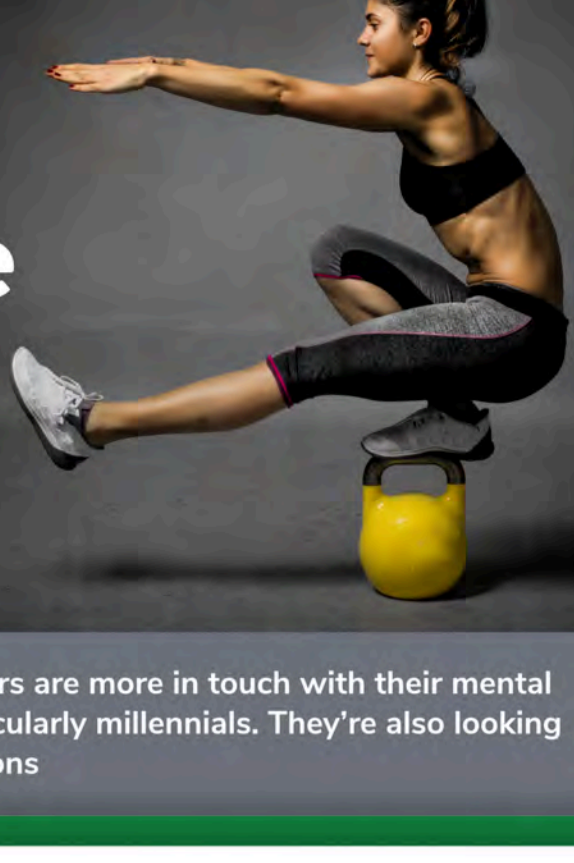


Finding Balance in the New Normal

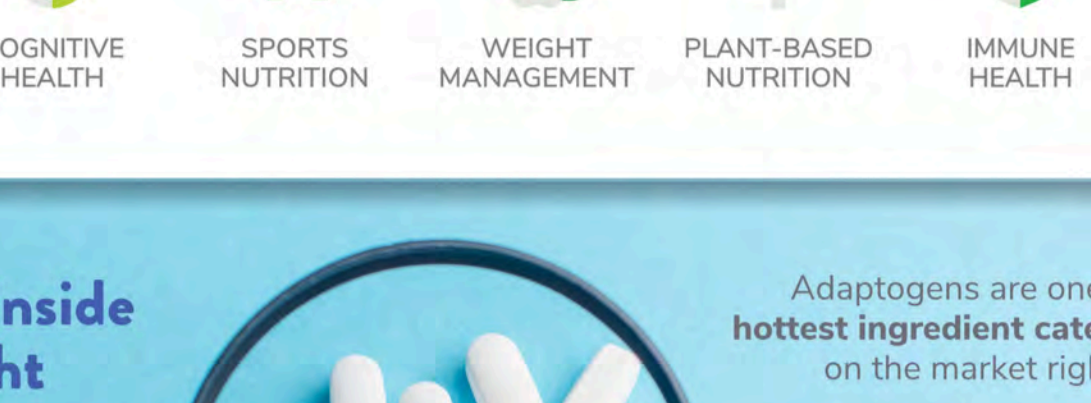
JUNE 2021



ADAPTOGENS MAKING THEIR MARK: Consumers are more in touch with their mental and emotional well-being than ever before – particularly millennials. They're also looking for new solutions

Market Makers • June 2021

What the PLT Customer Universe is Asking For
(change in interest over 60 days)



PLT Inside Insight



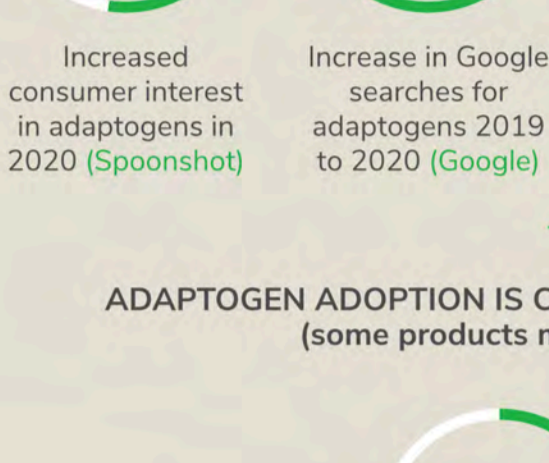
Adaptogens are one of the **hottest ingredient categories** on the market right now.

Consumers want **traceable, genuine ingredients** in their products supporting better health and wellness.

Adaptogens are a Growing Force

Awareness, Interest and Choice Expanding Dramatically

CONSUMERS ARE TUNING IN TO ADAPTOGENS



ADAPTOGEN MARKET IS GROWING



ADAPTOGEN ADOPTION IS COMING FROM A RANGE OF PRODUCT TYPES (some products make more than one type of claim)



Rhodiola is a TRUE adaptogen

- The term "adaptogen" was coined in the 1940s by Russian scientist Nikolai Lazarev.
- The concept was based on Hans Selye's theory of stress and General Adaptation Syndrome.¹
- An adaptogen allows an organism to counteract adverse physical, chemical or biological stressors by generating non-specific resistance.
- In 1969, Rhodiola was identified as one of just five plants that met the criteria for a true adaptogen. Other secondary adaptogens have since been identified.²



Rhodiola rosea traditional use

Historically used as an adaptogen in Siberia

Traditionally Used For:

- Endurance
- Work productivity
- High altitude sickness
- Fatigue
- Mood Support

An Adaptogen:

- Low to negligible toxicity
- Has a non-specific mechanism of action
- Increases resistance to stressors
- Has a normalizing effect

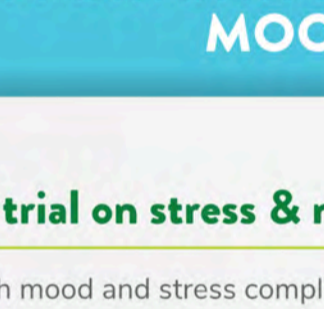


Kelly GS. Rhodiola rosea: A possible plant adaptogen. *Altern Med Rev* 2001;6(3):293-302.

"Adaptogens decrease stress and promote calm, while at the same time enhancing energy and improving sleep."
- Jeremy Appleton, ND. PLT Health Solutions -

What You Need to Know About Rhodiolife® Rhodiola rosea

HOT INGREDIENT IN A TOP CATEGORY



[LEARN MORE](#)

GREAT ORIGIN STORY SUSTAINABILITY & TRACEABILITY



[LEARN MORE](#)

OPPORTUNITY #1: RHODIOLIFE FOR MOOD SUPPORT

Pilot clinical trial on stress & mood

- N=10 subjects with mood and stress complaints
- Open-label design
- Rhodiola rosea (Rhodiolife) 340 mg/d for 10 weeks
- Assessments:
 - Hamilton Scales (HAM-A & HAM-D)
 - Four-Dimensional mood scale (FDADS)
 - Clinical Global Impressions of Severity/Improvement Scale

Results

- Daily Rhodiolife consumption improved ratings on both Hamilton rating scales. (p=0.001)
- Self-rated scores on FDADS also significantly decreased (p=0.043)

J Altern Complement Med 2008;14(2):175-80.



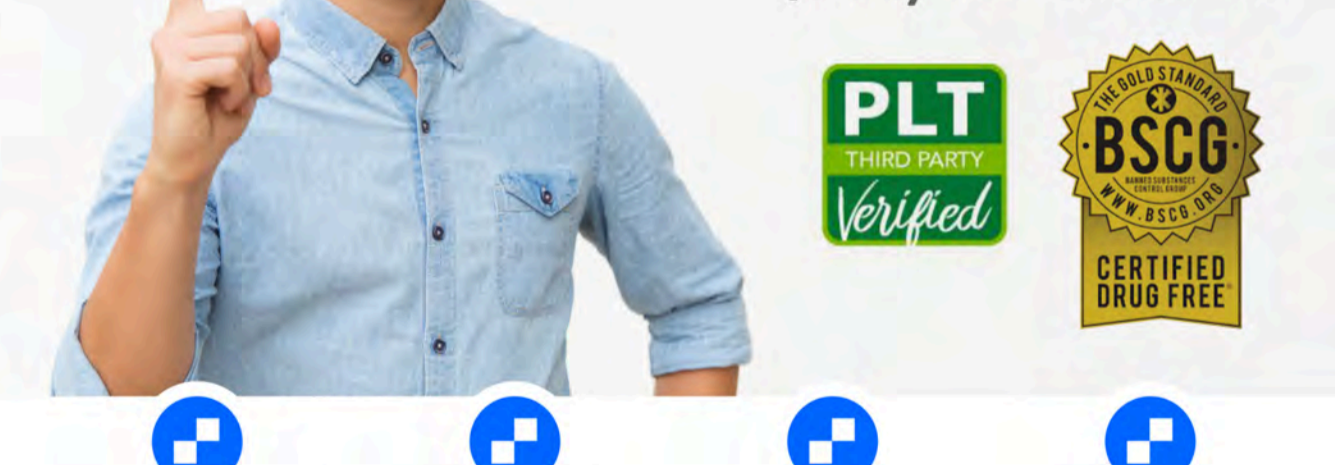
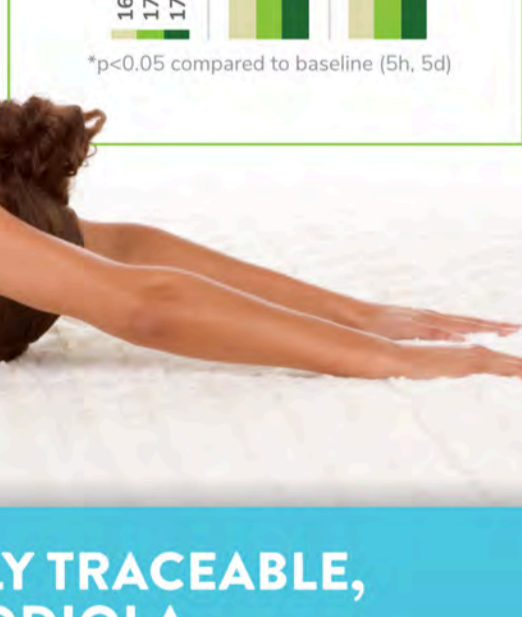
OPPORTUNITY #2: RHODIOLIFE SUPPORTS MUSCLE DURING EXERCISE

Support of muscle & inflammation metabolism in humans

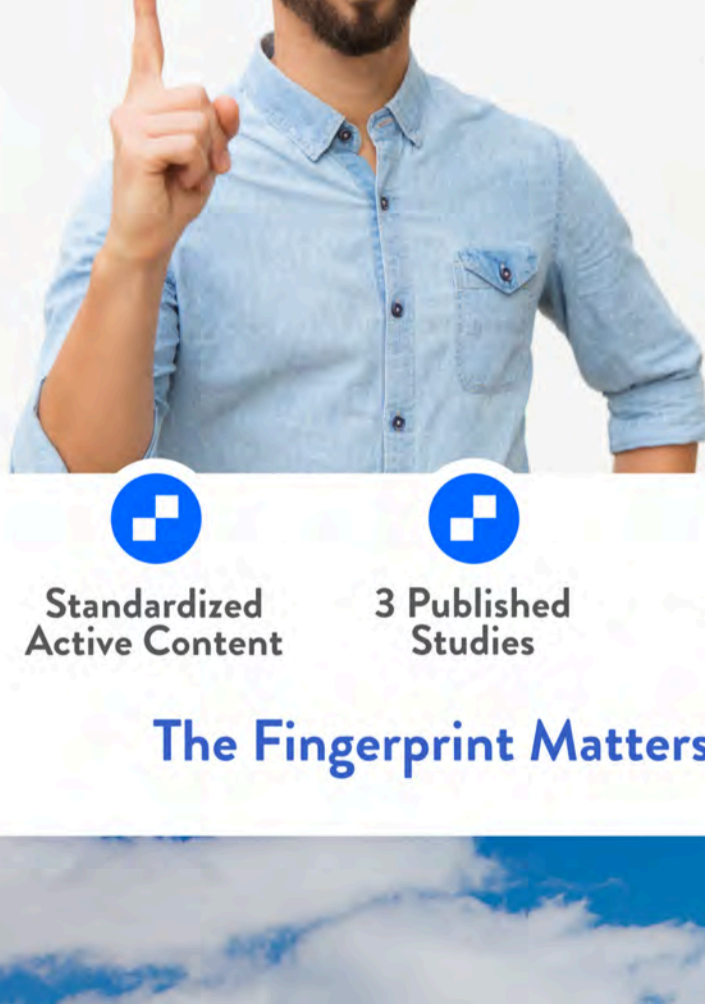
- N=36 healthy, untrained volunteers aged 21-24 years
- Supplemented for 30 d prior and 6 d after exhausting physical exercise on a cycle ergometer with:
 - Placebo (340 mg twice/day)
 - Rhodiola rosea (Rhodiolife, 340 mg twice/day)
 - Control (no treatment)

Results

- Less pronounced exercise-induced rise in CRP in the Rhodiolife group. Levels returned to baseline only in this group.
- Exercise-induced rise in Creatine Kinase (CK) was also blunted in the Rhodiolife-supplemented subjects



OPPORTUNITY #3: A TRULY TRACEABLE, SUSTAINABLE RHODIOLA



Rhodiolife®

Rhodiola Identity and Quality You Can Trust



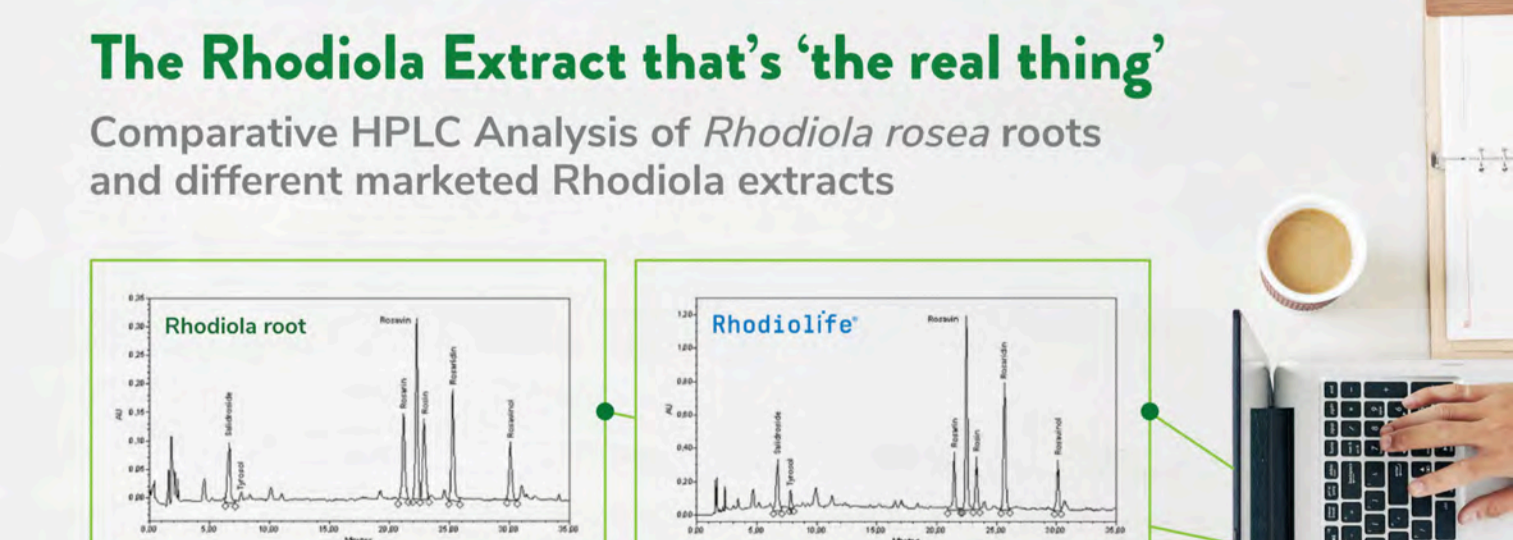
Standardized Active Content

3 Published Studies

3rd Party Verified

Certified for Drug-Free

The Fingerprint Matters More Than Ever!



Sustainably Sourced from the Altai Mountains

The Rhodiola Extract that's 'the real thing'

Comparative HPLC Analysis of Rhodiola rosea roots and different marketed Rhodiola extracts



Top PLT Ingredient Inquiries

(last 60 days)

Click on logo to learn more



Let Us Help You Create Products that Support both Body & Mind.

- Clinical Science
- 100% traceable
- Sustainable harvesting
- High quality processing
- PLT creativity

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