



ACTAZIN



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bloat less

40% of the global population suffer from bloating.

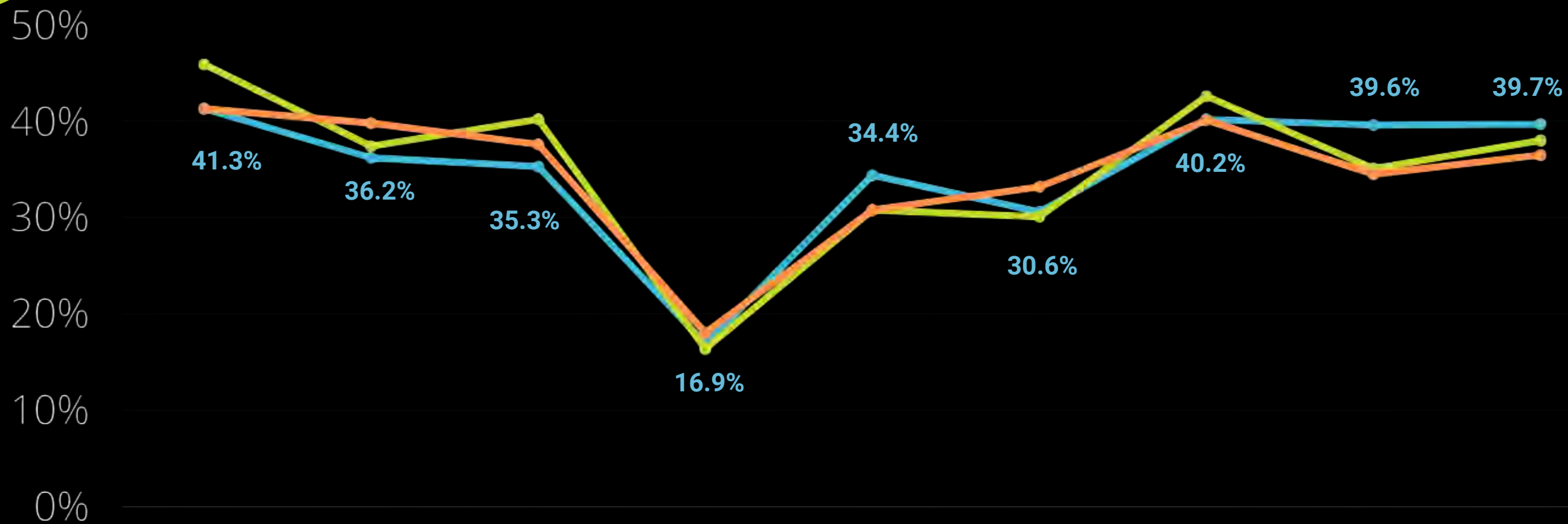
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

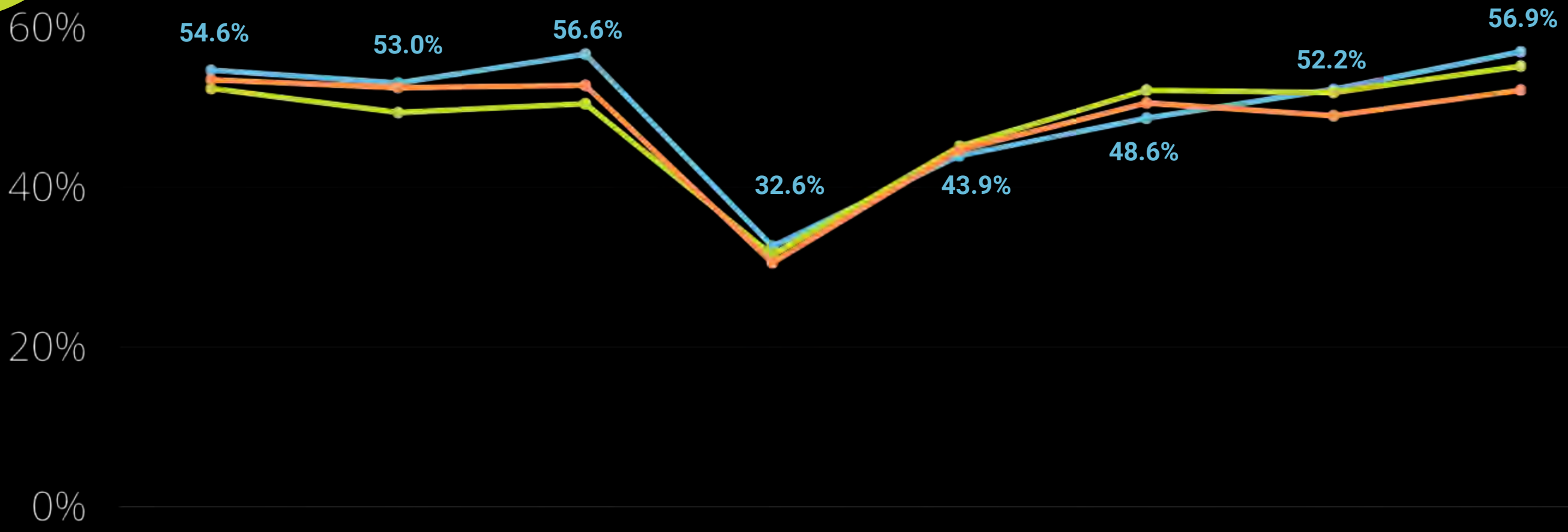
Consistency of digestive health problems in all 3 continents.

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



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Consumer Motivation In Addressing Bloating Issue

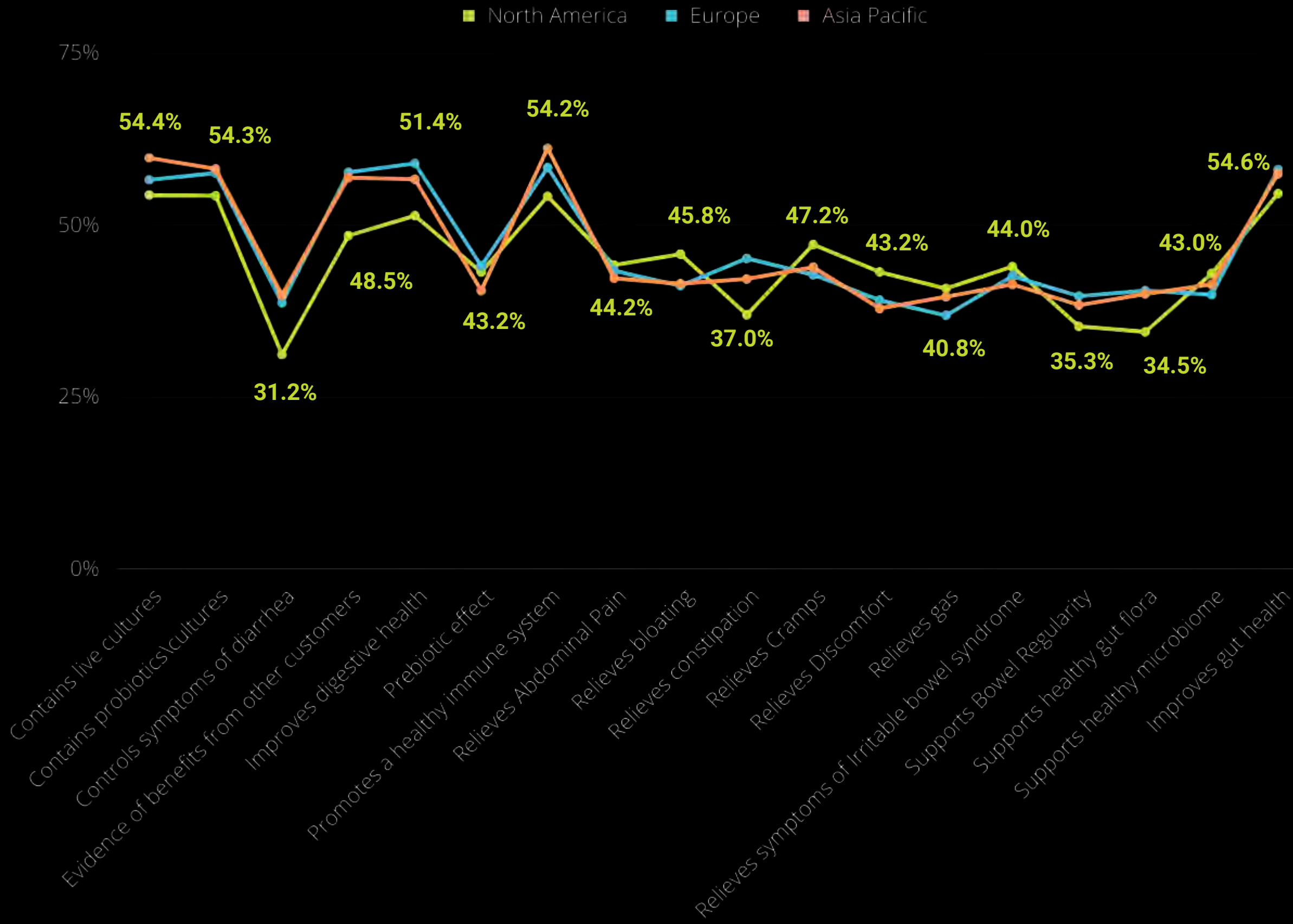
Consumers are highly motivated in addressing these digestive health symptoms.

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 - NZ



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Pregnancy Bloat Opportunities - NZ

November 2022 - November 2023

Google Keyword ideas	Average Monthly searches	Competition
pregnancy bloating	500	Low
bloating in early pregnancy	500	Low
bloating and pregnancy	500	Low
bloating during ovulation	500	Low
bloated and early pregnancy	500	Low
bloated beginning of pregnancy	500	Low
bloatedness early pregnancy	500	Low
bloatedness in pregnancy	500	Low



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Pregnancy Bloat Related Topics (NZ)

Top	Value
Bloating	100
Pregnancy	100
Pain	15
Stomach	15
Early Pregnancy	14
Symptom	11
Menstruation	9
Flatulence	9
Cause	8

Rising	Search Frequency
Stomach	Breakout
Signs and symptoms	Breakout
Early Pregnancy	120%

* 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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