



ACTAZIN



ACTAZIN[®]

bloat less

40% of the global population suffer from bloating.

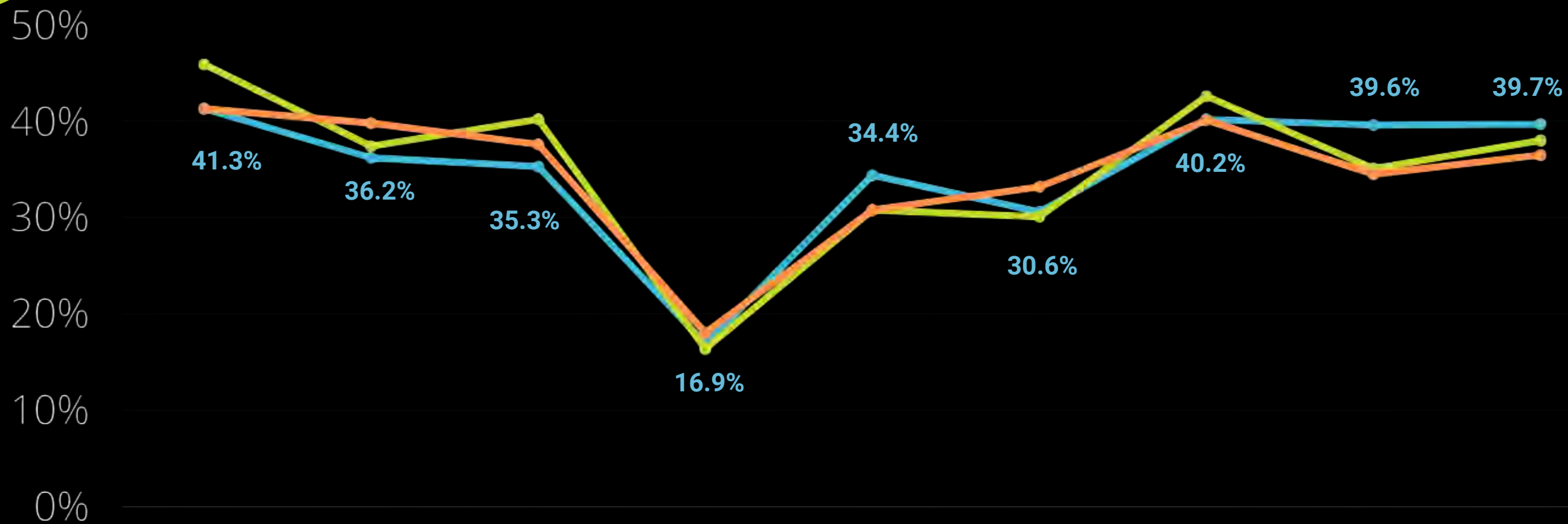
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

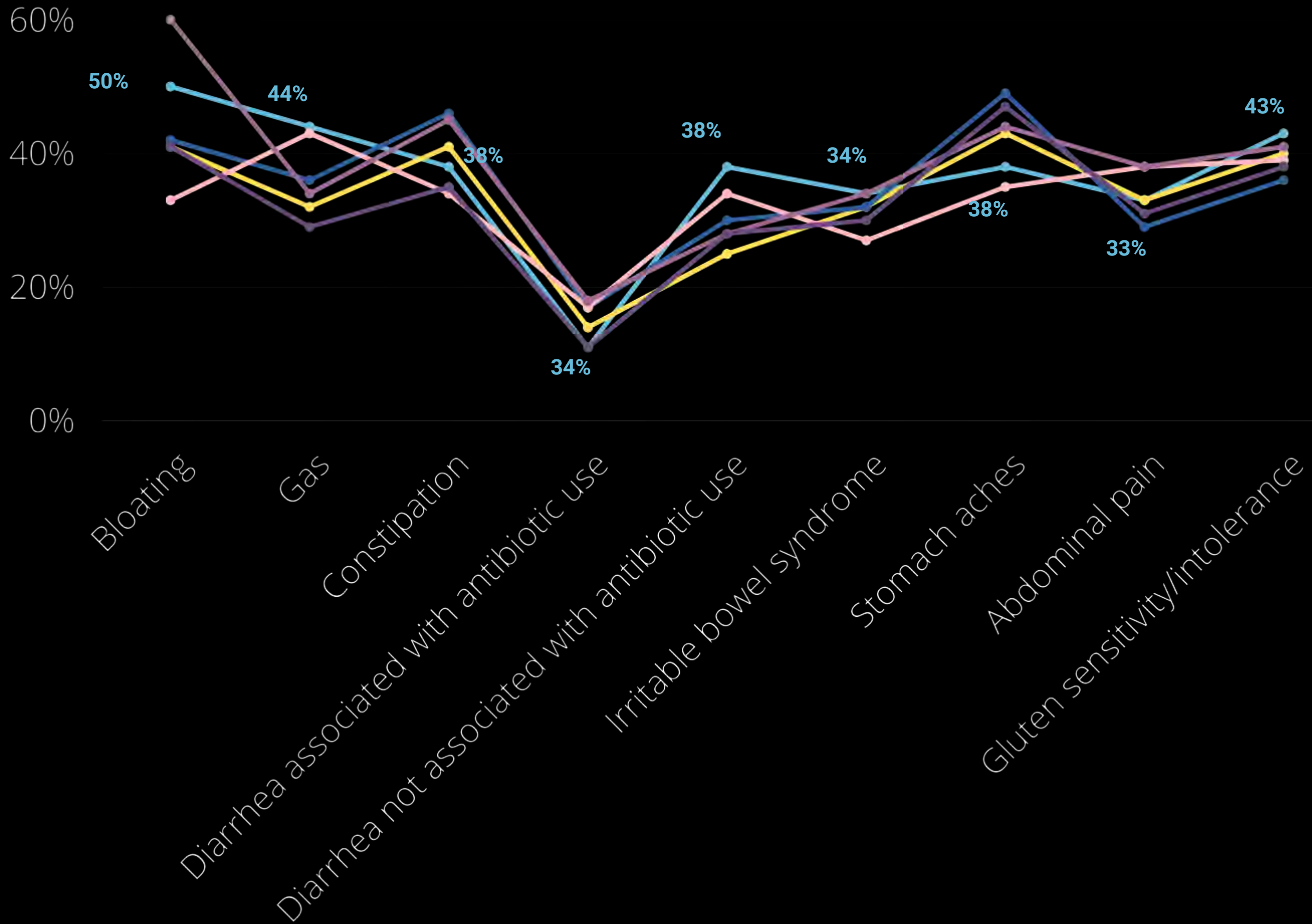
Consistency of digestive health problems in all 3 continents.

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



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■ France ■ Germany ■ Italy ■ Spain ■ Turkey ■ UK



Digestive Health Problems Prevalence

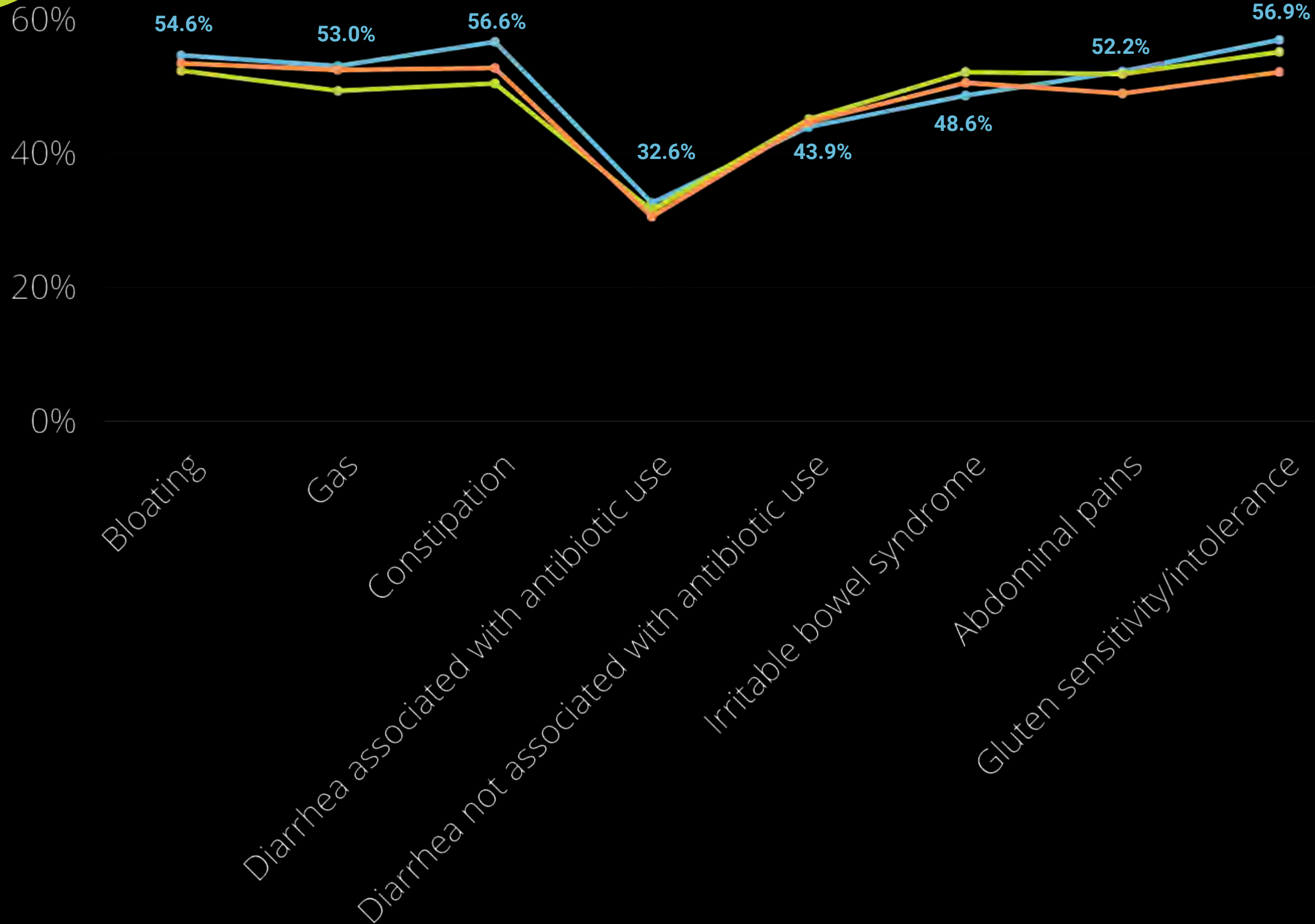
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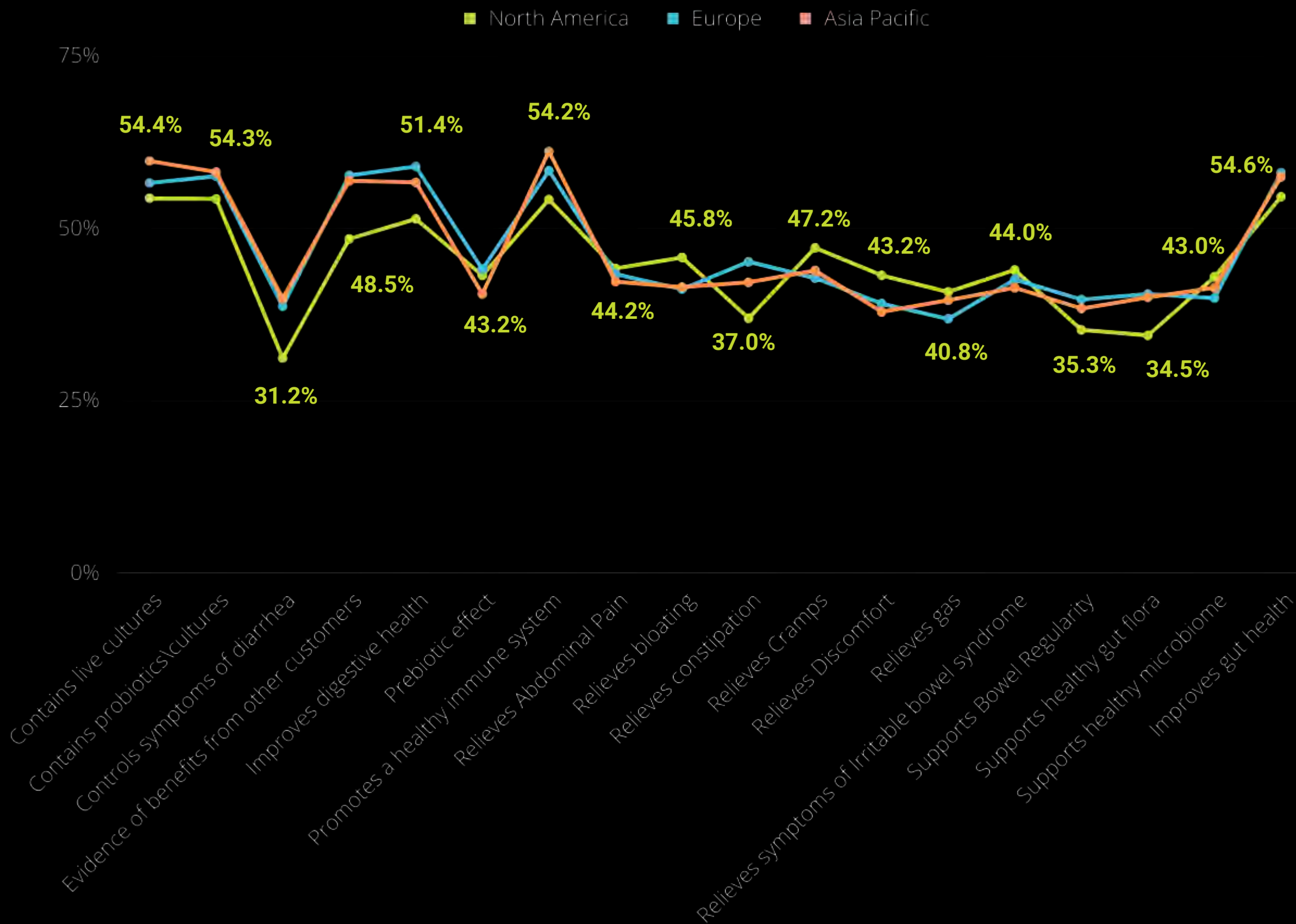
Consumer Motivation In Addressing Bloating Issue

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 - UK



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Pregnancy Bloat Opportunities - UK

November 2022 - November 2023

Google Keyword ideas	Average Monthly searches	Competition
pregnancy bloating	5000	Low
bloating in early pregnancy	5000	Low
gassy early pregnancy	5000	Low
gassy pregnancy	5000	Low
bloating and pregnancy	5000	Low
bloating during ovulation	5000	Low
bloated and early pregnancy	5000	Low
bloated beginning of pregnancy	5000	Low
bloatedness early pregnancy	5000	Low
bloatedness in pregnancy	5000	Low
gassy during pregnancy	5000	Low
gassy while pregnant	5000	Low



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Pregnancy Bloat Related Topics - UK

Top	Value
Bloating	100
Pregnancy	100
Pain	14
Menstruation	14
Symptom	13
Abdomen	12
Stomach	11
Early Pregnancy	9
Pregnancy test	8
Cause	7
Signs and symptoms	7
Sign	6
Flatulence	6
Cramp	5
Abdominal pain	5
Ectopic pregnancy	4
Constipation	3
Bleeding	3
Week	3
Gas	3

Rising	Search Frequency
Hormone	Breakout
Taste	Breakout
Heart rate	Breakout
Hunger	Breakout
Clearblue	Breakout
negative	Breakout
Appetite	Breakout
Stress	Breakout
Luteal phase	Breakout
Menorrhagia	Breakout
Signs and symptoms	700%
Mumsnet	60%
Bleeding	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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Pregnancy Bloat Related Queries - UK

Top	Value
bloating early pregnancy	100
bloating in pregnancy	81
bloating in early pregnancy	40
pregnancy symptoms	30
bloating during pregnancy	23
pregnancy test	20
is bloating a sign of pregnancy	19
bloating early pregnancy sign	14
early pregnancy symptoms	13
signs of pregnancy	13

Rising	Search Frequency
due date calculator	Breakout
boots pregnancy test	Breakout
endometriosis	500%
is bloating an early sign of pregnancy	200%
very early signs of pregnancy 1 week	190%
pregnancy calculator	60%
ectopic pregnancy symptoms	50%

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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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