



ACTAZIN



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bloat less

40% of the global population suffer from bloating.

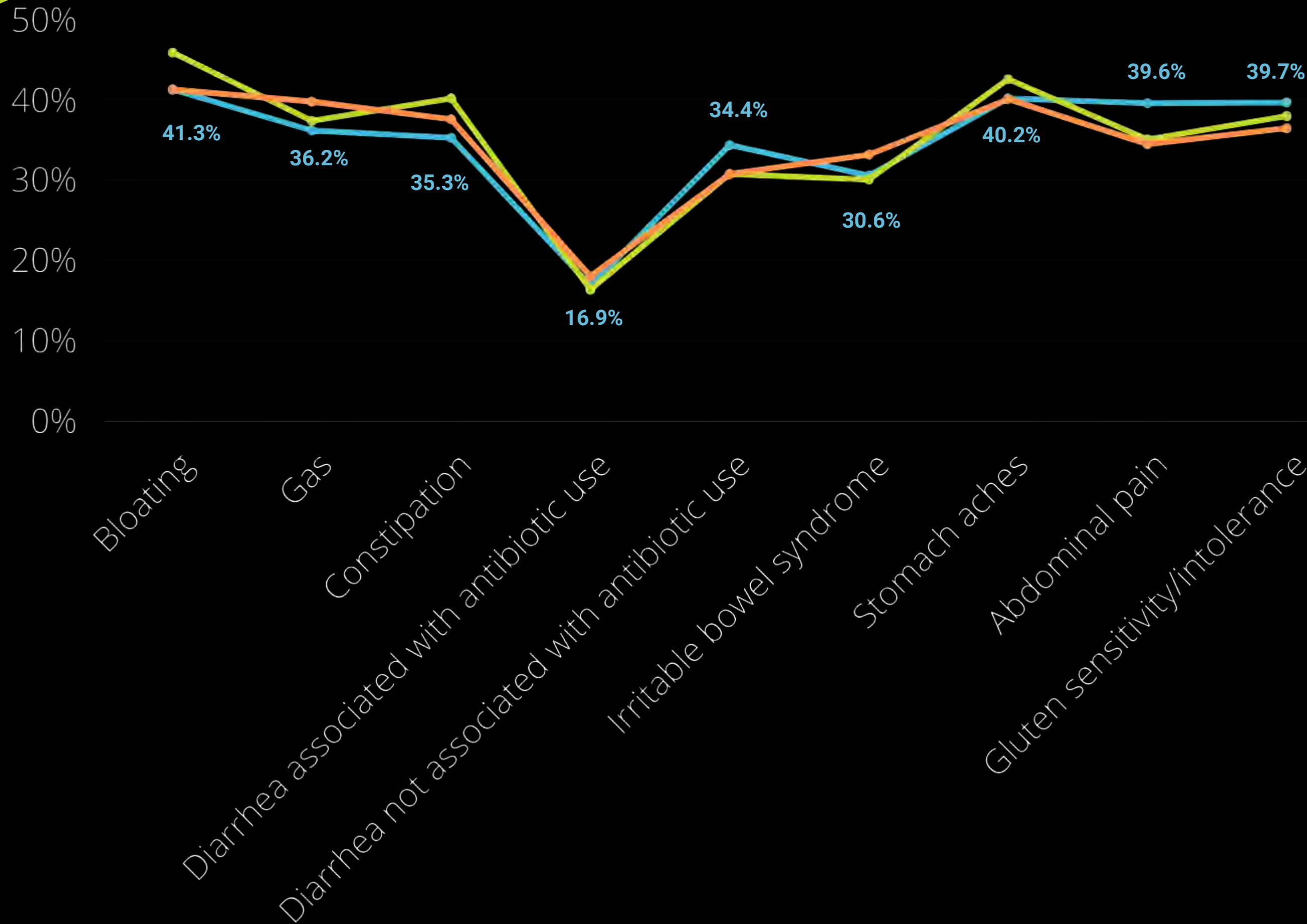
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

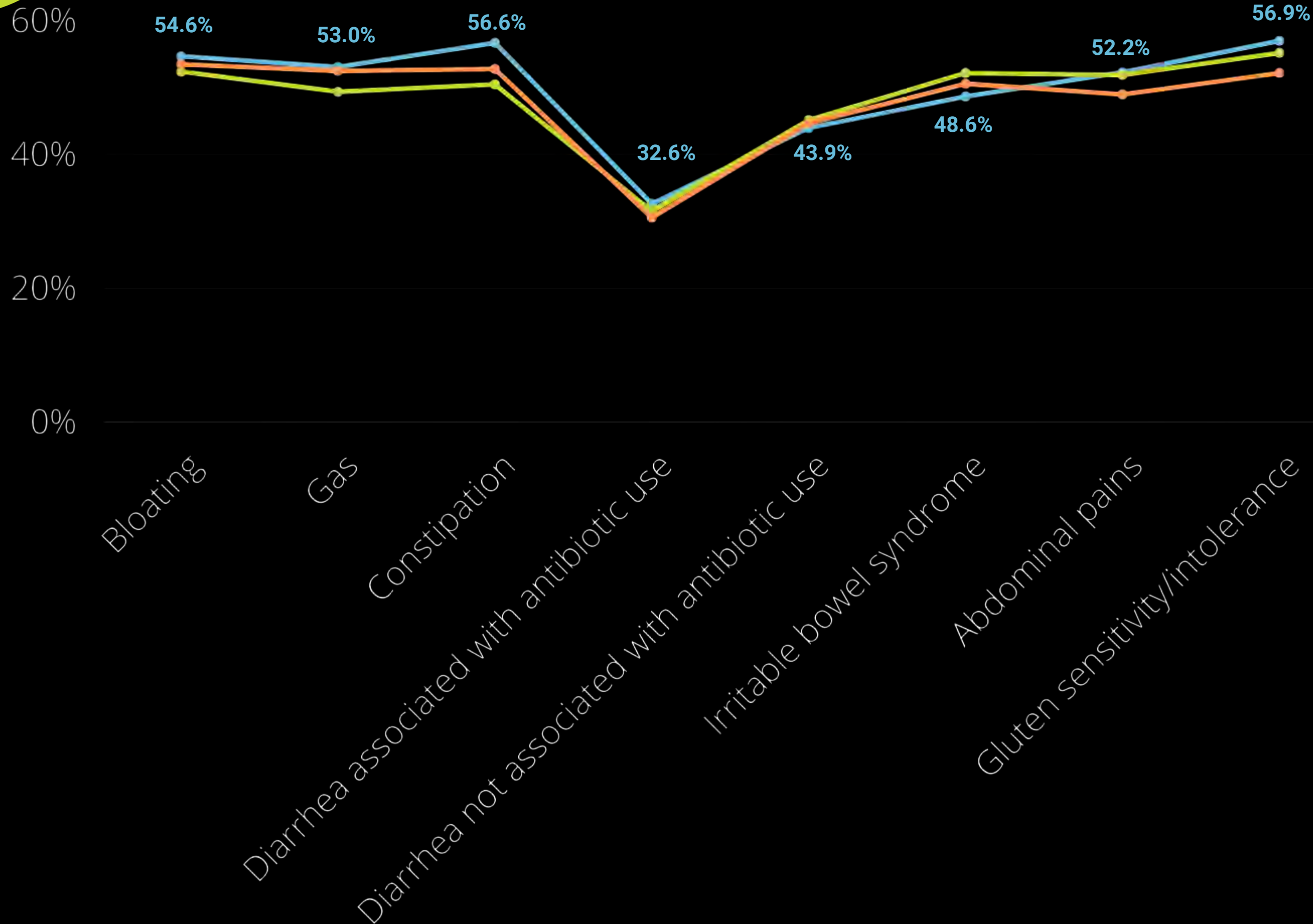
Consistency of digestive health problems in all 3 continents.

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



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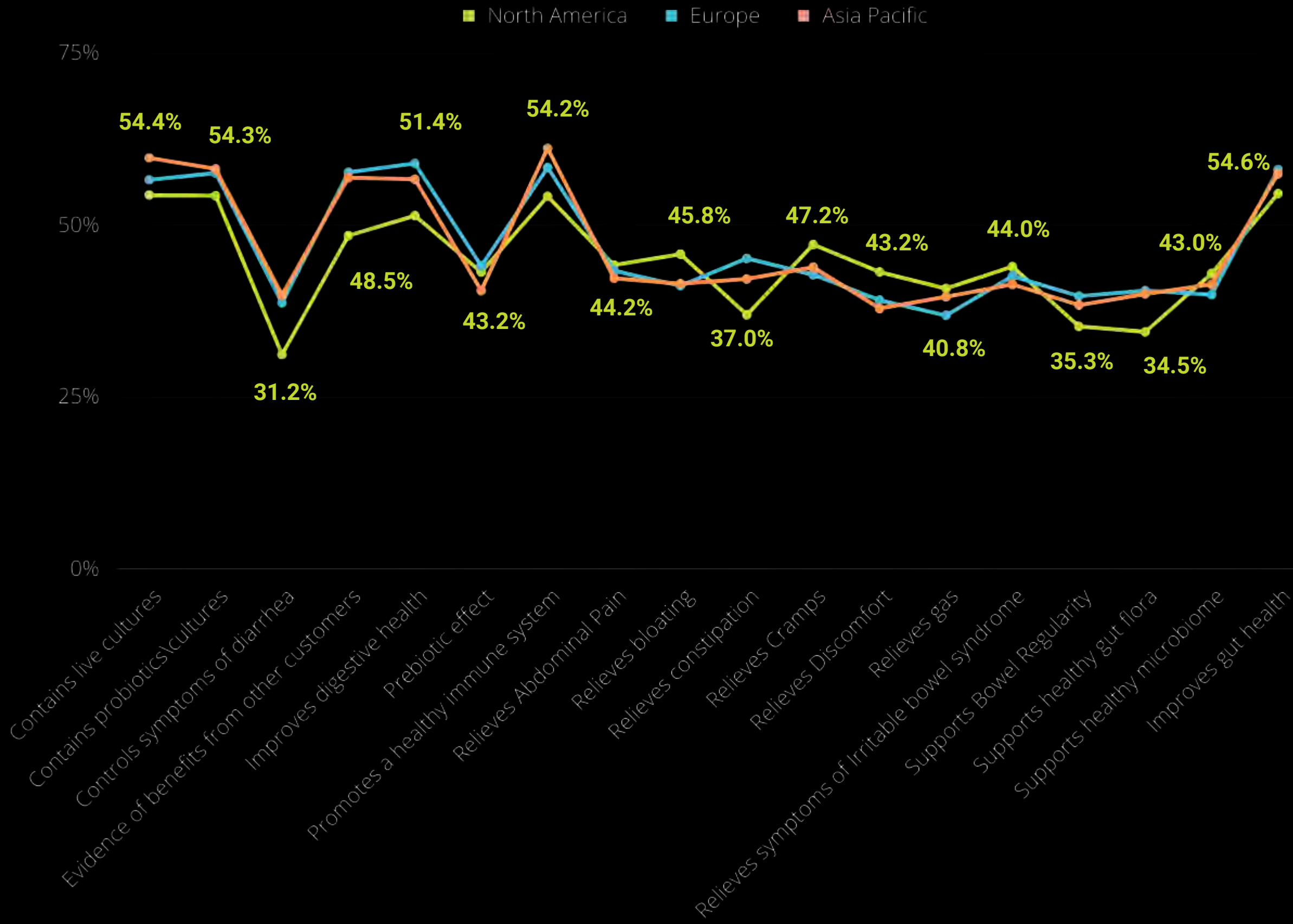
Consumer Motivation In Addressing Bloating Issue

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 - Malaysia



Pregnancy Bloat Opportunities - Malaysia

November 2022 - November 2023			
Google Keyword ideas		Average Monthly searches	Competition
pregnancy bloating	Kehamilan kembung	500	Low
gassy pregnancy	Kehamilan Gassy	500	Low
bloating during pregnancy	kembung semasa kehamilan	500	Low
bloating and pregnancy	kembung dan kehamilan	500	Low
bloating during ovulation	kembung semasa ovulasi	500	Low
bloated while pregnant	kembung semasa hamil	500	Low
bloatedness during pregnancy	Kembung semasa kehamilan	500	Low
bloatedness in pregnancy	Kembung pada kehamilan	500	Low
gassy during pregnancy	Gassy semasa kehamilan	500	Low
gassy while pregnant	Gassy semasa hamil	500	Low



Pregnancy Bloat Related Topics - Malaysia

Top		Value
Pregnancy	Kehamilan	100
Bloating	Kembung	98
Menstruation	Haid	22
Stomach	Perut	21
Symptom	Gejala	20
Cause	Sebab	14
Nausea	Loya	10
Sign	Tanda	9
cut	potong	9
Breast	Payudara	8
Abdomen	Abdomen	8

Rising		Search Frequency
Flatulence	Kembung	Breakout
Breast	Payudara	190%
Nausea	Loya	160%
Menstruation	Haid	60%
Sign	Tanda	60%
Cause	Sebab	40%
Pregnancy test	Ujian kehamilan	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 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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