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bloat less

40% of the global population suffer from bloating.

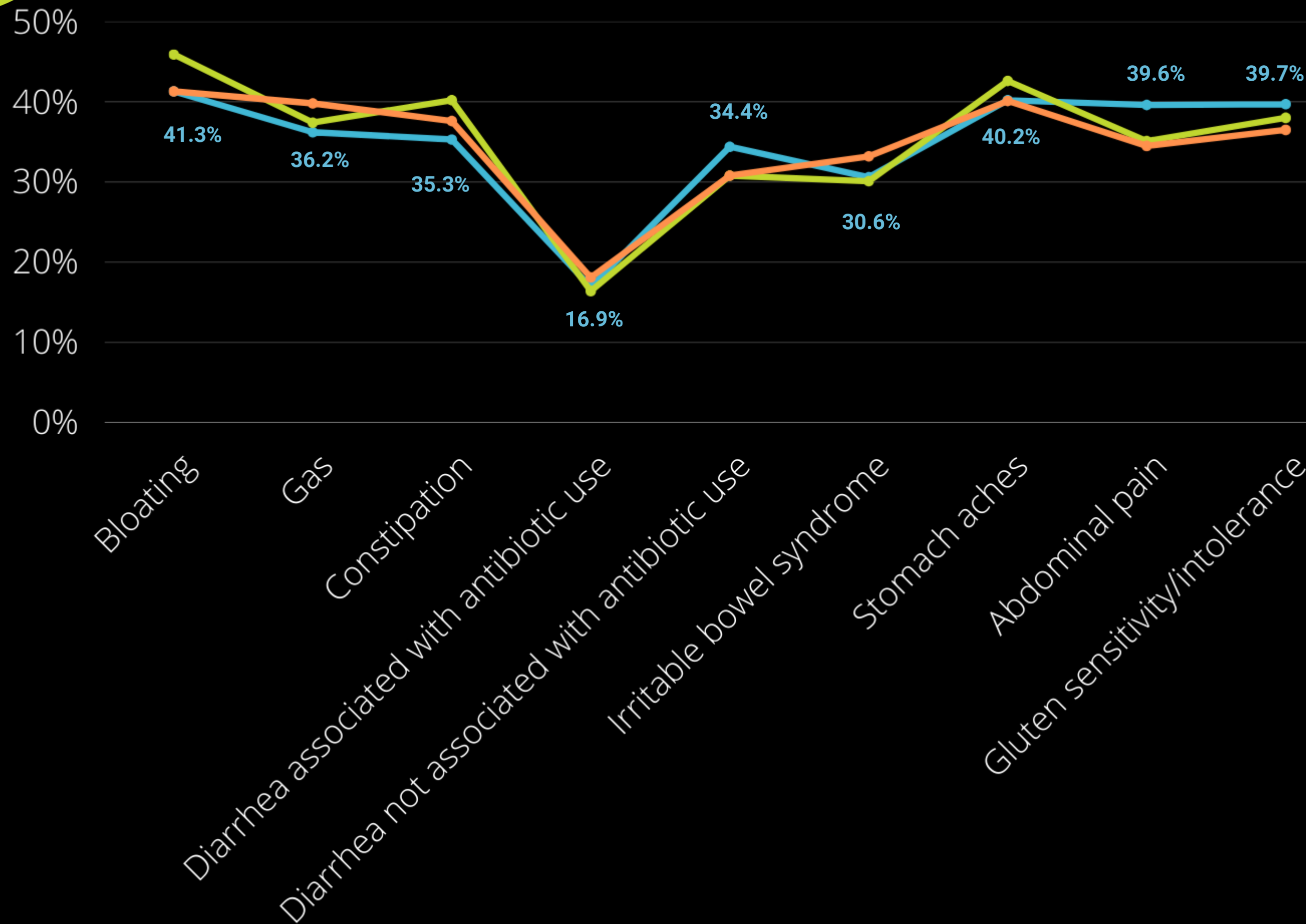
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

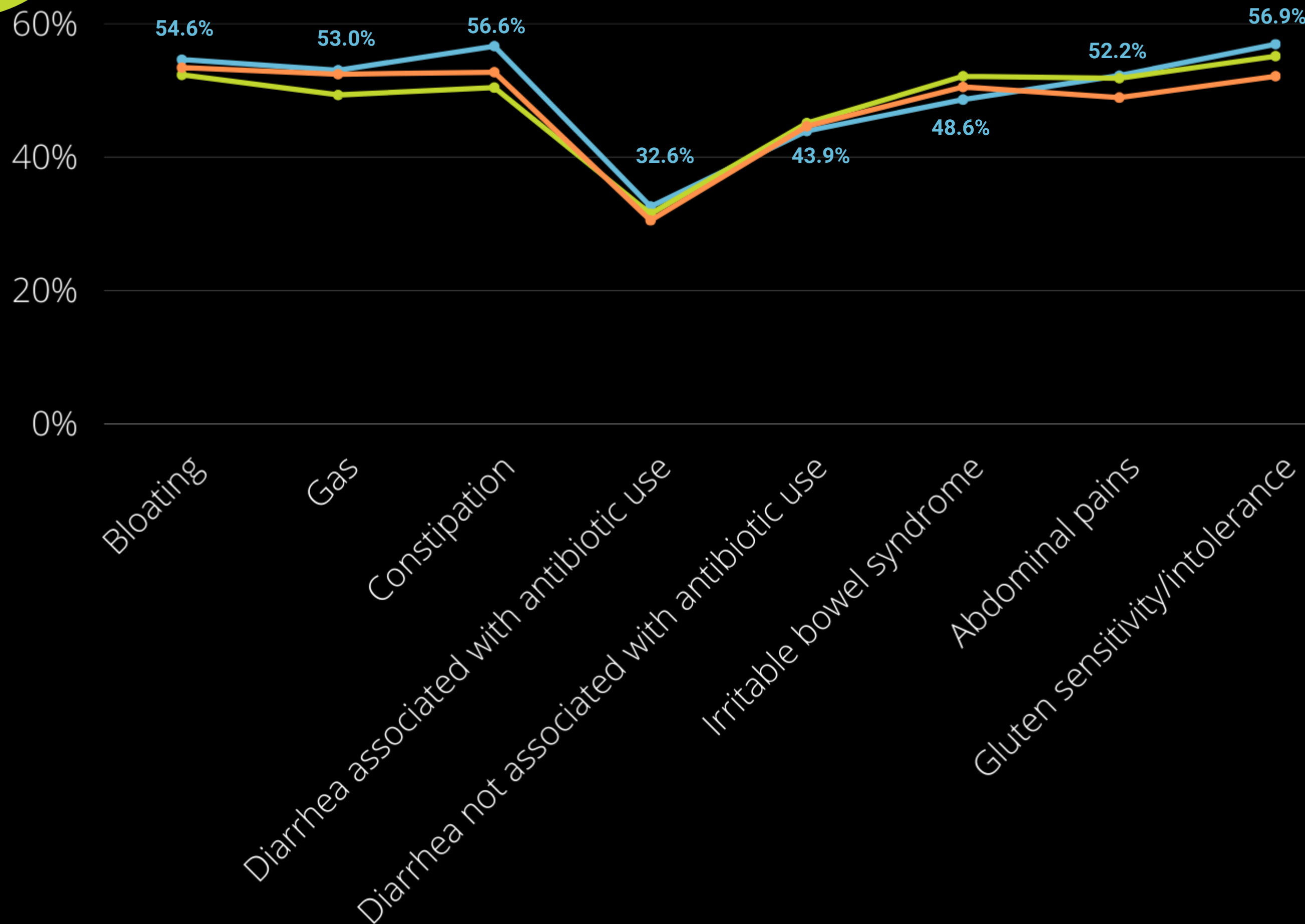
Consistency of digestive health problems in all 3 continents.

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



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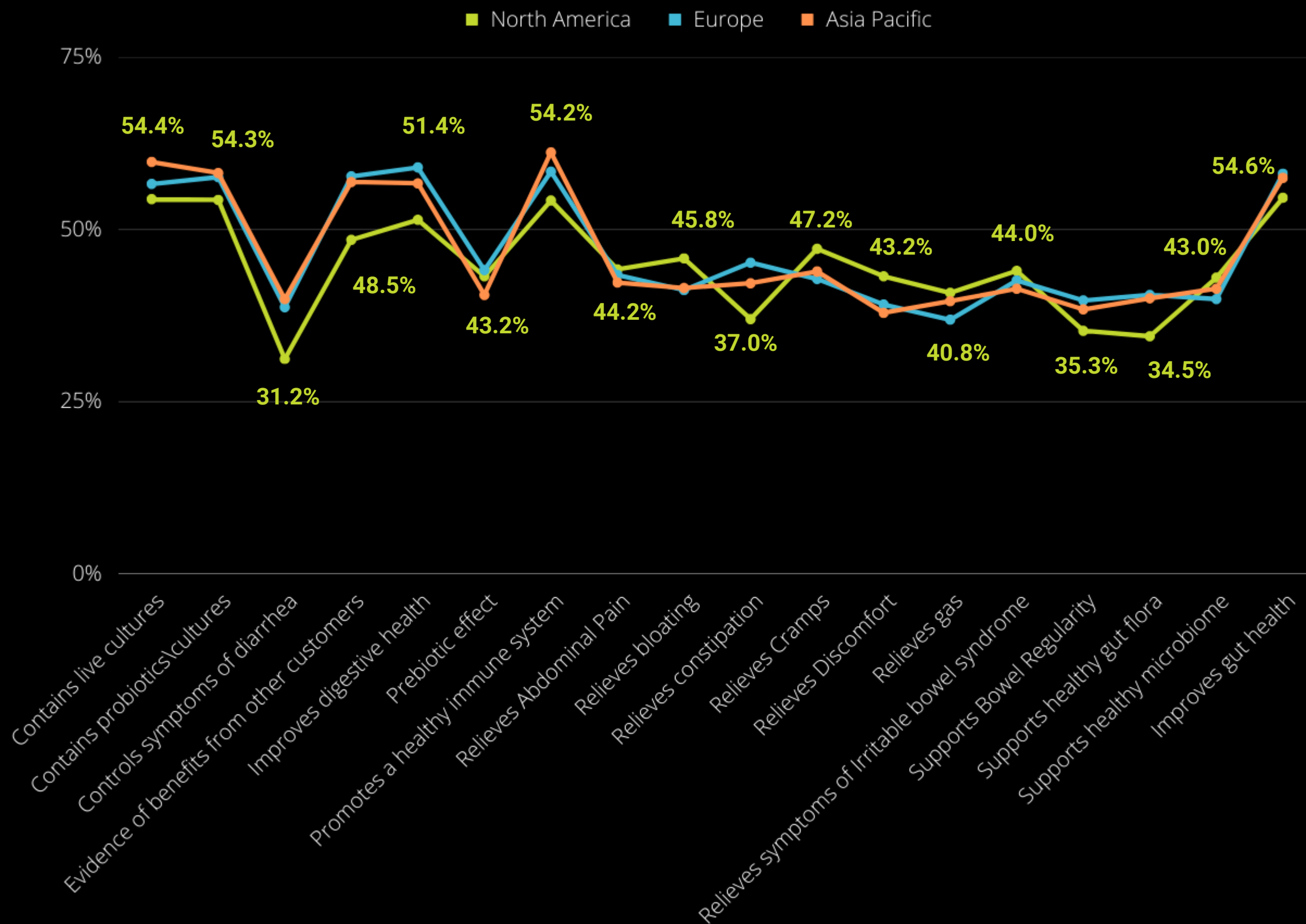
Consumer Motivation In Addressing Bloating Issue

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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Pregnancy Bloat Google Keyword Opportunities - Aust

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Pregnancy Bloat Opportunities - Aust

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
bloating during ovulation	5000	Low
pregnancy bloating	500	Low
bloating in early pregnancy	500	Low
extreme bloating early pregnancy 1 week	500	Low
gassy early pregnancy	500	Low
extreme bloating early pregnancy	500	Low
bloating sign of pregnancy	500	Low
bloating early sign of pregnancy	500	Low
gassy pregnancy	500	Low
bloating during pregnancy	500	Low
period bloating look pregnant	500	Low
bloating and pregnancy	500	Low
pregnancy symptoms bloating	500	Low
major bloating early pregnancy	500	Low
pregnancy and bloating first trimester	500	Low

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
1st trimester bloating	500	Low
5 week pregnancy bloat	500	Low
5 weeks pregnant and bloated	500	Low
6 week pregnancy bloat	500	Low
6 weeks pregnant and bloated	500	Low
bloated 5 weeks pregnant	500	Low
bloated 6 weeks pregnant	500	Low
bloated an early sign of pregnancy	500	Low
bloated and early pregnancy	500	Low
bloated at 6 weeks pregnant	500	Low
bloated beginning of pregnancy	500	Low
bloated during pregnancy first trimester	500	Low
bloated early pregnancy symptom	500	Low
bloated first sign of pregnancy	500	Low
bloated first trimester	500	Low
bloated while pregnant	500	Low
bloatedness during pregnancy	500	Low

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
bloatedness early pregnancy	500	Low
bloatedness in pregnancy	500	Low
bloatedness pregnancy symptom	500	Low
bloatedness sign of pregnancy	500	Low
bloating as early sign of pregnancy	500	Low
bloating at 5 weeks pregnancy	500	Low
bloating first trimester pregnancy	500	Low
bloating in 5th week of pregnancy	500	Low
bloating in the first trimester	500	Low
bloating is a symptom of pregnancy	500	Low
bloating is it a sign of pregnancy	500	Low
excessive bloating early pregnancy	500	Low
gas after birth	500	Low
gassy and pregnancy	500	Low
gassy during pregnancy	500	Low
gassy while pregnant	500	Low
heavy bloating early pregnancy	500	Low
major bloating early pregnancy	500	Low



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Pregnancy Bloat Related Topics - Aust

* 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	Value
Bloating	100
Pregnancy	100
Symptom	16
Menstruation	13
Abdomen	12
Pain	10
Stomach	10
Early Pregnancy	9
Pregnancy test	7
Flatulence	7
Signs and symptoms	7
Abdominal pain	6
Cramp	5
Sign	5
Gas	4
Week	4
Constipation	3
Week 6 of pregnancy	3
Ovulation	3

Rising	Search Frequency
Signs and symptoms	Breakout
Week 15 of pregnancy	Breakout
Human chorionic gonadotropin	Breakout
Nipple	Breakout
Breast pain	Breakout
Eructation	Breakout
Medical test	Breakout
Week 4 of pregnancy	Breakout
Female	Breakout
negative	Breakout
Morning sickness	Breakout
ectopia	Breakout
Fertilisation	Breakout
Cure	500%
Miscarriage	160%
Bleeding	130%
Constipation	120%



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Pregnancy Bloat Related Queries - Aust

Top	Value
bloating in pregnancy	100
bloating during pregnancy	50
bloating in early pregnancy	50
pregnancy symptoms	44
pregnancy test	30
is bloating a sign of pregnancy	22
early pregnancy symptoms	16
bloating causes	9

Rising	Search Frequency
pregnancy test	100%

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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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