

Women's Health Platform by Sirio: Ready-to-launch concepts to help you win in the market



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Women's Health Platform by Sirio

Sirio's dedicated Women's Health Platform is a launchpad of tailored supplement concepts that, by design, move beyond merely addressing women health concerns to support brands with innovative solutions, which will help them differentiate and win with female consumers.



Often ignored, misdiagnosed, or under-researched, women's health concerns are frequently slipping under the radar in what has been perceived by many observers as a 'gender health gap'. Globally, some 52% of female consumers say they are 'moderately' or 'extremely' concerned about women's health issues.¹ Change is nonetheless afoot: taboos that historically surrounded women's health are beginning to fall away, with conversations around period pain, sexual wellbeing, and the menopause, for example, now gradually starting to emerge into the light, as consumers take a stronger stance for health equity.

Within this context of increased enlightenment – combined with a broader preference of self-empowerment over managing symptoms in isolation – “Women are demanding more natural options to deal with areas where before they would have to medicate or simply do without, such as PMS and menopause,” notes Sara Lesina, general manager for Sirio Europe and the Americas. In fact, while close to 40% of female consumers seek medical advice to treat symptoms, around one-third are now opting for diet supplementation or natural remedies.²

Accordingly, the number of women's health supplement launches is emphatically on the rise in Europe (+19% CAGR from 2019-2023, according to the Innova Database, Europe), with 'brain-mood health' as the top claim (representing 44% of all launches), followed by 'Energy & Stamina' (41%)³, while 'Sexual Health' is the fastest growing claim (+81%), followed by 'Mental Acuity' (+68%). The number of new launches tracked with a menopause claim has likewise been significant (+21%) in recent years⁴.

Alongside a personalised approach to supplementation, women consumers are increasingly looking for more appealing ways of consuming such products. This is borne out by the remarkable rise of the gummy – a format that achieved 83% CAGR from 2021-2023 – alongside continued expansion in the more mature softgels space (+13%)⁵, with new vegan versions providing a boost to the format.

Leveraging leadership in softgels and gummies

Leveraging upon its global leadership position in the softgels and gummies segments, and with a history of CDMO expertise spanning three decades, Sirio has created an entire portfolio of health supplement concepts geared towards 'empowering women throughout the life cycle'.

"The launch of the Women's Health platform is the result of a great deal of inhouse research, stemming from a vision to contribute to women's health by enabling better choices," notes Lesina. "We have married the new possibilities of innovative, scientifically backed, and often branded actives, with the fastest growing dosage forms that consumers are looking for – and we've brought them together into unique, market-ready product concepts. These concepts tackle the entire journey of a woman's health, from pre-puberty all the way to post-menopause."

Sirio has partnered with leading brands such as ADM, Gnosis by Lesaffre, and KD Nutra to create some of these unique Women's Health concepts, boasting 'first-to-market' status in certain cases. Here, we explore these and other innovations – powered by high quality ingredients, backed by science, and meeting the latest consumer trends.



Menstrual care

Typically stretching over decades, the menstrual life stage can throw up a multitude of symptoms for women – from abdominal cramps and hormonal fluctuations, to fatigue and dizziness due to iron-deficiency or even anaemia.

A recently conducted survey revealed "a disproportionately high preoccupation with stress-related concerns, mental health, and skin health among female respondents of reproductive age. This highlights a particular need to consider the psychological effects resulting from hormonal imbalances and pain."⁶

Responding to such considerations, Sirio's dedicated concepts are designed to offer women more options and help them take a more holistic approach. Such innovative solutions include a unique herbal gummy to boost mood and support premenstrual comfort; an iron and collagen gummy in a unique double-layer format that boosts energy and supports skin health; and a softgel capsule that's easy to swallow and designed to provide improved iron absorption.

Fertility matters

Reproductive health is another clear area of interest (and opportunity), given that infertility affects one in six people across the globe, according to the World Health Organization. Moreover, WHO notes the “high costs of treatment medicines” as “major barriers even for countries that are actively addressing the needs of people with infertility”⁷.

Linked to beneficial reproductive outcomes in women – both in natural pregnancies and in those following assisted reproductive technology treatment – folic acid supplementation is at the core of Sirio's concept designed specifically to support women's fertility, and is available in both gummy and softgel formats.

An ally throughout pregnancy

Throughout their pregnancy journey, women require specific additional nutrients to ensure healthy foetal development, and to counterbalance the increased nutritional and physical demands upon their own bodies.

In response, Sirio leverages upon Gnosis by Lesaffre's fourth-generation folate, Quatrefolic® – a metabolised form of folic acid that's more easily absorbed by and transported around the body. Utilising this active form of folate (5-MTHF) in combination with iron, the resultant pre-natal care solution supports not only women's fertility, but their health throughout pregnancy. The concepts come in small vegan softgel capsules that help brands differentiate in the pre-natal supplements space.

Elsewhere, Sirio's 'DHA Morning Bliss Gummy' presents a particularly interesting concept, as while DHA is crucial for women during pregnancy (being essential for the growth and development of the brain in infants), many suffer from nausea in the first trimester – and the smell of fish is a common trigger for such sickness. “At Sirio, we came up with the simple yet elegant solution of combining DHA with ginger (a spice known for alleviating nausea) in a delicious gummy – featuring two distinct benefits: to support nausea relief and ensure women take their DHA,” advises Dr. Youyou Zhao, Chief Scientific Officer and Head of R&D (China) at Sirio.

Another key innovation sees Sirio team up with KD Nutra to incorporate its kd-pür® (algal Omega-3 concentrate) to provide a plant-based, sustainable solution to DHA supplementation throughout pregnancy.

Beyond such needs, hormonal fluctuations before and after childbirth can detrimentally impact a new mothers' skin and hair, while physical and mental fatigue are also widely reported symptoms. In response, Sirio has developed concepts focused specifically on post-natal care, including an easy-to-swallow, all-in-one softgel with DHA, vitamins and minerals, and herbal ingredients for supporting hormonal balance.

Another intuitive concept taps into the growing consumer interest in 'functional' mushrooms, and ashwagandha root extract, leveraging upon the adaptogenic traits of both. “With new mothers typically experiencing 'brain fog', memory loss, or lack of focus (so-called 'baby brain'), the 'Sharp Mind' gummy offers great support to stay focused using herbal ingredients,” notes Dr. Zhao.





Menopausal health

Intertwined with the healthy ageing megatrend, menopausal and perimenopausal women are increasingly turning to supplements, with herbal formulas gaining significant ground, as evidence grows on the power of plant-based extracts to alleviate sometimes debilitating symptoms at this life stage.

One star product within this segment is Sirio's new MenoBalance gummy, featuring ADM ingredient Novasoy® – a type of soy isoflavone. In terms of science, existing evidence shows that soy isoflavones may reduce the number and frequency of hot flashes and may help maintain healthy bones following the transition into menopause. Sirio's new MenoBalance also represents a 'market first' in terms of format. "It is the first time Novasoy® has ever been delivered in a gummy, promising both proven efficacy and pleasure in every bite," Dr. Zhao notes. Another menopause health concept is Sirio's PureOrganix™ EPO, the first-to-market organic Evening Primrose Oil (an ingredient shown to help relieve hot flashes) – available in both organic softgel and organic gummy formats.

Certainly, such innovations chime with consumer sentiment in this age bracket: In a recent study⁸, women aged 55+ said they respond to information that addresses very specific health concerns, with 'Anxiety or Stress' and 'Lack of Energy' the two most common health concerns raised, and women aged 35-54 years over-indexing on both. Notably, the study also reported a sizeable fulfilment gap between such health concerns and what consumers are taking supplements for, pointing towards the considerable market opportunity for brands to seize upon in this space.

A holistic approach to women's wellbeing

Beyond catering to the distinct life stages, Sirio's holistic approach addresses key priorities for women of all ages, as demonstrated through supplement concepts such as 'Metabolic Support', 'Gut Aid', 'Sleep Health', and 'Anti-spike Gummy'. Created to curb food cravings, the latter concept sees Sirio team up with ADM to incorporate Fibersol®, a prebiotic fiber that supports both digestion and growth of gut-friendly flora— and it is also well tolerated. Fibersol's plant-based, pre-biotic benefits are delivered by Sirio in an attractive gummy format.

Given that urinary tract infections (UTIs) affect 60% of adult women during their lifetime (with older women at higher risk of a recurrent UTI), another unique Sirio gummy concept supports urinary tract health. Designed specifically to help women who suffer frequently from UTIs, Sirio's innovative gummy contains a blend of hibiscus and cranberry – ingredients with high consumer awareness in relation to urinary tract health.



Enhancing consumer experience and brand success

Regarding all Sirio's concepts for Women's Health, consumer experience is front of mind. With so-called 'pill fatigue' a strengthening dynamic, how nutraceutical solutions are delivered is now a key consideration. The phenomenal rate of expansion observed in the gummies segment is testament to this, as is the growing interest in fruit flavours and botanicals. Such delivery systems and natural ingredients create an enjoyable experience for the consumer – one they will look forward to (and thus adhere to) as part of their daily routine – in turn, serving to facilitate the most positive health impact for the individual.

From a brand owner's perspective, with Sirio having already worked through all the consumer research, nutritional science, and time-consuming processes of validating such concepts and bringing them to ready-to-launch status, all the guesswork is essentially taken out of product development. This should engender confidence that a concept from the Women's Health Platform will deliver success when brands choose to partner with Sirio and launch to market.

"Science never stops at Sirio," concludes Dr. Zhao. "We are innovating with our partners – and for partners – all the time. Sirio is unique among contract manufacturers in terms of our R&D ability, and our desire, to work with brands who want to develop new products that deliver taste, texture, and most importantly, efficacy and quality."

Looking ahead, the fastest growth in the Women's Health category over the next few years will come from "products increasingly tailored to their individual circumstance, lifestyle, and age," predicts Sirio's general manager, Sara Lesina. "But, of course, making these more complex, stable nutraceuticals with organoleptic properties requires greater resources and technical skills. Our goal is to make it as easy as possible for our partners to launch the next blockbuster products – with the proven benefits and real-world USPs consumers want – as their brand truly is our business."

**To learn more about Sirio's concepts
for Women's Health**

[download the catalogue here](#)





Sources

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