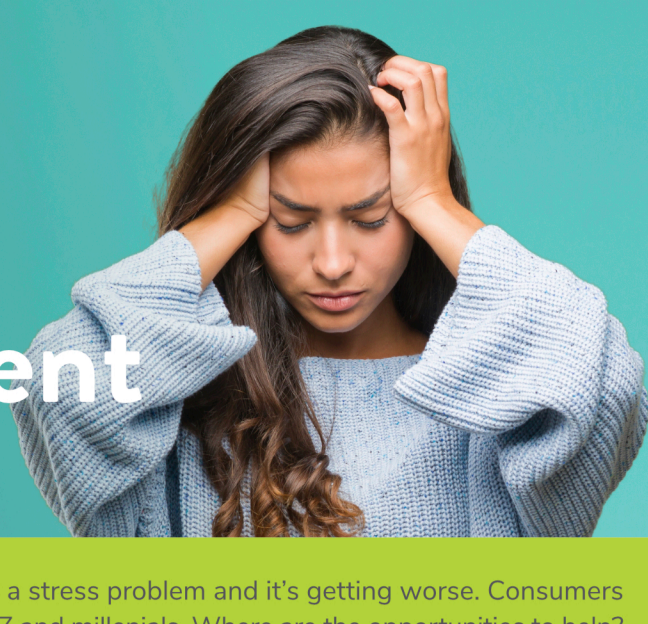


# Stress Management

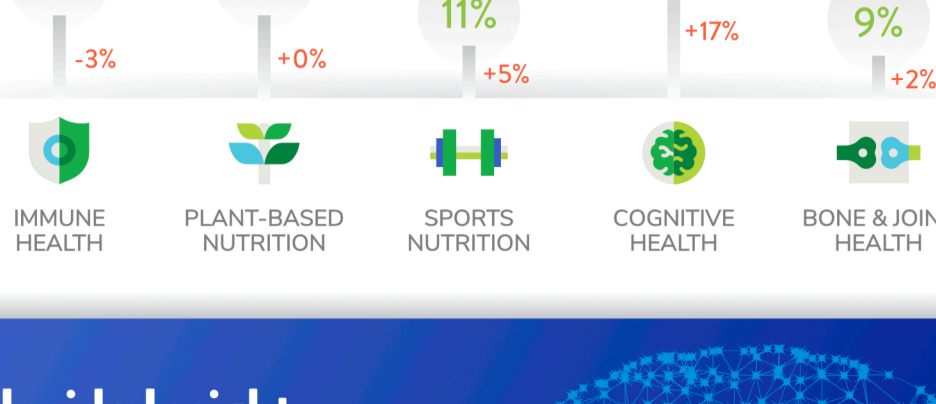
AUGUST 2020



**A STRESS CRISIS:** The United States has a stress problem and it's getting worse. Consumers are reaching for solutions – especially Gen-Z and millennials. Where are the opportunities to help?

## Market Makers • August 2020

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



## PLT Inside Insight

7 out of 10



PLT Customers Have Recently Expressed Interest in Adding Some Type of Stress or Cognitive Support in Formulations Across a Broad Range of Health Support Categories

## Why Stress Matters

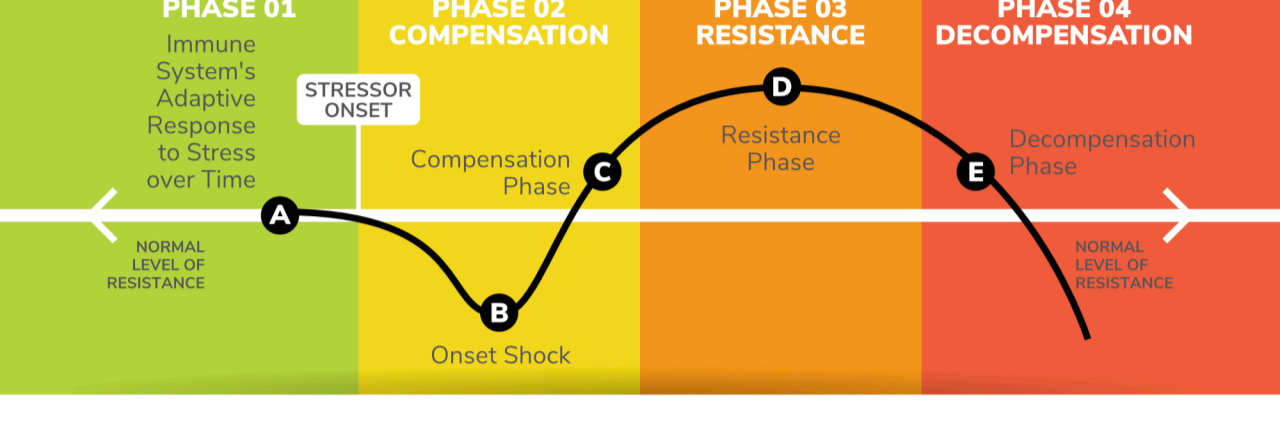
A Major Impact on Every Aspect of Health

Chronic stress can disturb the immune, digestive, cardiovascular, sleep, & reproductive systems. Over time, continued strain on your body from stress may contribute to

serious health problems, such as heart disease, high blood pressure, diabetes, and other illnesses, including mental disorders such as depression or anxiety.

## Selye's General Adaptation Syndrome

Selye H. Stress and the general adaptation syndrome. Br Med J. 1950;1(4667):1383-1392. doi:10.1136/bmj.1.4667.1383



## Social Impact by the Numbers

54%

of workers report that stress from work affects their life at home. (Wrike)

83%

of US workers suffer from work-related stress. (Everest College)

US businesses lose up to \$300 billion

yearly as a result of workplace stress. (American Institute of Stress)

Stress causes around 1 million

workers to miss work every day. (American Institute of Stress)

55%

of Americans are stressed during the day. This is 20% higher than the world average of 35%. (Gallup)

## Age of Anxiety

In general, my anxiety level is high...



## Trending PLT Ingredients for Mental & Physical Stress Products

### HOT INGREDIENTS REDUCED STRESS

Zembrin®

1,156%

Growth of calmativ herbal formulas. June 2020 (SPINS)

53%

More than half of all stress-related products in OECD are launched in USA. (INNOVA)

LEARN MORE

### HOT INGREDIENTS PHYSIOLOGICAL BALANCE

Rhodiolife®

172%

Global adaptogen sales increase 2019 v. 2020. (INNOVA)

4%

Very few people are familiar with adaptogen. Explosive growth potential. July 2020 (Mintel)

LEARN MORE

## SOLUTION #1: CALM FOCUS/ALERT SERENITY

You can help change people's lives

Zembrin®

Zembrin is Easy and Rewarding for Customers

SMALL 25mg DOSE

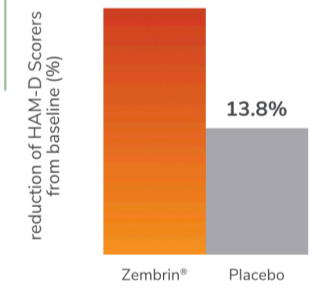
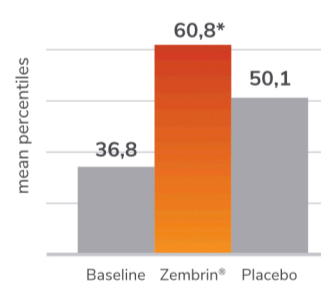
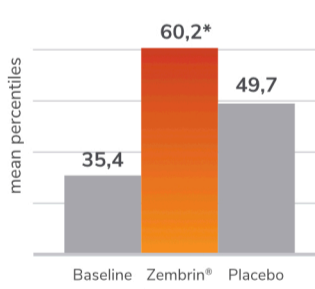
ONCE A DAY EFFICACY

WELL TOLERATED AND SAFE (multiple studies)

TRANSPARENCY & IDENTITY FROM SEED TO SHELF (trusted quality)

## What Makes it Unique

IT'S EXPERIENTIAL! (many users can feel it in 30 minutes)



LEARN MORE

## SOLUTION #2: ADAPTING MIND & BODY



Rhodiolife®

Rhodiola Identity and Quality You Can Trust

PLT THIRD PARTY Verified

BSCG CERTIFIED DRUG FREE

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

## Top PLT Ingredients

(last 60 days)

Click on logo to learn more

EARTHLIGHT WIDE FOOD VARIETY

Immune Support in Fortified Foods

artesa

For Next-Gen Plant-based Meats

Zembrin

Stress Relief & Calm Focus

SLENDACOR

For the 2<sup>nd</sup> Weight Loss Season

DYNALEVE

A Breakthrough in Recovery from Exercise

## Let Us Help You Help Your Customers Manage Stress

We watch consumers. Talk with industry thought leaders. Review the latest science.

All to help us understand your next opportunity.

CONTACT US

