



ACTAZIN



ACTAZIN[®]

bloat less

40% of the global population suffer from bloating.

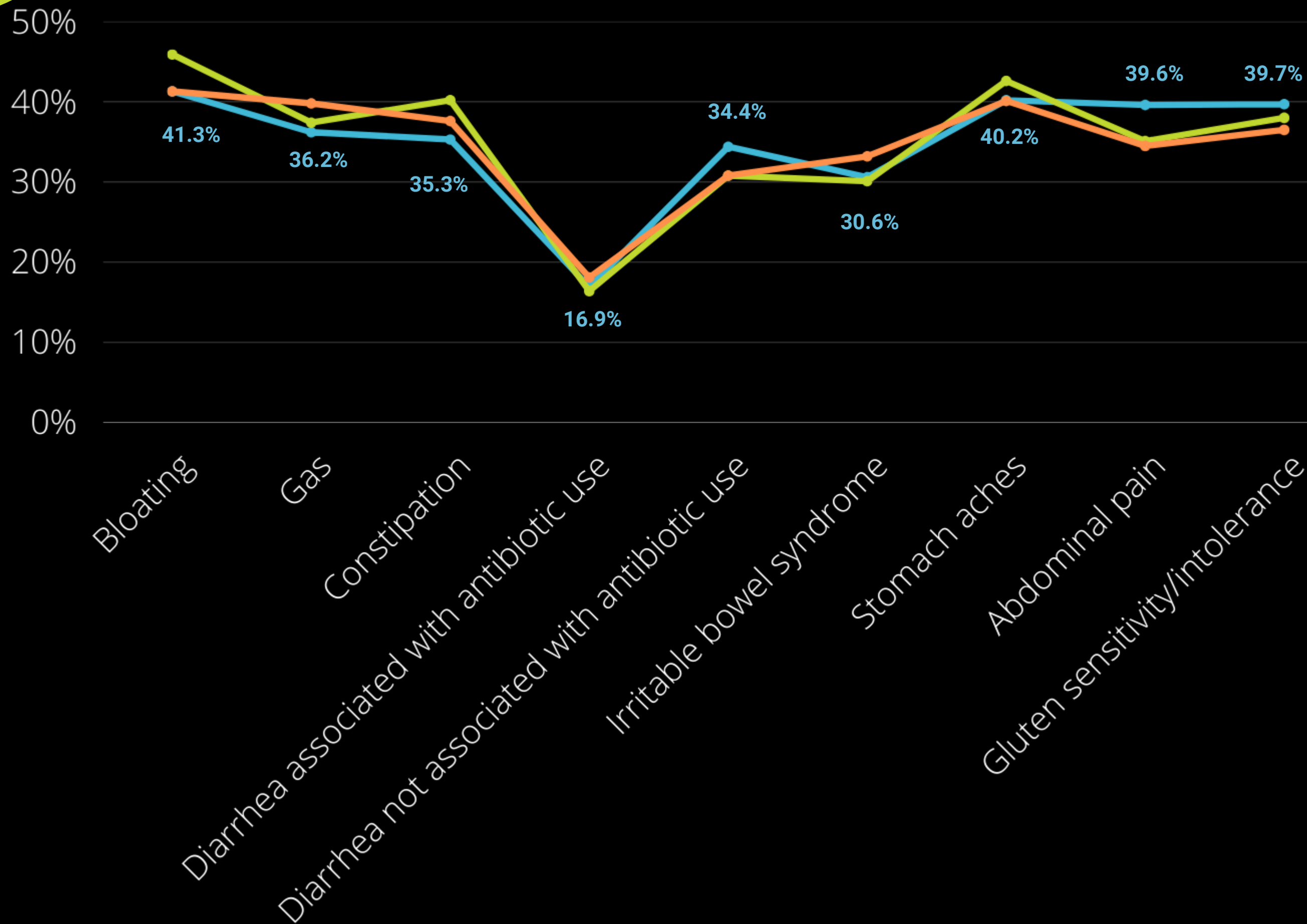
Clinically proven Actazin contains a high level $\geq 25,000$ AU/g of kiwifruit enzyme - actinidin

- 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

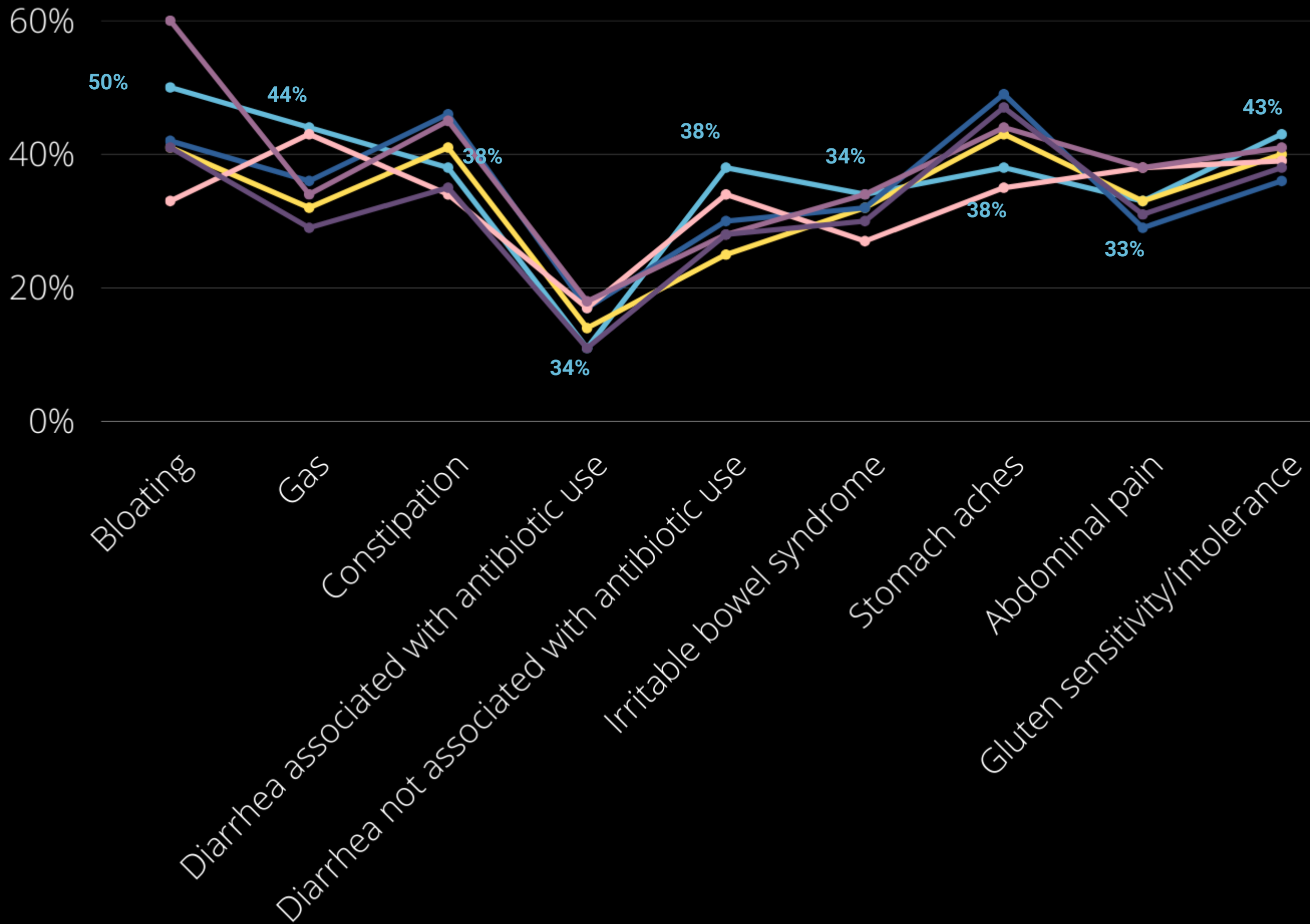
Consistency of digestive health problems in all 3 continents.

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

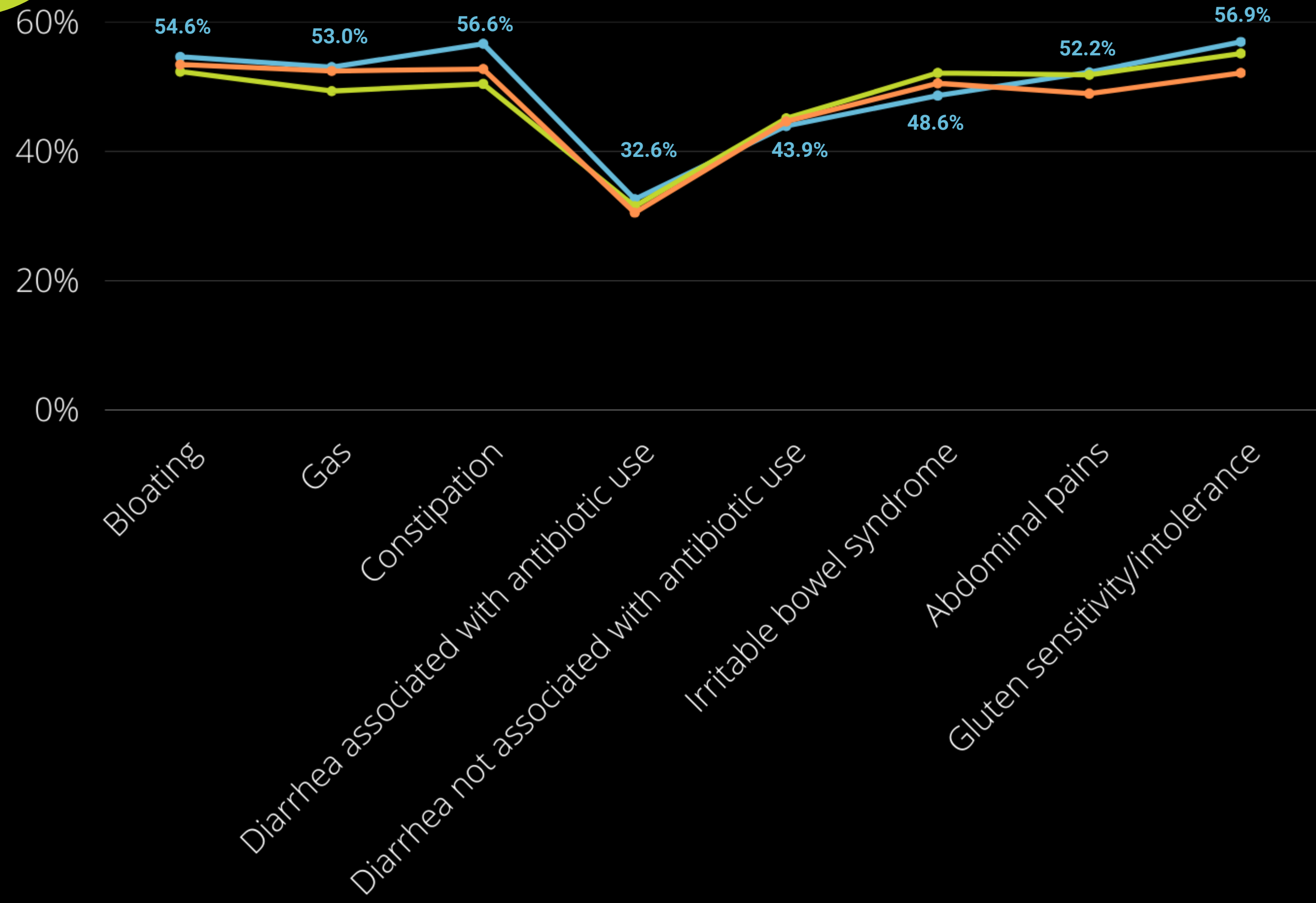
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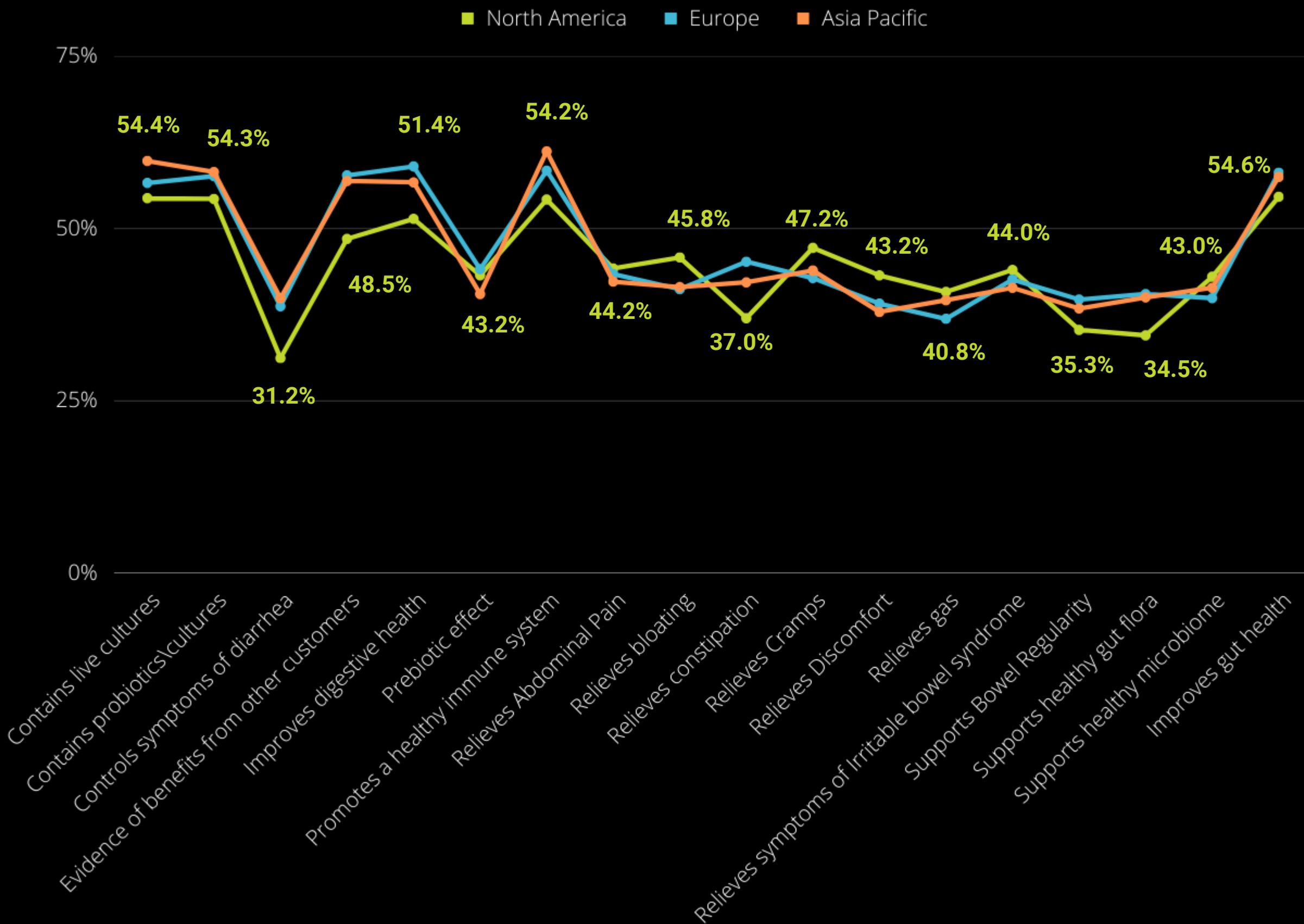
Consumer Motivation In Addressing Bloating Issue

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





Menopause Bloat Google Keyword Opportunities - UK



Menopause Bloat Opportunities - UK

November 2022 - November 2023		
Google Keyword ideas	Average Monthly searches	Competition
menopause bloating	5000	Low
menopause belly bloat	5000	Low
perimenopause bloating	5000	Low
menopause and bloating	5000	Low
bloating and perimenopause	5000	Low
bloated stomach menopause	5000	Low
menopause and belly bloat	5000	Low
menopause and bloated stomach	5000	Low
bloating with perimenopause	5000	Low
abdominal bloating and menopause	5000	Low
abdominal bloating in menopause	5000	Low
bloated tummy menopause	5000	Low
menopause and bloated belly	5000	Low
menopause and bloated tummy	5000	Low
postmenopausal stomach bloating	5000	Low

Menopause Bloat Related Topics - UK

Top	Value
Bloating	100
Menopause	100
Cause	16
Pain	12
Abdomen	12
Stomach	11
Symptom	10
Perimenopause	8
Flatulence	7
Abdominal pain	6
Dietary supplement	6
Menstruation	5
Cancer	4

Top	Value
Tablet	4
cut	4
Cure	3
Bleeding	3
Irritable bowel syndrome	3
Tea	3
Weight gain	3
Weight loss	3
Abdominal obesity	2
Ovary	2
Back pain	2
Combined oral contraceptive pill	2

* 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



Menopause Bloat Related Topics - UK

Rising	Search Frequency
Tea	Breakout
Lactobacillus	Breakout
Large intestine	Breakout
Peppermint tea	Breakout
Pelvic Pain	Breakout
Gastroenteritis	Breakout
Low-FODMAP diet	Breakout
Pharmaceutical drug	Breakout
Human back	Breakout
Progesterone	Breakout
Joint	Breakout
Gastroesophageal reflux disease	Breakout
Ultrasonography	Breakout
Stress	Breakout
FODMAP	Breakout

Rising	Search Frequency
FODMAP	Breakout
Abdominal obesity	300%
Combined oral contraceptive pill	300%
Back pain	250%
Pelvis	200%
Hormone	190%
Cyst	150%
Over-the-counter drug	130%
Abdominal pain	120%
Postmenopause	110%
Flatulence	70%

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Menopause Bloat Related Queries - UK

Top	Value
menopause symptoms	100
menopause supplements	46
ibs symptoms	27
bloating after eating	25

Rising	Search Frequency
ibs symptoms	350%

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