy and bloating           | grossesse et ballonnement            | 5000                     | Low         |
| Ballowing up pregnancy           | ballonnement debut de grossesse      | 500                      | Low         |
| Ballowing up pregnancy           | ballonnement debut grossesse         | 500                      | Low         |
| pregnant woman bloating          | ballonnement femme enceinte          | 500                      | Low         |
| 1st trimester pregnancy bloating | ballonnement grossesse 1er trimestre | 500                      | Low         |
| Debt pregnancy bloating          | ballonnement grossesse debut         | 500                      | Low         |
| pregnant bloating                | ballonnements enceinte               | 500                      | Low         |



# Pregnancy Bloat Related Topics - France

| Top          |               | Value |
|--------------|---------------|-------|
| Bloating     | Ballonnements | 100   |
| Pregnancy    | Grossesse     | 100   |
| Abdomen      | Abdomen       | 37    |
| Symptom      | Symptôme      | 33    |
| Menstruation | Menstruation  | 29    |

| Rising       |              | Search Frequency |
|--------------|--------------|------------------|
| Abdomen      | Abdomen      | Breakout         |
| Pregnancy    | Grossesse    | 200%             |
| Menstruation | Menstruation | 100%             |

\* 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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## Pregnancy Related Bloating Taglines

- #1 Soothe Pregnancy Bloating
- #2 Comfort Pregnancy Bloating Today
- #3 Ease Pregnancy Discomfort!
- #4 Baby Bloating Over!
- #5 Pregnancy Bloating Over!

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*inside*