WOMEN'S HEALTH UNLEACHED



TASTE THE DIFFERENCE.™

SHE RISES

Belongs to top 10 most impactful Global Consumer Trends for 2023



Global female consumers are:

52%

moderately or extremely concerned about women's health issues.

44%

looking for new solutions to prevent or treat women's health issues.

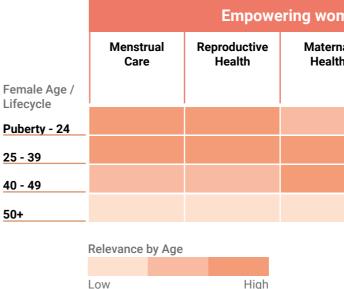
1 Euromonitor: Transforming Women's Health: Empowering Women Through the Life Cycle, 2023 2 Euromonitor International 2023

The recommended marketing positioning for this concept or name is based on current studies. However, all claims must be reviewed before launch in accordance with local regulations. Please note that the labeling, presentation, and advertising must not attribute to food supplements the property of preventing, treating, or curing a human disease, or refer to such properties.

Women's health supplements have been witnessing tremendous growth across the world, with a CAGR of 10% in the past decade.

This is in the context of a category that is already worth over 2.5 billion euros.³

Female consumers are taking a holistic approach to address their well-being. Over one-third prefer nutritional supplements, suggesting a preference for preventative and lifestyle solutions over medication.



Women's healthcare adapts throughout the life journey, recognizing the varied requirements during key life stages-from puberty and fertility to menopause and beyond.

3 Euromonitor 2022

4 Transforming Women's Health: Empowering Women Through the Life Cycle, 2023

omen through the life cycle⁴			
rnal Ith	Gynecological Health	Menopausal Care	General Health
			Mental-Wellbeing, Gut Health, Sleep Health

New women's health supplement launches are on the rise!

Over 170 supplements were launched globally, with a 5-year CAGR of 14%!1

New products feature a wide range of health claims. Top claims in women's specialty supplements are²:

Brain-Mood Health	39%
Energy	37%
Immune Health	31%
Hormone Balance	31%
Pregnancy	28%
Bone Health	24%
Skin Health	22%
Menopause	18%
Digestive Health	14%

1 Innova Market insights, data sourced from April 2022 to March 2023

The most popular dosage forms are capsules, tablets and drinks. However, new formats are quickly taking the stage as the fastest-growing product launches: for female consumers, particularly those in the elder age group and during taste-sensitive periods, factors such as convenience, ease of use and pleasant taste are becoming ever more important drivers in shaping supplement choices.

Enter the gummy.

The most-loveable nutraceutical format around, it combines sensory delight with on-the-go convenience, and a versatility in terms of flavors, texture and ingredients combination that was unthinkable before.

And there's the softgel.

As consumer-preferred dosage format, softgels boast high bioavailability, carry a high payload of active ingredients, and are easy-to-swallow. For those seeking animal-free options, the rise of vegan softgels provides a robust alternative in the everexpanding world of supplement choices.

Menstrual Care.



26%

of women aged 15-44 report severe impact from their menstrual cycle, including menstrual cramps, fatigue, dizziness due to iron-deficiency anemia.

HERBAL RELIEF

Chasteberry & Botanical Blend



Our herbal gummy contains a comprehensive blend of chasteberry, mushroom, saffron and lemon balm: an all-star nutrient team for PMS relief and mental wellness.

menstrual cycle.1

The botanical super blend of lemon balm, cordyceps sinensis and saffron has long being associated with stress management and mood support.

Nutrients (per gummy

Chasteberry extract

Cordyceps sinensis

Saffron

Lemon balm

Pectin based Sugar free Flavour: Strawberry Product code: 400022255

Recommended dose: 1 gummy per day.

1 Euromonitor: Transforming Women's Health: Empowering Women Through the Life Cycle, 2023.

Chasteberry helps to maintain physiological well-being during the

r)	Providing
	20 mg
	1 mg
	1 mg
	1 mg

Shape: Heart, Colour: Red, Weight: 2.5 g per gummy

BEAUTY & POWER

Iron & Collagen



Iron and collagen are the dream duo to boost beauty and energy.

Iron contributes to the reduction of tiredness and fatigue¹ while collagen is well known for supporting the structure and elasticity of the skin.

Double layers, double benefits!

Nutrients (per gummy)	Providing	
Iron	4.7 mg	
Collagen peptide	166.7 mg	
Vitamin B6	1.7 mg	
Folic Acid	133.3 µg	
Pantothenic acid	1.7 mg	
Vitamin B12	1.83 µg	
Vitamin B2	0.7 mg	
Gelatin based, double layered Sugar free Flavour: Pineapple & Mango Shape: Round, Colour: Yellow & white, Weight: 4 g per gummy Product code: 400024273		

Recommended dose: 3 gummies per day.

IRON WOMEN

Iron, Safflower & Hops



WHO estimates that 30% of women 15–49 years of age worldwide are anemic. Discover our iron & Vitamin B softgel to energize and relieve from iron deficiency anemia.

Iron contributes to the reduction of tiredness and fatigue.1

Vitamin B2, B6 contributes to normal energy-yielding metabolism.¹

Safflower oil contributes to hair luster and shine through its composition of essential fatty acids which strengthen the hydrolipidic film of the hair shaft.²

Hops helps relieve temporary mild nervous tension.²

Nutrients (per softgel)	Providing
Iron	7 mg
Vitamin B6	0.7 mg
Vitamin B2	0.7 mg
Vitamin B12	1.25 µg
Biotin	25 µg
Thiamin	0.55 mg
Hops extract	250 mg
Safflower oil	320 mg
Gelatin based Shape: 12 oval, Colour: Orange-cognac opaque, Weight: 0.946 g per capsule	

Recommended dose: 2 capsules per day.

Product code: 5012672

Fertility.

15%

According to the World Health Organization, almost **15% of reproductive-aged couples** worldwide are affected by fertility problems. Available data suggests that **48 million couples** suffer from infertility globally.

At Sirio, we offer fertility solutions for women of reproductive age, in the format they will love.



1 Euromonitor: Transforming Women's Health: Empowering Women Through the Life Cycle, 2023.

CONCEPTION CARE

Gummy

Softgel

Low levels of folate incr recurrent embryo losses
Preconceptional folates beneficial reproductive after assisted reproduct
Nutrients (per gummy)
Inositol
Folic Acid
Coenzyme Q10
Chasteberry
Pectin based Sugar free Flavour: Orange Shape: Orange slice, Co Product code: 4000222
Recommended dose: 3
Nutrients (per softgel)
Inositol
Vitamin E
Folic Acid
Coenzyme Q10
Vitamin D
Vegan Carrageenan fre Shape: 17 oval, Colour: Product code: E230204
Recommended dose: 1

crease homocysteine levels, a risk factor for es in early pregnancy.

supplementation has been linked to outcomes in natural pregnancies and those ctive technology treatment.

<i>i</i>)	Providing
	20 µg
	133.3 µg
	66.7 mg
	6.7 mg

olour: Orange, Weight: 3 g per gummy 289

3 gummies per day.

)	Providing
	100 mg
	30 mg
	400 µg
	200 mg
	10 µg
ree	

Red-brown opaque, Weight: 0.7 g per capsule 4

I capsule per day.

Prenatal care.

Embarking on the journey of motherhood entails a multitude of changes, and prenatal care stands as a pivotal factor in securing the optimal start in life.

Catering to the unique requirements of expectant mothers, our emphasis on joint and bone health, supplementation with folic acid and DHA, and vitality support aim to enhance every facet of the pregnancy journey.

ALL YOU NEED IS MULTI



Our allrounder prenatal softel packs a punch.

It contains a comprehensive blend of Vitamin B complex, Vitamin A, Vitamin D, Calcium, Folic Acid and Magnesium: all key building blocks to supporting healthy skin, strong bones and powerful immune system.

Nutrients (per softgel)	Providing
Vitamin A	650 µg RAE
Vitamin D	10 µg
Vitamin E	19 mg
Riboflavin	2 mg
Folic Acid	400 µg
Calcium	200 mg
Magnesium	40 mg

Vegan | Carrageenan free

Shape: 15 oval, Colour: Red-brown opaque, Weight: 1.1 g per capsule Product code: E230207

Recommended dose: 1 capsule per day.

INNOFOLATE





pregnancy.1

Folate deficiency can cause fatigue and dizziness while posing risks of preterm birth and developmental issues for the baby. Folate supplementation is the key. But not all folates are the same.

Meet our InnoFolate vegan softgel, a solution tailored to supporting maternal and fetal health during this incredible journey.

Nutrients (per softge

Folate from Quatrefol

Iron

Vegan | Carrageenan f Shape: 16 oblong, Cold Product code: 400024

Recommended dose: 1 capsule per day.

1 World health organisation, 2023. 2 Quatrefolic[®] is a registered trademark of Gnosis S.p.A.

37% of pregnant women worldwide are affected by anaemia during

l)	Providing
lic ^{®2}	400 µg
	14 mg
free our: Dark brown opaque, Weight: 1.08 g 1880	



DHA is vital for the baby's brain, eye, and nervous system development, making it crucial for pregnant mothers. Traditional fish oil may not suit everyone due to taste & odor. Additionally in certain regions, doctors advise to limit fish consumption due to potential allergens. Algae oil is an excellent alternative, particularly for those on a plant-based diet (but not only), providing essential DHA without these drawbacks.

200mg of DHA per day is recommended during pregnancy.

During pregnancy, more than 70% of mothers experience nausea, upset stomachs, and heightened sensitivity to smells and tastes. The challenging size and aftertaste of DHA-rich oil can exacerbate these symptoms. That's why, at Sirio, we provide dedicated care for DHA supplementation tailored specifically for pregnant mothers in a variety of delivery formats.

DHA contributes to the maintenance of normal brain function and vision.

1 American Pregnancy Association and American Academy of Pediatrics. 2 EFSA Claim.

MORNING GLOW GUMMY



Around two thirds of all pregnant women will experience morning sickness. Harnessing the proven benefits of ginger in alleviating nausea and vomiting, our DHA Morning Glow gummy seamlessly combines the goodness of DHA with a delightful ginger flavor.

Nutrients (per gummy

Algae oil

Ginger Powder

Vitamin B6

Pectin based Sugar free Flavour: Ginger Product code: 400023262

Recommended dose: 4 gummies per day.

ALGAE DHA SOFTGEL



Our new uncoated enteric shell technology protects acid-sensitive algae oil from degradation in the stomach and prevents stomach irritation and unpleasant belching. No aftertaste of fish oil.

Nutrients (per gummy)

Algae oil

Vegan | Carrageenan free Shape: 8 oval, Colour: Transparent, Weight: 0.33 g per capsule Product code: 300010910

Recommended dose: 1 softgel per day.

14

<i>ı</i>)	Providing
	125 mg, providing 50 mg DHA
	20 mg
	2.5 mg

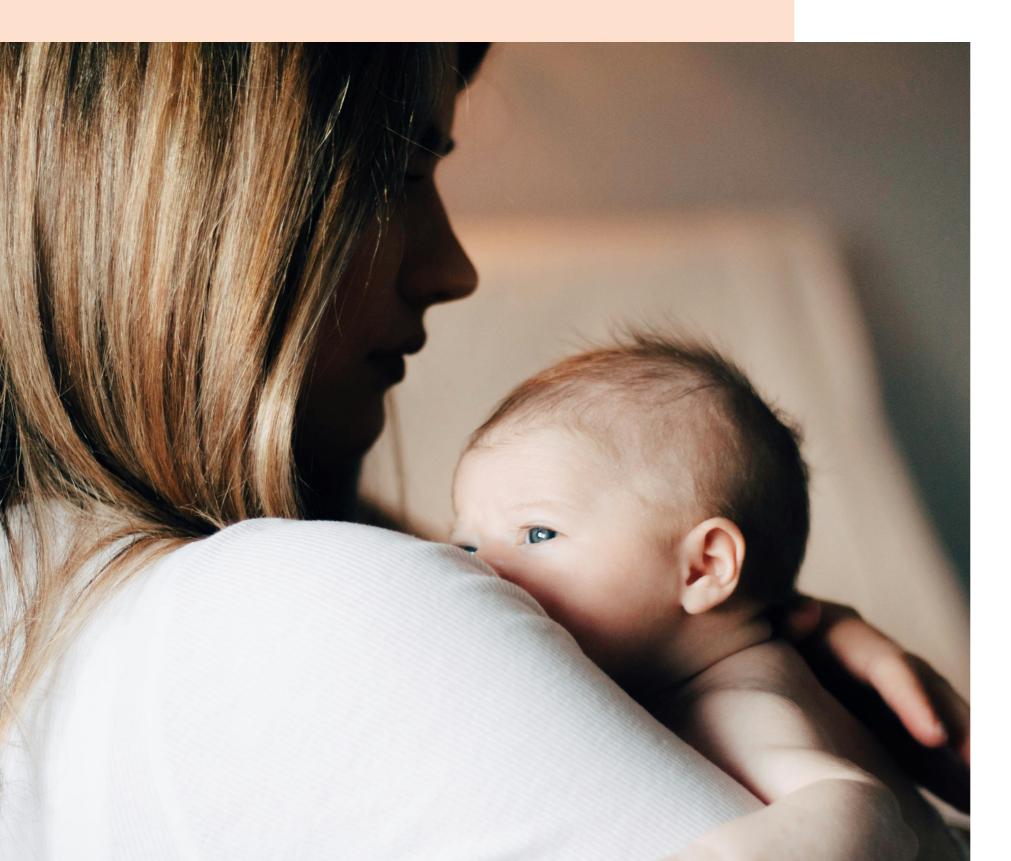
Shape: Round, Colour: Yellow, Weight: 4 g per gummy



Providing

333 mg, providing 200 mg DHA

Postnatal care.



Embracing the joys of motherhood also entails significant changes during the postpartum period.

The fluctuating hormone levels before and after childbirth affect the skin and hair of new mothers, with up to 50% experiencing the distressing issue of postpartum hair loss¹.

motherhood².

Recognizing the phenomenon of "mommy brain," up to 80% of new moms contend with feelings of distraction and brain fog postpartum³.

At Sirio, we offer best in class concepts in a variety of delicious formats that will help brands win with new mums everywhere.

1 Independent survey, 2023 3 The science behind 'mommy brain', 2023

Fatigue, affecting nearly 64% of new mothers during this phase, emerges as the most common challenge as women navigate the demands of





Our all-in-one postnatal softgel is a comprehensive powerhouse packed with essential nutrients for both you and your baby:

Folate contributes to normal amino acid synthesis.¹

DHA maternal intake contributes to the normal brain end eye development of the foetus and breastfed infants.¹

Vitamin B12, Vitamin B6 and Magnesium contributes to the reduction of tiredness and fatigue.¹

Vitamin D contributes to the normal function of the immune system.¹ Biotin and Zinc contributes to the maintence of normal skin and normal hair.¹

lodine contributes to normal cognitive function.¹

Black Pepper supports the health of the female reproductive system.² Safflower contributes to hair lustre and shine through its composition of essential fatty acids which strengthen the hydrolipidic film of the hair shaft.²

Nutrients (per softgel)	Providing
Algae oil from kd-pür ^{® 3}	120 mg (TG)
Folic Acid	200 µg
Vitamin B12	2.5 µg
Vitamin D	8 µg
Calcium	60 mg
Vitamin B6	700 µg
Biotin	25 µg
Zinc	5 mg
Selenium	45 µg
Magnesium	25 mg
lodine	75 µg
Pepper PE	50 mg
Safflower oil	50 mg

POWER CHARGER



Crafted exclusively for new moms, our softgel is infused with a potent blend of vitamin B groups for a natural energy surge. Enhanced with the soothing benefits of **Tea Theanine** and Chamomile for mood support, this softgel is a perfect go-to solution for recharging and revitalizing.

Providing
20 mg
2 mg
2 mg
2 mg
4 µg
200 µg
50 mg Theanine
5 mg
n opaque, Weight: 0.5 g per capsule

Recommended dose: 1 capsule per day.

Gelatin based

Shape: 11 oblong, Colour: Ocher opaque, Weight: 1 g per capsule Product code: 5012671

Recommended dose: 2 capsules per day.

1 EFSA Claim. 2 EFSA Pending Claim.

3 kd-pür[®] is a trademark of KD Pharma.

Folate contributes to normal amino acid synthesis.¹

Vitamin B12 contributes to the reduction of tiredness and fatigue.¹ Vitamin B6 contributes to the regulation of hormonal activity.¹

HERBALOCKS

Biotin & Herbal blend

MIND SHARPENER

Mushrooms & Ashwagandha



Say goodbye to postpartum hair loss worries.

Biotin and Zinc contribute to the maintenance of normal hair.¹

Research indicates that **pine bark** can reduce hair density loss by enhancing microcirculation, while pea sprouts are highly beneficial for hair growth. Pea sprouts have the ability to stimulate the expression of genes FGF7 and noggin, both well-known signaling compounds crucial for initiating a new phase of hair growth.

Nutrients (per gummy)	Providing
Biotin	1.25 mg
Zinc citrate	15 mg
Pine bark extract	25 mg
Pea sprouts extract	50 mg
Vitamin B3	7.5 mg
Vitamin B6	0.8 mg
Pectin based Sugar free Flavour: Mixed berry	

Shape: Round, Colour: Dark brown, Weight: 3 g per gummy Product code: 400022332

Recommended dose: 2 gummies per day.



Looking for a unique post-partum concept? Our Mushroom gummy offers the perfect remedy for quick brain fuel, delivering premium nutrients to combat postpartum brain fog and promote cognitive wellness.

Cordyceps, a fungus with a long history of use in traditional Chinese medicine, has been suggested to potentially contribute to memory enhancement and the maintenance of mental function decline.

support.

Vitamin B12 contributes to normal energy-yielding metabolism.¹

Nutrients (per gummy

Phosphatidylserine

Cordyceps sinensis

Chaga Mushroom Ext

Ashwagandha Extract

Vitamin B12

Pectin based With no added sugar Flavour: Raspberry Product code: 400022432

Recommended dose: 2 gummies per day.

Chaga, believed to possess antioxidant properties, has been associated with potential benefits for overall well-being and vitality

y)	Providing
	50 mg
	12.5 mg
tract	12.5 mg
t	60 mg
	15 µg

Shape: Berry, Colour: Dark red, Weight: 3 g per gummy

Breaking the menopause taboo.



According to recent data, **33%** of perimenopausal women worldwide turn to supplements to address women's health concerns.¹ This growing trend has sparked interest in products tailored to support women during menopause, with a notable **19%** compound annual growth rate (CAGR) in global supplements labeled for 'menopause' from 2018 to 2022.²

Herbal menopausal supplements are gaining momentum, as evidenced by patent publications on **plant-based** extracts for alleviating menopausal symptoms. Despite fluctuations, this trend has seen a positive CAGR growth of +15% from 2018 to 2022.³

1 Euromonitor: Transforming Women's Health Empowering Women Through the Life Cycle, 2023

2 Innova Market Insights, 2023 Menopausal Symptoms, 2023

Menopause, long cloaked in societal taboo, has remained a muted subject for generations. However, a transformative shift is underway as women increasingly embrace proactive measures to openly confront the challenges of this stage in life.

3 Innova: Global Patent Study: Exploring the Potential Role of Botanicals in Managing

MENOBALANCE

Powered by **Novasoy**



Discover our first-to-market MenoBalance gummy, powered by a herbal blend of soy isoflavones and sage leaf extract for menopausal support.

Novasoy® 1 is a naturally sourced soy isoflavones which selectively interact with estrogen receptors to regulate women's perceived temperature during menopause.

Benefits backed by numerous scientific studies:

- Reduce hot flash severity and frequency
- Shown to promote skin health
- Shown to help bones retain calcium
- Keep arteries flexible

Infused with **herbal sage leaf extract**, known for its support during menopause by alleviating hot flashes, night sweats, and joint discomfort.

Vitamin E contributes to the protection of cells from oxidative stress.²

Nutrients (per gummy)	Providing
Soy extract from Novasoy® (40% soy isoflavones)	31.25 mg
Sage extract	0.4 mg
Vitamin E	1.5 mg

Pectin based Flavour: Lychee & Blackcurrant Shape: Round, Colour: Purple, Weight: 4 g per gummy Product code: 400024275

Recommended dose: 4 gummies per day.

BALANCING ACT

Evening Primrose Oil & Flaxseed Oil



Evening primrose oil has surged in popularity as a leading herbal ingredient for menopause care, capturing the attention of women seeking natural remedies.

Vitamin E contributes to the protection of cells from oxidative stress.¹

Nutrients (per softgel

Evening Primrose Oil

Flaxseed Concentrate

Vitamin E

Vegan | Carrageenan fr Shape: 17 oval, Colour: Product code: E230213

Recommended dose: 2 capsules per day.

NOVASOY[®] is a registered trademark of Archer-Daniels-Midland Company in the United States and other countries.
EFSA Claim.

l)	Providing	
	500 mg, providing GLA 50 mg	
e Powder	50 mg SDG	
	6 mg	
ree :: Red-brown opaque, Weight: 0.7 g per capsule 3		

Meet our PureOrganix[™] EPO softgel & gummy

Experience the ultimate well-being with our first-to-market organic Evening Primrose Oil (EPO) softgel & gummy- a true reflection of our dedication to help customers differentiate (and win) in the market.

Tailored to bring women relief from hormonal imbalances and minimize the discomfort of hot flashes, our organic EPO offers support for managing menopausal symptoms. Available in 2 delivery formats: organic softgel and organic gummy.

EPO contributes to promoting hormonal balance and and providing menopausal support.



PUREORGANIX[™] EPO GUMMY

Nutrients (per gumm

Organic Evening Prim (GLA 10%)

Pectin based Flavour: Mixed Berry Product code: 400024110

Recommended dose: 4 gummies per day.

PUREORGANIX[™] EPO SOFTGEL



Nutrients (per softge

Evening Primrose Oil

Gamma linoleic-acid (

Gelatin based

Recommended dose: 2 softgels per day.

у)	Providing
nrose Oil	250 mg

Shape: Round, Colour: Yellow, Weight: 3 g per gummy

l)	Providing
	500 mg
(GLA)	45 mg

Shape: 10 oval, Colour: Clear yellow, Weight: 0.7 g per capsule

Women's **General Health**



for women¹.

What areas of your h over the next twelve
Top five answers:
My stress levels
My energy levels
My sleep health
My weight/waist
My general healt and wellness

2021

Rather than treating women's health as a standalone benefit, we embrace an integrated approach to offer **tailored solutions** for a more comprehensive and **holistic journey** across different life stages.

Waistline and sleep health are some key priorities



METABOLIC GODDESS

Powered by BPL





Over time, studies have shown that the metabolic rate starts to slow down by 2 to 3 percent each decade, beginning in our 20s. After women reach the age of forty, they may begin to have trouble in maintaining a healthy weight.

A calorie deficit is needed for weight loss. However, cutting calories too much increases the loss of lean muscle, which accelerates the drop-in metabolic rate that occurs with age. That's why women at this life stage need dedicated metabolic health care.

Postbiotic BPL1^{®1} (Bifidobacterium lactis) is ADM's proprietary, award-winning postbiotic strain with clinically documented results in improving all aspects related to metabolic health.

Vitamin B12 contributes to normal energy-yielding metabolism²

Choline contributes to normal homocysteine metabolism²

Nutrients (per gummy)	Providing
Heat-treated B.lactis CECT8145 (BPL1®)	Contains 5 billion cells inactivated bacteria
Choline	10 mg
Vitamin B12	9.5 µg
Apple cider vinegar	250 mg
Pectin based Sugar free Flavour: Mango Shape: Square, Colour: Red, Weig Product code: 400022488	ht: 3 g per gummy

Recommended dose: 2 gummies per day.

GUT BALANCE

Dream duo of probiotics & Apple Cider Vinegar



Probiotics contain live, "good" bacteria that ramp up the body's natural abilities to support digestive health.

Our **probiotic** gummy contains 2.5 billion CFU during the whole 24-month shelf life.

weight management.

Nutrients (per gummy

Weizmannia coagulan

Apple cider vinegar

Vitamin C

Inulin

Pectin based Sugar free Flavour: Apple Product code: 400022435

Recommended dose: 2 gummies per day.

1 BPL1[®] and BPL1[®] are registered trademarks of Biopolis, S. L. in the EU and other countries, used under license by Sirio. 2 EFSA Claim

Powered by apple cider vinegar, a star nutrient for digestion and

y)	Providing
ns	2.5 billion CFU
	50 mg
	12.5 mg
	500 mg

Shape: Round, Colour: Orange, Weight: 3 g per gummy

SWEET DREAMS

Hops & Lavender



Meet our new generation melatonin-free sleep gummy.

The powerful herbal blend of Hops and Lavender is well known for stress management and mood support.

Nutrients (per gummy)	Providing
Hops extract	62.5 mg
Lavender flower extract	187.5 mg
Pectin based Sugar free Flavour: Mixed Berry Shape: Berry, Colour: Light yellov	ν, Weight: 3 g per gummy

Recommended dose: 2 gummies per day.

Product code: 400023273

SMOOTH OPERATOR

Powered by **Fibersol**



diabetes.

and slowing down aging processes.

levels.¹

Cinnamon is a natural blood glucose reducer, which supports a normally functioning carbohydrate metabolism.

backed by science:

control benefits

Nutrients (per gumm

Resistant dextrin from

Chromium

Cortex Cinnamomi Ex

Chaga Mushroom Ext

Pectin based Low sugar Flavour: Orange Product code: 400024191

Recommended dose: 2 gummies per day.

Glucose control is not only important for people suffering from

- Improving glucose levels balance can alleviate cravings, fatigue, and mental health concerns, while also decreasing inflammation
- Discover our precisely formulated Smooth Operator gummy, crafted to manage blood sugar spikes following meals.
- Chromium contributes to the maintenance of normal blood glucose

In synergy with Fibersol^{® 2}, a well-tolerated soluble dietary fiber

· With clinical studies about digestive health benefits Prebiotic effect, nourishing the intestinal flora • Satiety and post-meal blood glucose, insulin, and triglyceride

y)	Providing
n Fibersol®	800 mg
	200 µg
ktract	1.5 mg
tract	1.5 mg

Shape: Round, Colour: Orange, Weight: 3 g per gummy

UTI protection.

60%

Urinary tract infections (UTIs) represent the most prevalent outpatient infections, affecting 60% of adult women during their lifetime.

BERRYSHIELD

Cranberry & Hibiscus



Discover our unique BerryShield UTI gummy, powered by a herbal blend of Cranberry and Hibiscus for women's urinary tract well-being.

Antioxidant-rich **Cranberry** has been shown in studies to be beneficial in helping regulate bacterial fauna and reduce the severity of outbreaks, while Hibiscus could potentially inhibit bacteria adhering to the linings of the urinary tract and bladder wall.

Nutrients (per gummy

Cranberry extract

Hibiscus Extract

Pectin based Sugar free Flavour: Cranberry Product code: H2212062-03

Recommended dose: 1 gummy per day.

1 National Institutes of Health: An introduction to the epidemiology and burden of urinary tract infections, 2019

()	Providing
	120 mg
	60 mg

Shape: Round, Colour: Purple, Weight: 3 g per gummy



SIRIO Europe GmbH & Co. KG

Am Hünengrab 20 16928 Pritzwalk Germany

Commercial Office

Friedrich-Ebert-Anlage 49 60308 Frankfurt am Main Germany

sirio.info@siriopharma.eu