



ACTAZIN



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bloat less

40% of the global population suffer from bloating.

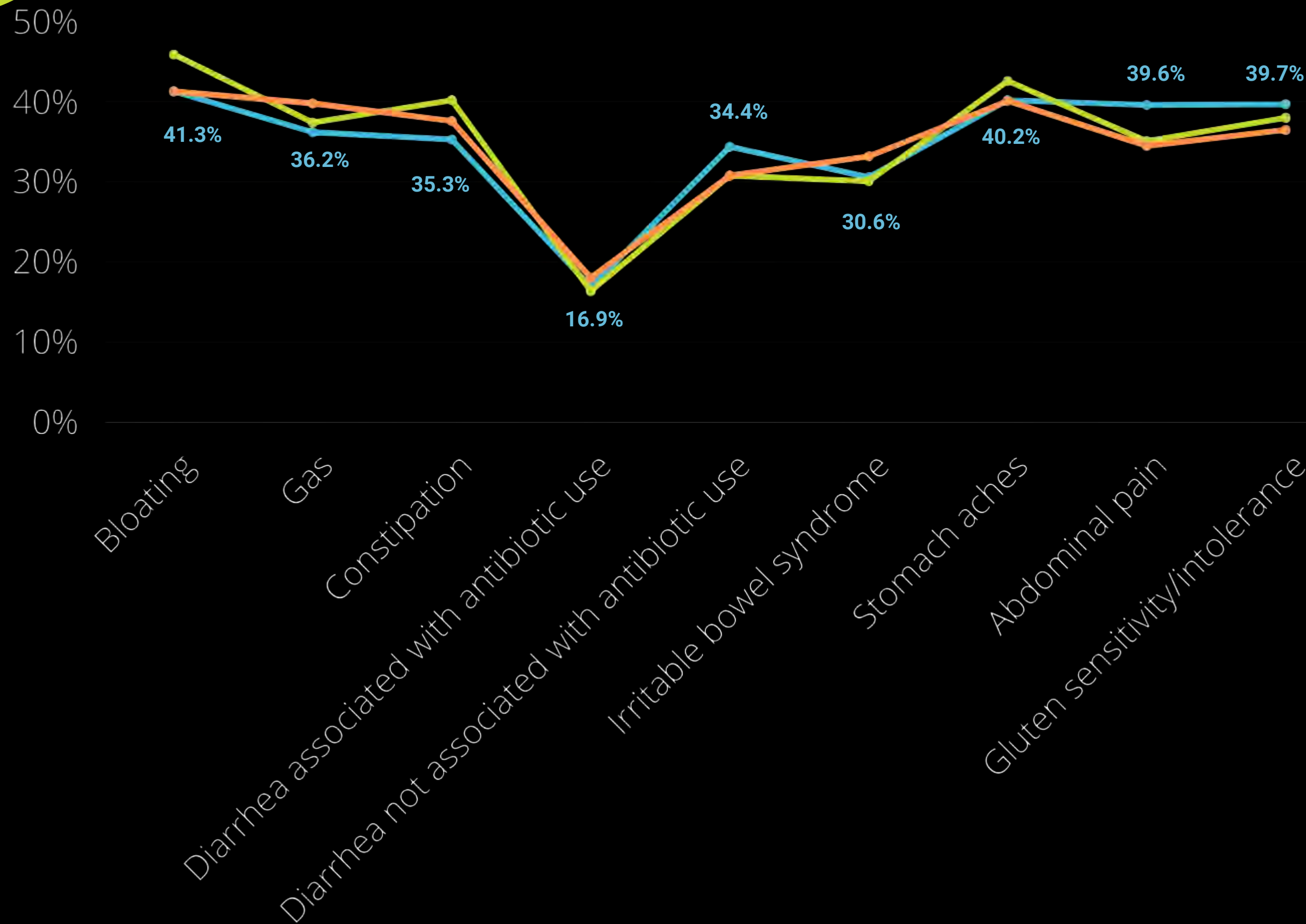
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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



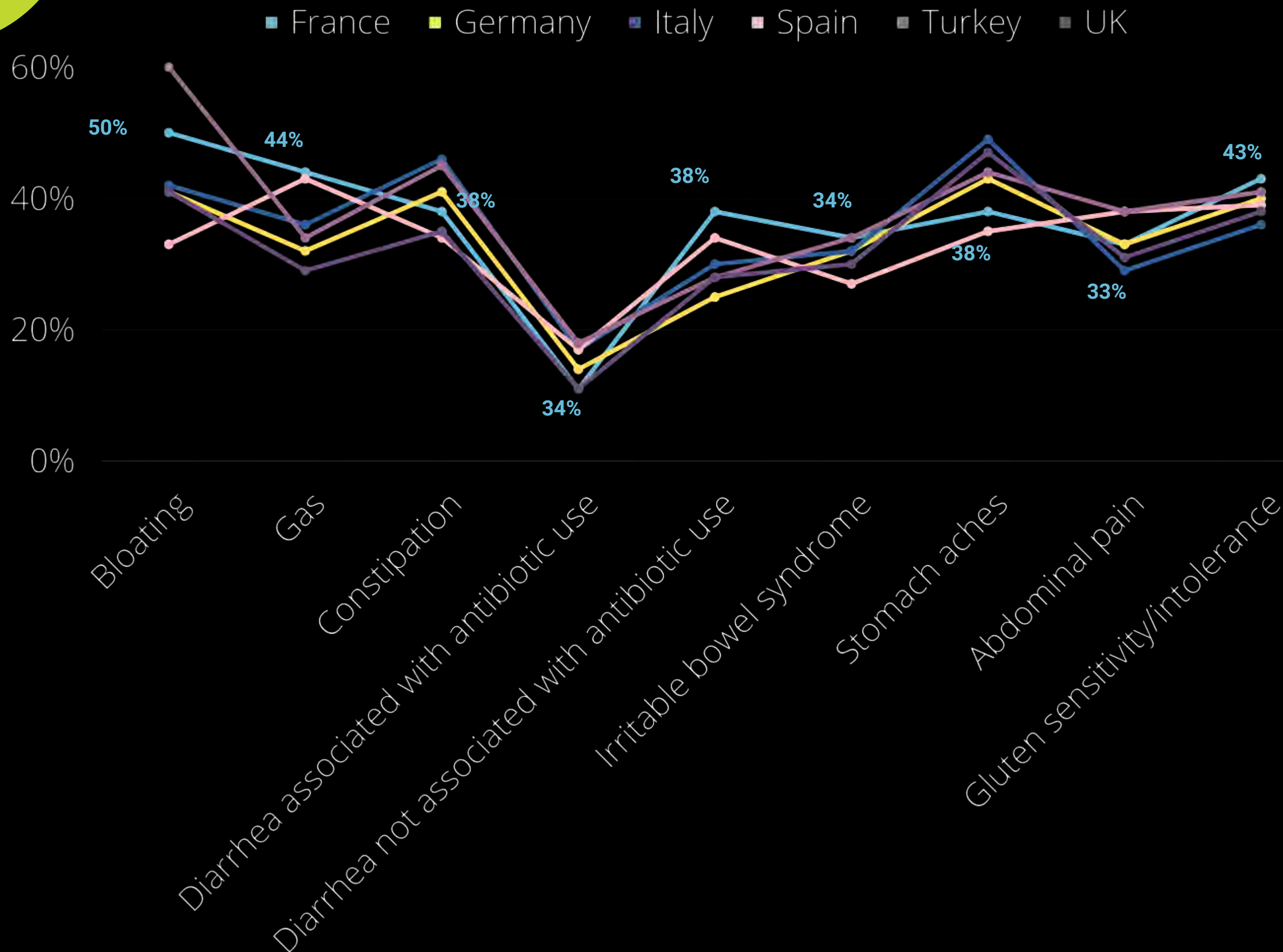
Digestive Health Problems Prevalence

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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Digestive Health Problems Prevalence

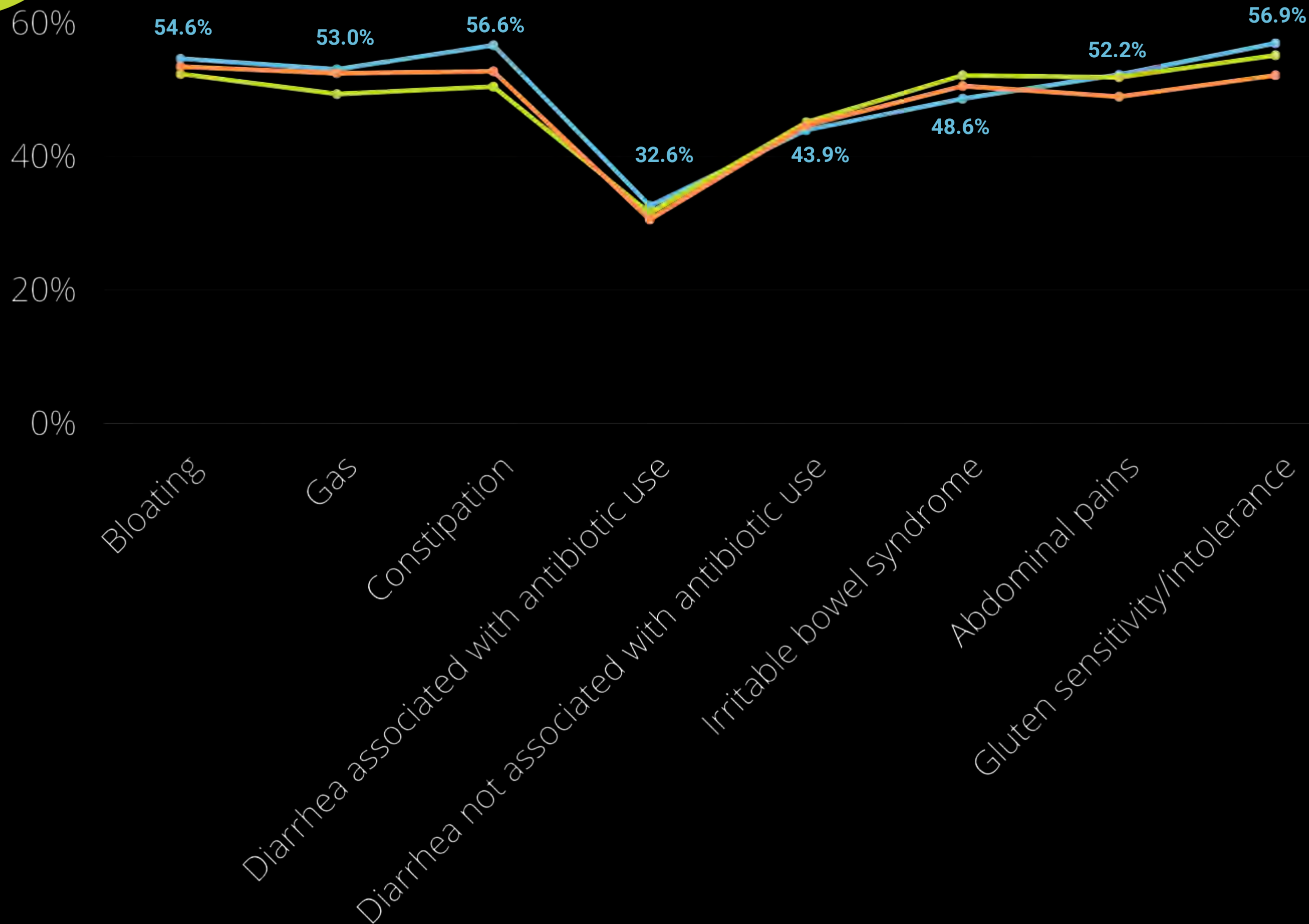
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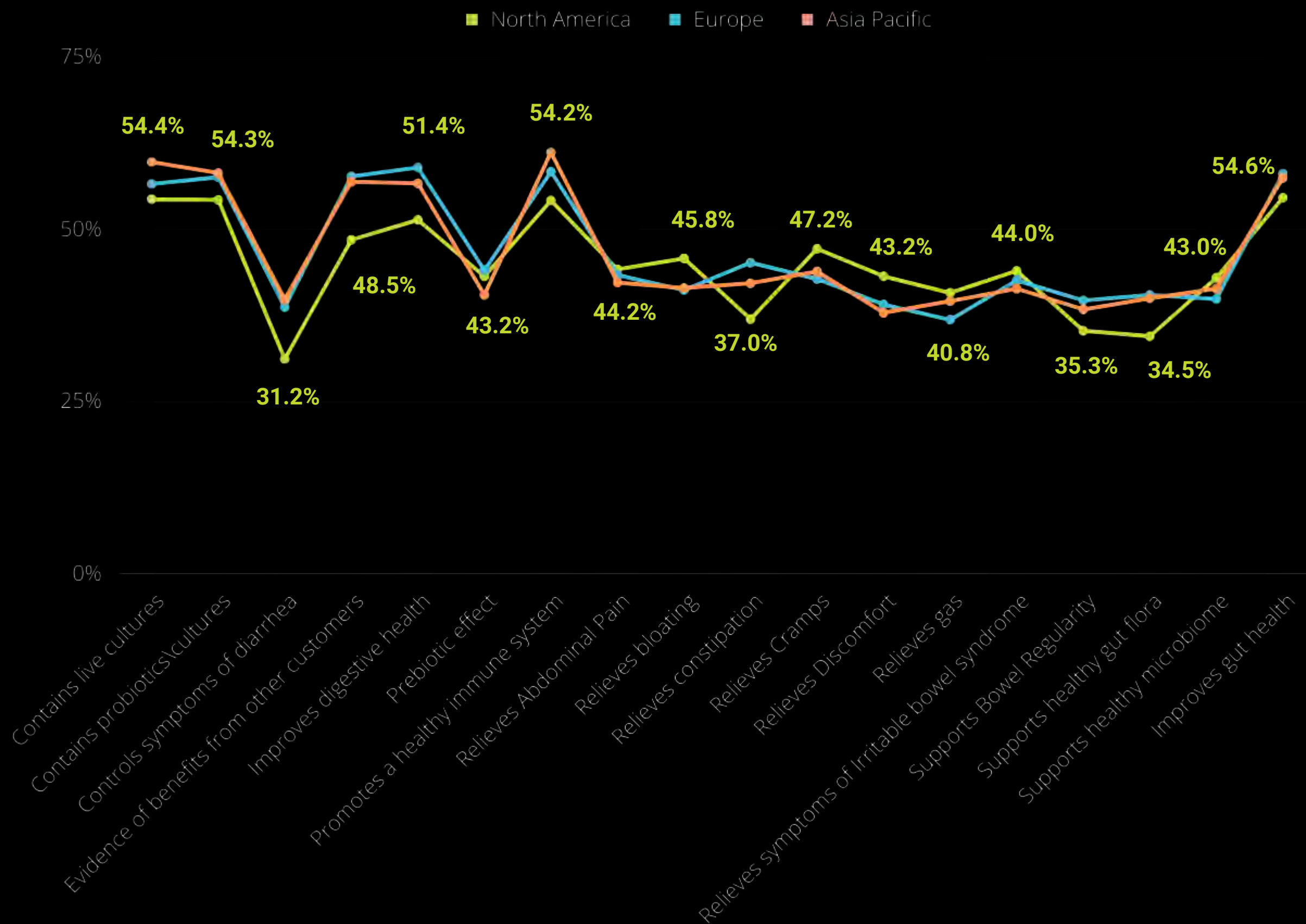
Consumer Motivation In Addressing Bloating Issue

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 - Italy



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Pregnancy Bloat Opportunities - Italy

November 2022 - November 2023			
Google Keyword ideas		Average Monthly searches	Competition
pregnancy bloating	Bloating di gravidanza	50	Low
very early signs of pregnancy before missed period bloating	Segni molto precoci di gravidanza prima del periodo mancato gonfio	50	Low
bloating in early pregnancy	gonfiore all'inizio della gravidanza	50	Low
gas early signs of pregnancy	Segnali precoci di gravidanza del gas	50	Low
extreme bloating early pregnancy 1 week	Extreme Bloating Early Pregnancy 1 settimana	50	Low
bloating during early pregnancy	gonfiore durante la gravidanza precoce	50	Low
gassy early pregnancy	Gassy Early Pregency	50	Low
extreme bloating early pregnancy	Extreme Bloating Early Pregency	50	Low
feeling full early pregnancy	Sentirsi pieni di gravidanza precoce	50	Low
bloated stomach pregnancy	gravidanza allo stomaco gonfio	50	Low
bloating sign of pregnancy	Segno gonfio di gravidanza	50	Low
gassy pregnancy	gravidanza gassy	50	Low
bloating during pregnancy	gonfiore durante la gravidanza	50	Low

<https://anagenix.sharepoint.com/:x:/g/EYN4hugk2dpNm7LBI9gsebkBgJSirKLkEzLAofqUFNFBdA?e=9Oc69Z>



Pregnancy Bloat Related Topics - Italy

Top		Value
Bloating		100
Pregnancy		91

* 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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